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TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 1 NEW YORK, OCTOBER 18, 1917. PER ANNUM, $2.00 SIX MONTHS, $1.00

TOBACCO TRADE LEADS

Oldest and most American of the industries of the United States, the tobacco trade is no "slacker" when it comes to promoting the sale of Liberty Bonds. In helping to make the second issue a tremendous success, the Liberty Loan Committee for the Tobacco Trade of the Second Federal Reserve District is a leader. Work has been done that attests the patriotism of men engaged in the tobacco business. Up to Tuesday night, the bond purchases promoted by this active and patriotic committee amounted to $3,744,000, exceeding considerably the showing made by representatives of any other industry in the district. A most excellent start has been made. And the splendid effort, kept up so long as the campaign lasts, will be productive, not only of greater credit for the tobacco trade but also of direct benefit for every one who buys a Liberty Bond.

There shouldn't be any disposition to let the "big fellows" do it all. Every retailer, however small his business may be, can manage advantageously to purchase at least one bond. Every clerk behind a cigar counter should avail himself of the opportunity to buy. A Liberty Bond bought is better than money in the savings bank. A purchase on the installment plan is an incentive to thrift.

If he is minded to buy, no difficulty need stand in the way of any man. Nowhere can one secure a safer, more desirable investment than a Liberty Bond.

SHIPPING CONDITIONS

WASHINGTON, October 15.—Government experts here have the following to say about the present ocean shipping conditions. Shipping to United Kingdom ports continues easy. For attractive cargo, rates are somewhat lower, due to a certain extent to the fact that export license requirements are temporarily interfering with the forwarding of commercial cargo.

To French and Italian ports rates are steady, but firm space is more plentiful and licensed shipments, or those not requiring licenses, can be cleared promptly.

Greek line steamers are not yet in service, although two chartered boats are advertised to the ports of Piraeus and Saloniki for sailing late this month. United States Government licenses and Letters of Assurance from the British Embassy are required before shipping can be arranged.

To Holland no shipping space is immediately available. To Denmark and Norway bookings are being made, subject, of course, to licenses. To Sweden shipping at present is interrupted and some ships now loaded will have to discharge their cargoes owing to the impossibility of obtaining the necessary export permits.

To South American ports rates are lower and space readily obtainable. To the Orient, Australia and New Zealand rates are generally firm. However, there is an upward tendency in rates to Oriental ports, owing to a considerable movement of cargo, so that space is being fully engaged well in advance. The movement is principally overland via Pacific ports.

PRICE ADJUSTMENT CONTINUES.

Throughout the country, during the past two weeks, hundreds of daily papers have published news stories of one sort or another, pertaining to prices advanced on cigars, cigarettes and tobacco. From almost every point of view the situation has been depicted. It has been explained again and again that the increased cost of raw material, the higher wages paid, the difficulties of transportation and the greater outlay for incidentals, have forced prices up. And war taxes have to be added. The dealer who stays in business must ask more for his goods. Failure to do so now amounts to a declaration of intent to become bankrupt.

Attempts to maintain all old prices are ruinous. Conditions are changed. No consumer, reasonably now may expect to buy goods so cheaply as he did before the war.

THE FIRST WEEK'S WORK

To our Committeemen and Co-Workers:

I am exceedingly gratified to report that the yield of the first week of our campaign for Liberty Loan subscriptions amounts to not less than $3,400,000.

This is indeed a splendid record for an industry that has just been loaded with an additional sixty or seventy million dollar tax burden.

This manifestation of intense patriotism is something that every tobacco man and the entire industry may well be proud of.

Let us keep up the good work with increased energy during the remaining twelve days of the campaign and let us make every effort to place the tobacco trade on the top of the industrial list. To reach that goal

We must endeavor to secure the subscriptions not only of the companies that we are interested in, but of every officer, manager, clerk and employee connected with them;

We must continue our personal canvass of manufacturers, jobbers, and leaf dealers;

We must enlist the services of every salesman in order to reach the retail trade;

We must arrange for shop meetings in order to reach the workingmen; and

We must not neglect any opportunity to secure a subscription whether from a tobacco man, supply man or any other person or concern.

And so let us enter upon the second week of this campaign with a strong determination to do our full duty to the Government and to make a record for our industry.

And please do not fail to send your subscription to our Secretary from day to day, who will forward them to the respective banks indicated, and see that the tobacco industry receives due credit for same.

Cordially and sincerely yours,

Edward Wise,

Chairman.

MENOCAL'S CONTRIBUTION

The President of Cuba Sends 100,000 Havana Cigarettes to Be Smoked by American Soldiers in France.

Victor Hugo Barranco, special agent in New York, of the Cuban Government writes to *The Sun,* saying:

"I have the pleasure of advising you in behalf of the Hon. Mario G. Menocal, President of the Republic of Cuba, that he has made a personal contribution of 100,000 Cuban cigarettes for the brave American soldiers now in France.

"These cigarettes, which have just arrived, have been turned over to the quartermaster's department, United States Army, in this city, for transmission abroad."

Commenting on this notable contribution, *The Sun* says:

"If the head of another Government is prepared to manifest his solicitude for the comfort of American soldiers in such a practical way surely Americans with sons and brothers and sweethearts and friends on the way to the front will not be slow to do their bit."

In 1882 Mario Menocal, then in his sixteenth year, was sent to school in the United States, studying first in the Chautauqua Institution, later at Maryland Agricultural College. In 1884 he entered Cornell University, graduating from the School of Engineering four years later. In 1895, soon after the outbreak of the Cuban revolution, he presented himself to Gen. Maximo Gomez, asking to be enlisted in the ranks of the insurgents.

"What are you, anyway?" asked the General.

"An engineer," replied Menocal.

"Ah, that's good," said the General. "A fellow who knows how to build railroads ought to be good at destroying them."

Menocal was assigned the command of Col. Alejandro Rodriguez, but was given no rank. A few days later Rodriguez's force encountered a Spanish column and a lively skirmish ensued. Menocal, after remaining idle at his Colonel's side for some moments, asked impatiently, "When do I begin to fight?"

At that instant an insurgent fell dead in front of him.

"There you have a gun and a place to fill," answered Rodriguez, and Menocal, seizing the rifle from the grasp of the fallen patriot, took part in the fight.

A few days later he was made a Captain. This was the beginning of his distinguished military career. He became a leader in the war for independence and rose to the rank of General. And while he was fighting and leading fighters he learned what tobacco—or the lack of it—means to a soldier.

During the Spanish-American War, the present President of Cuba was the Major Menocal who performed such good service with the American troops.



An Effective Window Display by Gross Bros. of Stockton, Cal.

AS PRICES ARE PUT UP

The United Cigar Stores Company's new schedule of increased prices, which went into effect Monday, is as follows:

	Old Price	New Price
5c Goods—		
Coupons	20/ 5c	20/ 6c—Reg. Val.
Piedmont	10/ 5c	10/ 6c—20s, 11c
Oasis	10/ 5c	10/ 6c 20s, 11c
Chesterfield	10/ 5c	10/ 6c—20s, 11c
Camels	20/10c	20/11c
Caporal Halves	10/ 5c	10/ 6c
Clix	10/ 5c	10/ 6c
Relu	20/10c	20/11c
London Sports	10/ 5c	10/ 6c
Perfections	10/ 5c	10/ 6c
American Beauty	15/ 5c	15/ 6c
Cycle	15/ 5c	15/ 6c
Home Run	15/ 5c	15/ 6c
10c Goods—		
Royal Nestor	10/10c—1 Cert.	10/11c—Reg. Val.
Helmar	10/10c—1 "	10/11c— " "
Turk. Trophies	10/10c—1 "	10/11c— " "
Prettiest Superfine	10/10c—Regular	10/11c— " "
15c Goods—		
Murads	10/15c—2 Cert.	10/16c—1 Cert.
"	20/25c—Reg. Val.	20/30c—2 Cert.
Moguls	Same as above	Same as above
Luxury	" " "	" " "
Melachrino	" " "	" " "
Natural	" " "	" " "
Makaroff	20/25c	20/30c—Reg. Val.
Rameses	10/20c	10/22c—Reg. Val.
25c Goods—		
Melachrino No.4	10/25c—Reg. Val.	10/30c—Reg. Val
Tobaccos—		
Prince Albert	10c	11c
Tuxedo	10c	11c
Blended Goods—		
Omars	20/15c	20/16c
Fatimas	20/15c	20/16c
Zubeldas	20/15c	20/16c
Lord Salisbury	20/15c	20/16c
Richmond Straight Cut	20/15c	20/16c
Little Cigars—		
Between The Acts	10/10c	10/11c
Picadilly	10/10c	10/11c
Intermission	10/10c	10/11c
St. Ledger	10/10c	10/11c

According to reliable reports, the Schulte stores have adopted a similar schedule which goes into effect shortly.

Individual retailers throughout the country, according to reports received by the T. M. A., are making similar advances.

"Many of the nickel cigars," said Secretary Dushkind of the T. M. A., "are still being retailed at the old prices, to wit, a nickel each, but quite a number of standard brands have been raised to 6c." Secretary Dushkind thinks that the time is ripe for the cigar manufacturers to get $42.50 their nickel goods, which amount would only be a fair price for cigars, considering the increased taxes and the extraordinary cost of production occasioned by the war conditions. "Nothing," said Mr. Dushkind, "would suit the retailer better than to pay $42.50 for his nickel goods and sell them for 6c. The consumers cheerfully would pay the additional penny. In fact they are expecting such increase."

LEFT TEN CHILDREN

Andrew Harsch, a Cigar Manufacturer of Le Roy, N. Y., Died After Being Ill for About Three Months.

The death of Andrew Harsch, a well known resident of Le Roy, N. Y., occurred recently at his home on Myrtle street after an illness of about three months. He was born in Germany in 1842 and when nine years old came to America, taking up his residence in Syracuse. In that city, about eleven years later, he married Miss Sophia Overmiller. Later they moved to Le Roy, where up to a year ago Mr. Harsch was engaged in the manufacture of cigars. He was a member of St. Peter's Church.

Besides his wife he leaves ten children, Andrew of Rochester, George of Le Roy, William of the National Army at Camp Dix, and Mrs. Charles Granger of Buffalo, Mrs. Charles Rider of Batavia, Mrs. William Rich, Mrs. James Maire, Mrs. Jacob Kinne, Mrs. Calvin Smith and Mrs. Ira Smith, all of Le Roy.

Tobacco Fund Increased $538.90

"Tobacco Fund Night" at Murray's restaurant on West 42d street, New York, Sunday evening, added $538.90 to the *Sun* Tobacco Fund for American soldiers in France. At a merry auction, many things from eggs to millinery were sold at war prices. Pat Kyne himself starred as auctioneer of the many edibles and other articles which had been donated.

But before the evening was over he enlisted the services also of Alice Furness, one of the pretty girls of Gus Edwards' revue at the Martinique; Julius Tannen and Mollie King, the Pathé star. Tannen, who has long been a booster for the fund, did a big day's bit, for he had passed the afternoon at Governors Island, where he entertained the soldiers. Miss Furness was one of the most successful auctioneers who has appeared in these parts in a long time. She sold a handsome knitting bag at a record price. Knitting bags are in demand these days.

A topnotch programme was given by singers, dancers and comedians. Ruby Norton of "Furs and Frills," with her songs; the dancing of Peg Rafferty, and Lea Armstrong's South African Kaffee Jazz were among the big hits, but every number in the all star list was encored.

John M. Faulhaber, general manager of the National Vaudeville Artists Association, and John Barrington co-operated with Mr. Kyne and his assistants in making the evening a big success. Each of them furnished several of the acts. Magistrate Corrigan made a corking good speech for the fund.

The United Cigars Co. has declared the regular quarterly dividend of 2 per cent on the common stock, payable November 15.

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AN UNEXPECTED STRIKE

Cigar Makers in the Tuval Factory Quit Work Without Warning—Higher Wages Demanded—Operations Probably Will Be Resumed Soon.

Making, as it does, high grade clear Havanas exclusively, the Tuval factory has the reputation for paying top notch wages to cigar makers. It seems, however, in these days that even the best paid men are minded to ask for more. Marcelino Perez & Co. had an unpleasant little surprise, Wednesday morning, a week ago. About 10 o'clock, without saying a word, the workmen walked out of the factory. Later, a committee appeared and explained that the men had "gone on a strike to get more money." Otherwise, it was admitted, there was no cause to complain.

Marcelino Perez offered to compromise by paying $1 per thousand more on four sizes. But the strikers were insistent on securing a general increase of $2 per thousand.

The strike still continues but there is a promise now that work will be resumed, in a few days, if not sooner. Coming at a time when holiday orders were pouring into the factory, the strike, to say the least, is a grievous inconvenience. But Marcelino Perez & Co., making up so far as possible for lost time, will do their best to expedite deliveries.

AT THE AMSTERDAM SALE

Prices Obtained for Java Tobacco Were Higher Than Expected—Interesting Comparison of Prices.

Frank W. Mahin, American consul at Amsterdam, reports that a public sale of 9,362 packages (one package equals 179 pounds) of Java and 3,066 of Brazilian tobacco was held in Amsterdam on September 14. The result was higher prices than had been expected where competition existed, but in some other cases buyers had agreed upon a certain maximum which they would offer, and this reduced prices in those instances below previous estimates.

The highest prices for Java, those above the estimates, where competition was active, were from 115 to 200 Dutch cents (46 to 80, American) per half kilo (1.1 pounds). The previous estimate in these two cases was 110 and 135½ Dutch cents, respectively.

The lots affected by the agreement among buyers to make maximum offers were sold as low as 95 Dutch cents (38 American) per half kilo, while some of these lots were withheld from sale altogether.

The Brazilian tobacco brought 136 Dutch cents (57 American) per half kilo; previous estimate, 118 Dutch cents.

The quality of the tobacco was very good. There were no foreign buyers.

FAVORS RIVER TRAFFIC

J. M. Buckner the Big Tobacco Exporter Tells How and Why He Utilized Water Transportation.

Regarding the use by him of inland water transportation, J. M. Buckner, of Louisville, the big tobacco exporter, writes as follows:

"I note that a bulletin recently issued by the Food Administration makes the statement that I sold 40,000,000 pounds of tobacco to the French Government which was shipped by water to New Orleans and thence to France.

"This is partly the truth. I did sell to the French Government even more than 40,000,000 pounds of tobacco, as I have been their representative here for a year.

"My reason for shipping the tobacco by water was that I bought the tobacco all up and down the Ohio river, from Cincinnati to Cairo and in Indiana tributary to the Ohio river.

"The great car shortage last Spring necessitated my making arrangements to get this tobacco to New Orleans by water. As we had vessels there to load the tobacco for France, and as the railroads could not furnish cars and as the French Government needed the tobacco in order to keep their factories going in France, I was compelled to get the tobacco to New Orleans to catch these steamers; so I arranged with the Inland Navigation Co., at St. Louis, which has steel barges propelled by gasoline engines, each barge taking from 600 to 900 hhds., to take this tobacco to New Orleans. When the tobacco arrived in New Orleans in some instances it went alongside of the steamer and was loaded from barge to steamer; that is, if the steamer was ready to receive the cargo, and when this was not done the cargo was taken off the barges and loaded on the docks pending the arrival of the steamer.

"I ship large amounts of tobacco all over the world and am working to try to assist the river traffic and not be compelled to depend on the railroads. This steel barge left Paducah on Friday morning and arrived in New Orleans the following Monday, being only four days; in fact, it made better time than a freight train, and the great advantage was that all the cargo arrived at one time and could be checked by the shipping clerks much easier when it was loaded on the vessels than it could have been checked if it had been shipped by railroads, as the cars arrive at different times.

"I see no reason why the river traffic should not be encouraged on the Ohio and Mississippi rivers; in fact, it looks like to me the Government is not on the job and the railroads are holding up the shippers.

"I expect to handle large amounts of tobacco next year for various governments, and I will probably represent France and Sweden and sell considerable tobacco to Spain, also large amounts to Denmark and Norway, and it is my intention to have factories located on the river front where I can have the barge stop in front of the factories and load the tobacco from the factories direct into the barges."

CROP PERCENTAGE

WASHINGTON, October 15.—The composite condition of all crops of the United States on October 1 or at time of harvest was 2.4 per cent. higher than their ten-year average condition on that date, as compared with a condition of 2.5 per cent. above the average on September 1, according to experts of the Department of Agriculture. Final yields per acre of crops last year were about 4.9 per cent. below average. The index number of aggregate crop yields this year is about 7.7 per cent. greater than last year. This year the total acreage cultivated in crops is about 3 per cent. more than last year.

The total production of tobacco this year compared with last year is estimated at 108 per cent. The estimated percentage of yield per acre of condition on October 1, or at harvest on tobacco, was 107.2 per cent., and the change from September 1 estimates was an addition of 0.1 per cent.

Figures of the department show that the level of prices paid producers of the United States for the principal crops decreased about 0.9 per cent. during September; in the last nine years the price level decreased about 2.4 per cent. during September. On October 1 the index figure of prices was about 69.3 per cent. higher than a year ago, 116.1 per cent. higher than two years ago, and 104.1 per cent. higher than the average of the last nine years on October 1.

The Aurora Loose Leaf Tobacco Warehouse Co., with a capital of $20,000 has been incorporated at Aurora, Ind. The directors of the new company are: John A. Downard, Fillmore Wingate, James Thompson, John O. Hamilton and Martin L. Kirkpatrick.

TALE OF THREE THIEVES

Told in Court at the Trial of Jacob Greenberg, a Hartford Dealer Accused of Buying Stolen Tobacco.

Charged with the offense of having bought knowingly about 1,300 pounds of tobacco stolen from the farm of Mrs. Mary Larsen at Glastonbury, Conn., Jacob Greenberg, a tobacco dealer, had his trial in the Supreme Court in Hartford, last week. State's Attorney Hugh M. Alcorn appeared for the prosecution and A. C. Bill defended.

Three men who recently pleaded guilty in the same court to charges of having stolen the goods involved and are awaiting sentence on the charges were the chief witnesses against Greenberg.

Ike Moyger, one of the three men awaiting sentence, testified to a conversation in which, he alleges, Greenberg suggested that Moyger should steal small quantities of tobacco from barns. Greenberg told Moyger he could make considerable money in that way. Moyger admitted, under cross-examination, that he had been buying tobacco about the State and selling it to Greenberg at a profit of half a cent a pound. Moyger then told of stealing three loads of tobacco from the farm of Mrs. Mary Larsen, Glastonbury, between 11 p. m. and 3 a. m. one evening in December, 1916, delivering it to Greenberg, getting a check for $140 in payment, cashing the check in Hartford and then leaving the city as a fugitive.

Richard J. McAuliffe, cashier of the Southern New England Telephone Co. office in this city, was called to the stand to testify that a telephone listed as Charter 518-3 was used by both Jacob Greenberg and Dr. John Greenberg.

William Moran, manager of the Meriden Telephone Exchange, was called to introduce the record of a call, December 9, 1916, at 3:11 a. m., from the depot at Meriden to Charter 518-3, Hartford.

Louis Sonowsky, another of the men awaiting sentence, told of calling up the accused by telephone from Meriden and telling him that he had run away from Hartford and wanted something done about the charge of theft on which he was sought by the Hartford police. He testified that Greenberg responded: "Don't worry. Everything will be all right. I'll fix it up so that you'll be home soon." During a later telephone call from New York, he said, Greenberg told him he had better not call him up any more. On cross-examination he said he was sure of the voice over the telephone, though he had only heard it once before.

Harry Freedman, last of the trio, told a similar story of the thefts and described a trip through St. Louis, Chicago and Cleveland following the stealing of the tobacco.

TOBACCO TOO VALUABLE

To Lose This Year Through Any Lack of Effort—Wisconsin Farmers Urged to Heat Their Sheds.

EDGERTON, Wis., October 12.—The week has brought but very little weather suitable for curing the tobacco crop, it being far too cool and unseasonable for October. Unless a change to warmer conditions comes soon growers should resort immediately to artificial heating of their sheds if they expect to save much of the later harvested portion of the crop. A few charcoal pots burned beneath the hanging leaf would accomplish wonders in assisting in the curing. Tobacco is too valuable this year to warrant any neglect or carelessness on the part of the farmers. To allow any portion of the crop to become fat stems from freezing in the sheds cannot but result in a loss, for buyers will certainly not receive such damaged leaf at contract price, nor do they want it at any price. So the growers are again urged to look carefully after their sheds.

The sampling of the 1916 packings is about completed and the goods are finding a ready market in the eastern centers, there being very little to offer the trade by local packers.

The shipments out of storage reach 250 cases and four cars of bundles from this market since last report.—*Edgerton Reporter.*

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TOBACCO
· ESTABLISHED · 1886 ·

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, OCTOBER 18, 1917.

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SHORTENING THE WAR.

No more convincing argument could be made to the people of Germany of the hopelessness of victory being obtained by continued fighting than a great oversubscription to the Liberty Loan demonstrating not only the tremendous power of America but the fact that the American people are wholeheartedly in favor of prosecuting the war with vigor and willing to finance our Government to the limit.

Every purchase of a Liberty Loan Bond not only supplies the sinews of war but it shoots a fact into the German mind—the fact that the American people are behind the American Army and behind the American President, and that there is no end to this war except the achievement of the ends that America is fighting for. Every purchaser of a Liberty Loan Bond does something to end the war, does something to shorten the war.

When you shorten the war you shorten the terms of our soldiers who serve in France; you save many from death and suffering and privation. You save others from the dangerous voyage across submarined seas and the dangers of service in Europe. The success of the Liberty Loan will be a shortening of the war and a saving of American lives. We have given our sons to battle, we must lend our dollars to back them up, to make them powerful and effective, and as safe and as secure as may be.

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"NO PAPERS, NO JOBS"

There are thousands of Americans who are willing to fight for their country but unwilling for unnaturalized foreigners to stay safely here and take their places in industry.

This incipient disaffection should be nipped in the bud by removing the cause.

Abraham Lincoln met the difficulty by telling resident aliens to fight for the country sheltering them in its critical hour—or leave it within sixty days.

That plan is hardly feasible today. We have a labor scarcity. We need all the labor we can get.

The better plan is to preserve the reservoir of labor from all but the drain of war and simply force a more equitable draft by refusing employment to aliens, until taking out a first papers renders them liable to service with our own.

This would not cripple industry, since as many workmen would be left at home as escaped the call, but the quotas would be fairly distributed, and real or fancied cause for complaint removed.

This idea is behind a campaign instituted by the Travelers' Protective Association of America who are seeking the endorsement of the Unietd States Chamber of Commerce to induce employers of labor to deny employment to any and all resident aliens who refuse to take their stand upon an equality with our citizens for the defense of the United States, by making application for naturalization papers.

This method would undoubtedly—unofficially and without embarrassing the administration—render effective service to the country in helping solve the labor scarcity problem, in bringing the alien to a full realization of the value of citizenship, and inasmuch as it entails formal renunciation of allegiance to former rulers, would tend to lessen, if not entirely stop, loose utterances which militate against the national plans.

The slogan of "No papers, no job," as adopted by the association, may be taken as the ultimatum of United States industry to the unnaturalized.

❖

AGAINST PRICE CUTTING.

In his statement before the Federal Trade Commission, K. H. Addington, of the Benjamin Electrical Manufacturing Co., of Chicago, made the following powerful plea for a law to protect the producer from the price cutting retailer:

"Now, are we in business by sufferance? No. But how could we be put out of business? In no way legally; in this way illegally: Let any one of our competitors buy up a sufficient stock of our product, distribute it over this country and advertise at a cut price. He would absolutely destroy our sales organization and our business. No one has thought of doing it; no one would dare to do it, because if for no other reason we are adequately protected by that law as old as the English language itself—the law of torts, which enters into this proposition from the top to the bottom.

"An organized effort to injure would create an actionable right which we could readily protect. It is no less malicious, no less harmful, and certainly should be no less actionable, where the instance is not an organized thing, but an individual purpose in any community, because the harm is just the same, just as certain, and it is purely a question of proportion. As a matter of fact we are suffering from that very situation today, not to the extent of serious financial loss. We are growing, and growing rapidly, all the time, but we could grow faster and we could furnish our product more cheaply, if we could do as we did before the Miles decision put these jobbers, all of them, all down the line, under contract to take our goods only on the stipulation that they maintain a uniform price. Give us that right by a definite and certain law, clear in its vision, and carry that into every business in this country. That does not possess a monopolistic feature. You create a real, permanent basis for the soundest sort of competition."

A MILD CIGAR

How sweet to me is the breath of the sea,
And the seaman's cheerful song!
How soothing is sleep, on the mighty deep,
When the ship glides calmly along!
But sweeter to me, and more soothing far,
Is the fragrant breath of my mild cigar!
In the dim twilight of an autumn night,
A walk in the country lane,
When Nature fair wafts her censer there,
Refreshes the soul again;
But all my peace and delight 'twould mar
To walk there minus a mild cigar!
I love to go thro' the frost and snow,
When the air is crisp and clear,
To the Serpentine, with a flask of wine,
To skate with my Katie dear;
But, tho' dear to me these pleasures are,
The dearest still is the mild cigar!

J. Reginald Owen.

A Tobacco Freight Rate Controversy

Mayfield, Ky., Shippers Protest Against the Tariff of the Illinois Central Railroad —The Tentative Report of Examiner McGehee of the Interstate Commerce Commission—The Southern Classification — Decision Will Be of Great Importance to the "Black Patch"

WASHINGTON, October 12.—In a tentative report by Examiner McGehee, of the Interstate Commerce Commission in connection with the complaint filed by the Mayfield & Graves County Commercial Club, of Mayfield, Ky., against the Illinois Central against the rates maintained by the latter on the shipment of unmanufactured tobacco from Mayfield to New Orleans, it is held that the rates are not unreasonable.

The conclusions in a tentative report are not to be considered as the last word on the matter by the Commission, although it is to be presumed that a tentative report so carefully prepared and presented to counsel on both sides of the case for their scrutiny previous to the argument of this particular case, may safely be considered as meeting with the approval of at least a majority of the members of the Commission. However, the decision and order of the Commission in any case is not announced until after the case has been submitted on brief or argued. In either argument or brief counsel have, in this way, a better idea of the view which the Commission takes of the case, and is the better prepared to iron out any differences which may appeal to them as compared with the views expressed by the Examiner who has written up for the Commission on the tentative report.

In the case at issue, Docket No. 9663, it was outlined by witnesses in the case that Mayfield is in the center of what is known as the "black patch" or dark-fired tobacco district of Kentucky, and comprises 30 or more counties. Approximately 80 per cent. of this dark-fired tobacco is exported, and there is a heavy movement of such exportations through the port of New Orleans. Mayfield is said to be the largest market in the entire district, shipping out about 20,000,000 pounds annually, as compared with annual shipments from Paducah of about 10,000,000 pounds. The contention was that the rates were unreasonable as compared with rates from Cairo, although there is no appreciable export movement of export tobacco from Cairo, for the reason that the city mentioned is not in a tobacco section.

The rate on unmanufactured tobacco in hogsheads, any quantity, Mayfield to New Orleans, is 30 cents, for a distance of 539 miles; from Paducah and Cairo, 27 cents. Prior to September 15, 1915, the rate from Mayfield was 25 and from Paducah and Cairo, 22 cents. It was the contention that Mayfield should take the Paducah rate.

In support of the above contention it was shown that on all class and on many commodities the rate from Mayfield and Paducah are the same, tobacco being the exception. From the evidence it appeared that while Mayfield for its 539 miles distance pays 30 cents, Nashville enjoys a rate of 27 cents for a distance of 623 miles; Evansville, Henderson and Owensboro, approximately 700 miles each distant from New Orleans, pay 30 cents; Louisville, for a distance of 787 miles, pays 32 cents; Maysville, 972 miles, Lexington for 836 miles and Cincinnati 917 miles, each take a rate of 34 cents. It was also shown that a 17-cent rate is enjoyed by both Mayfield and Paducah on unmanufactured tobacco, moving in hogsheads, any quantity shipments to Memphis. The tentative report is, in part, as follows:

"The increase in the rates from Mayfield, Paducah and Cairo to New Orleans in 1915 was a part of a general readjustment which defendant made at that time in its rates on unmanufactured tobacco. The revision was undertaken because defendant considered that many of its rates on unmanufactured tobacco were lower than conditions warranted. According to defendant, the present rates from Paducah and other river points cited by complainant, to New Orleans are abnormally low and have been brought about by an active, compelling competition of water carriers. Within recent months approximately 100 carloads of tobacco have moved from Paducah to New Orleans by water.

"The southern classification, which governs traffic from Mayfield to New Orleans, rates unmanufactured tobacco, in hogsheads, any quantity, fourth class, but by exceptions to the Classification defendant provides a rating of sixth class. The fourth class and sixth class rates from Mayfield to New Orleans are 42 cents and 29 cents, respectively. Exhibits introduced by defendant show that the rate from Mayfield to New Orleans compares very favorably with rates from other interior tobacco-producing points in the "black patch" to the various Atlantic and Gulf Ports and to interior concentrating and manufacturing points.

"The movement of tobacco from Mayfield is generally in carloads and the average carload weight is said to be approximately 28,000 pounds, and the value from $2,800 to $4,200 per car. Based on a weight of 28,000 pounds, the present Paducah-NewOrleans rate yields $84 per car, or 5.6 cents per car mile. It is said to be necessary for the carriers to provide special facilities, including cranes and platforms, for handling tobacco in hogsheads. According to the defendant tobacco is loaded and unloaded by it at a cost of approximately $5.50 per car.

"While there is probably no movement of lumber from Paducah to New Orleans it is shown that the present Paducah-NewOrleans lumber rate would yield a per car revenue of about $90. From Dyersburg, Tenn., a point on defendant's line about 50 miles south of Mayfield, there is a considerable movement of cottonseed meal to New Orleans and the average carload yields a per car revenue of $57. The value of cottonseed meal is approximately one-fifth that of unmanufactured tobacco.

"It was stated by witness for complainant that an English tobacco firm 'located at Paducah in preference to Mayfield on account of the advantage in freight rates.' According to defendant this firm was actuated in locating at Paducah in preference to Mayfield by reasons wholly foreign to freight rates and having to do rather with the question of securing suitable space for the location of its warehouse."

TENNILLE.

CHRISTMAS GOODS SCARCE

Says Smoke, the house organ of the Capital City Tobacco Co. of Atlanta:

"Christmas and holiday packages this year are going to be extremely scarce. In fact, we are almost tempted to offer a prize for any dealer who gets them at all.

"We have tried everywhere to get for our trade something in the way of holiday packages —something a little different, even if only with just a few red holly berries printed on it.

"But the truth of the matter is there are no 'Merry Christmas' packages in sight this year. We have been unable to get them from any source. They are just not making them.

"It's about all the average factory can do to get out its regular orders for regular goods. Some of them can't even do that.

"There will be a few Christmas goods. It wouldn't be a real Christmas without a package or two of cigars that had just a little more fancy paper about them and perhaps with the box made in a little different shape—the flat and long kind, for instance.

"But smoke on this: Whatever Christmas goods you get by ransacking the trade will cost you from $1 to $5 per thousand more than the regular goods.

"Then if you should happen to get them they may cost you even more than that. We are looking for the new Federal revenue bill to pass Congress before January 1 and probably as early as December 1, so that the extra revenue to be paid the United States Government will be added to your Christmas bill in the event you are lucky enough to get any Christmas goods at all.

All of which is going to make your Christmas packages, if you get any, cost more than they have cost you heretofore.

Moreover, several factories are now closed down on account of strikes, and there are rumors of a prospective strike in Tampa, which may come most any time.

"So now, Mr. Dealer, here is the moral of all this:

"Don't go chasing after red ribbons and holly leaves, but take what you know you can get.

"As far as positive knowledge goes now the only thing available is the 'regular package,' and—take it from us—the man who gets all he wants and needs of the regular goods for his Christmas trade is going to be an exceedingly lucky individual.

"We wish we had Christmas goods for you. We've done our honest best to get them for you, and we have so far met with failure.

"If anything bobs up we'll let you know in a minute. But don't get up any false hopes."

Throughout North Carolina, tobacco of all kinds continues to bring record prices, the lower grades relatively outdistancing higher quality offerings in bringing unprecendented returns to producers.

IT MAY BE SAD AND COSTLY

When Your Clerk or Salesman Misrepresents Goods Sold for You

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How shall an employer with agents, salesmen and other representatives protect himself from trouble occurring through inadvertent, ill advised, improper, untrue and even fraudulent representations and statements made by employes, say about the employer's goods? These statements go wrong, and the customer, of course, always blames the employer for having such salesmen. And sometimes the customer begins suit, again always against the employer.

These questions are brought up by the following letter:

TRENTON, N. J.

We have had in our employ a salesman named ———. His services proved unsatisfactory through his drinking, and last August we gave him a month's notice. He was very resentful and as we found afterward, did several spiteful tricks against us during the last month in our employ. One of these was to guarantee a lot of second tires which he was instructed to sell without a guarantee. We have not yet heard how many of these he sold with the guarantee of 3,500 miles, but already thirteen customers have come back for adjustments, claiming a guarantee from this salesman. At first we thought it bogus, but several of these buyers had witnesses to their guarantees, so we now believe that he guaranteed the tires in order to revenge himself on us. The tire was a cheap first which was sold for a low price and probably most of them will not run 3,500 miles. We have held up the adjustments until we could see where we were at. Are we liable on the fraudulent act of this salesman? Naturally we wish to keep faith with the public, but in a case like this we may be swamped with adjustments which will cause us a heavy loss. E. N. C.

This is a typical illustration of what a dishonest or malicious or careless or ignorant salesman can do to his employer, for this correspondent is bound by his salesman's act without a doubt. A principal is responsible for the acts (this includes representations) of his agent so long as the agent acts within the scope of his employment. "Scope of employment" means this: Jones is a salesman in a retail store. All he is there for is to sell goods. Suppose some day in a financial transaction which is none of his business he calls somebody up and tells him that his employer will guarantee somebody's account. The employer would not be liable, because the clerk acted outside the scope of his employment, which was merely to sell goods.

But in the case submitted and in almost every case where an employe makes untrue representations about merchandise the employer is bound because the clerk or salesman is acting within the scope of his employment, which is to sell goods and, of course, to make representations about them.

That makes an employer almost at the mercy of his salesmen and clerks. Few employers, I think, fully realize that.

A clerk in a dry goods store mistakenly or carelessly guaranteed to several customers a large quantity of delicately dyed fabric. The guarantee was that the color would not change or run. The fact was that this was American dyed stuff and the clerk had expressly been told not to guarantee it. It was held here that the store was bound by the guarantee.

A wholesale jeweler sold a quantity of plated gold rings through a salesman who through a misunderstanding guaranteed them to be solid gold. A retailer who bought some of them under the impression they were low karat gold sold them as solid goods and got into a fierce newspaper scandal and all sorts of trouble. He sued the wholesaler, who tried to get out of it on the ground that the salesman had no authority to guarantee the rings to be solid. The court held this to be no defense. The salesman had acted within the scope of his employment, and the employer was bound.

There are a great many cases along the same line. An automobile salesman guaranteed that a certain car would give twenty-two miles to the gallon of gasoline. If this sale had been made under the usual iron-clad printed form used by most manufacturers there might not have been much to the claim, but as the parties were close friends it slipped through without. It was practically a verbal sale. The customer rejected the car on the ground that at best it would not give more than fourteen miles. The employer of the salesman took the position that the guarantee was void because the salesman had no authority to make it, but the court held that it was within the scope of an automobile salesman's employment to state to a prospective customer how much mileage it would give to the gallon of fuel, and the employer was therefore bound.

In most of these cases the employer had not been careless. He had either not instructed the salesman to do what he had done or had explicitly instructed him to do something else. The salesman did what he did without the slightest express authority, but the courts have always held that even the clearest instructions by employer to employe made no difference if the employe in violating them acted within the scope of his employment.

The only protection which the employer has against this sort of thing is to get the right kind of salesmen and give them the clearest possible instructions what to say about the goods they sell. Many employers attach tags or labels to goods containing as much of a description as they can so as to leave as little as possible for the salesmen to say.

URGES THE USE OF SHORT TERM PAPER

WASHINGTON, October 16.—For various reasons which it considers good in the best interest of commercial practice the Federal Reserve Board is advocating the use of short-time commercial paper, to run, say for not longer than four instead of the present short time six months.

Among the reasons which it advances for the proposed change is the anticipated heavy demands which will be made upon the Federal Reserve banks, making it desirable that the commercial banks throughout the country should have in their portfolios a maximum amount of paper that can be rediscounted with Federal Reserve banks and, this because of the fact that the latter banks can only rediscount paper which has not more than 90 days to run. By this proposed change the Federal Reserve banks anticipate that they will be able to rediscount about 75 per cent. of paper in the hands of commercial banks, whereas with paper running six months, they would not be able to rediscount more than 50 per cent. at any one time.

It is also anticipated that the suggested change would greatly improve the banking conditions of the country, giving them a turnover three times a year instead of twice, and giving credits consideration a like number of times. The borrower whose credit is good, it is pointed out, would have nothing to fear and no reasonable ground for complaint while the borrower with doubtful credit may find it strengthened by more frequent and frank conversations with his bankers. It is urged that an insistence on the adoption of this four months paper will improve the credit situation throughout the country in a very short time, that responsible borrowers will have greater assurances of credit and that the banks themselves will be in a better condition to meet contingencies. It is understood that the suggestion meets with the approval of the bankers.

Reports from the Fourth District, Cleveland, indicate that the tobacco crop has withstood the recent spell of unfavorable weather and is in good condition.

The probabilities are that the tobacco crop in the Richmond or Fifth District will show abnormally increased cash returns. Notwithstanding the fact that earlier in the season the tobacco growers were somewhat pessimistic due to the adverse fertilizer conditions with which they were confronted, the yield is 15 per cent. higher than it was last year, and the prices are not only high, but what may well be termed "fancy." The reports from the Kentucky district also indicate there is a very large production.

GUESSING IN BILLIONS.

Outside of the regular revenues, Congress has provided from war taxes and bond issues approximately $18,000,000,000 for the fiscal year ending June 30 next. It has appropriated on war account $17,700,000,000. Yet leading members of Congress are freely predicting a deficit of a billion dollars before next summer, and some of them a deficit of three billions.

Does nobody have any idea within a billion? Is anybody taking the slightest account of what is appropriated and what can be effectively expended before July?

When the excess of merchandise exports over imports is the maximum measure of loans needed by the Allies, is everybody sure that the $7,000,000,000 checked off to that account will more than be used up when the export excess is running under $4,000,000,000 a year? Is the $694,000,000 for aviation a continuing appropriation, or not even enough to be used before July? Is the shipping appropriation of over a billion also a continuing appropriation, or is it supposed that the material and labor and yard facilities are so abundant that it can all be expended in ship construction before July?

These are some of the obvious questions cropping out all through the list, and there is no answer from Congress save that nobody knows.—*New York World.*

"A GENTLEMAN'S CHOICE"

The Strand Cigarette—And What Is Predicted for It—A New Company Successfully Obtaining Fashionable Patronage.

"Old Man Opportunity" did not have to rap twice when the Strand Cigarette Co. offered a good chance to S. E. Applegate. Ambitious to be a top-notcher, determined to achieve big success in the cigarette business, Applegate was "up and coming." He regarded the future. He looked ahead. He could see great possibilities in the Strand cigarette. And he "went to it."

Parenthetically, it may be said that Applegate knows cigarette sales lore, forward and back. He was more than a successful cigarette salesman. He was a trade developer, a campaign manager, a man who "got results." He had ideas. Energy is his middle name. He could plan displays. He could attract trade. His work was productive of unexpectedly large business.

Brought into the world at Unionville, Mo., on August 15, 1882, he lived up to the reputation of his native State. He acquired information, if he did "have to be shown." He disregarded Horace Greely's advice. He went East, New York attracted him. He entered the tobacco business in 1900, not ostentatiously but with the determination to make good. Started on the road, as a traveler for "Siedenberg" he was assigned to Pennsylvania and Maryland. He covered his territory, he developed new business, he made friends, he got orders wherever orders were obtainable. Some years later, he was numbered among the alert and forceful young men whose mission was to make the Milo brand more famous. Next he was the star salesman for Contopoulo Bros. Notably in Baltimore and other places, he introduced the Contopoulo brands and caused them to be big sellers. In a few months, mostly in new territory, he sold 750,000 Contopoulo cigarettes. But his ambition wasn't satisfied. He wanted to be something more than a salesman. He desired to be identified in an important way with a company that made Turkish cigarettes of the finest quality.

Eventually, an opportunity was presented. The chance, he had hoped for, was offered him. Associated with the Strand Cigarette Co. as vice-president and sales manager, Applegate is ready now to plan and work harder and better than ever before. For he can see what a future the Strand Cigarette Co. has. Expert in judging cigarettes, he knows values. He realizes that into the manufacture of Strand cigarettes goes the choicest Turkish tobacco that money can buy, today.

Of Strand cigarettes, there is but one grade, the very highest. The fixed policy of the Strand Cigarette Co. is to use the best. In producing tobacco, neither expense nor pains are spared. The blending is done with the utmost care. Throughout each process of manufacture, all else is subordinated to quality.

The officers of the Strand Cigarette Co., Inc., are A. F. Grasshof, president, S. E. Applegate, vice-president and W. C. Ely, secretary and treasurer.



S. E. Applegate, Vice-President of the Strand Cigarette Co.

A noted traveler and quite a collector of works of art, President Grasshof of the Strand Cigarette Co. has made the director's room, in the offices of the company, at 17 West Forty-second street, a repository for valuables that would be given a place, gladly, in the art gallery of a multi-millionaire. The more important of these art treasures are Japanese tapestries and swords. One ancient but well-preserved Japanese tapestry, valued at many thousand dollars, depicts a legendary hero awaiting burial. Around the bier are gathered the family and retainers of the daimio; above and in the background, in order of their rank, are grouped the priests and the nobility of the district. Aside from its historic value, this tapestry is said to be one of the best attestations of ancient Japanese art. Another piece of tapestry, appraised at $3,000, represents the finest work of a noted Japanese artist who died a few years ago.

On the wall hangs a daimio's two-handed sword, having a huge handle and scabbard of carved walrus ivory. The size of the sword and the wonderful carvings on the ivory scabbard, inspired a collector to offer $5,000 for the weapon of a prince of Old Nippon. A court sword, smaller but made more valuable by ancient imperial association, hangs above the door.

The swords and tapestries, the oriental furniture and bric-a-brac are much admired by visitors. And the offices of the Strand Cigarette Co. are visited by important people. Officers of the U. S. army and navy, Canadian, British, French, Russian and Italian officers on temporary duty in New York, come in numbers, all desirous of securing Strand cigarettes. And when duty calls the officers away, almost invariably they write, from their new stations, ordering quantities.

One officer in the British aviation service, who wrote, ordering a large supply, stated that he couldn't do without Strand cigarettes.

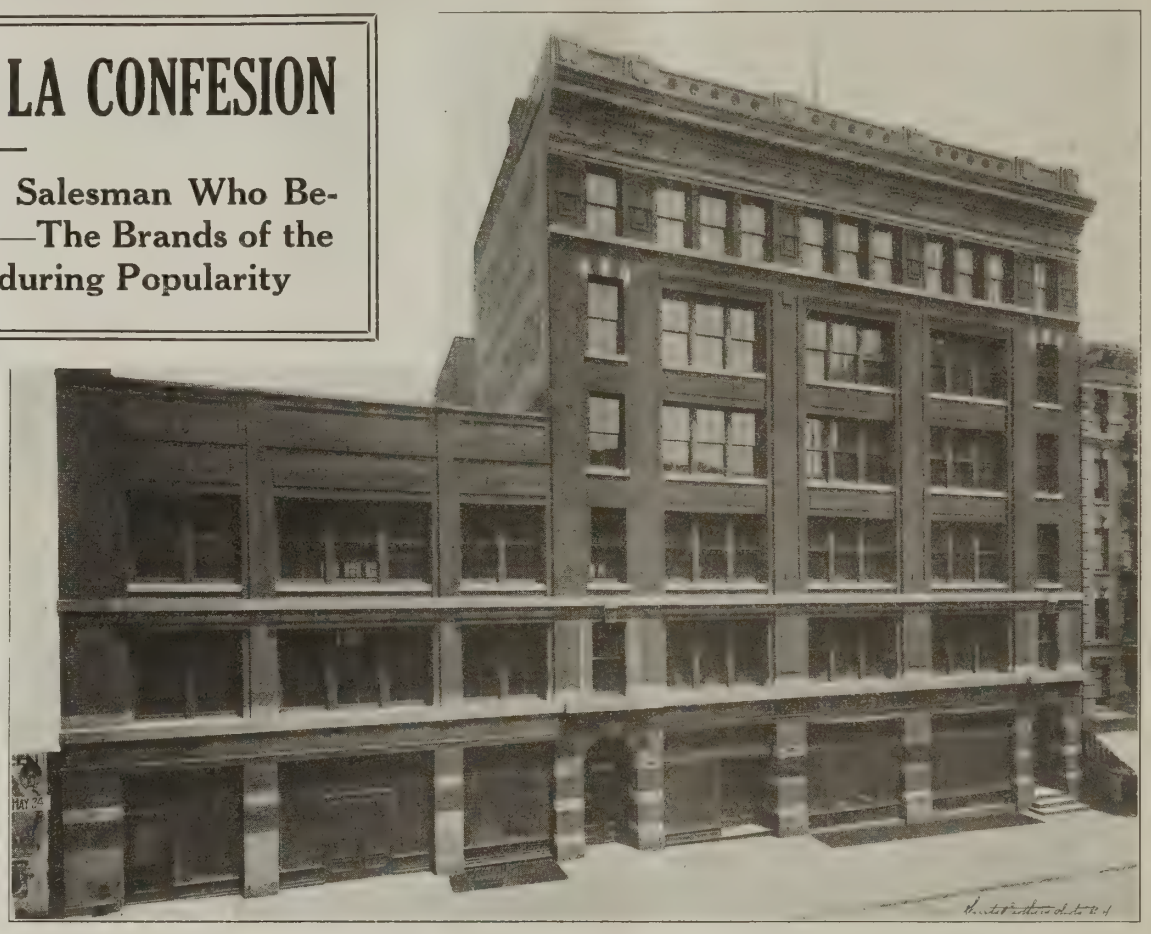
Introduced at clubs, fashionable hotels, restaurants and cabaret places, Strand cigarettes immediately obtained favor.

So much success has attended preliminary work done in New York and Philadelphia, it is predicted that Strand cigarettes quickly will attain a vogue throughout the country.

And Applegate, realizing what an opportunity he has, is very busy.

THE SIGNIFICANCE OF LA CONFESION

A Texas Story—A Star Cigar Salesman Who Became a Great Manufacturer—The Brands of the Benito Rovira Co. Have Enduring Popularity



The Up-to-date Factories of the Benito Rovira Co.

El Arabe and La Confesion, leading brands made by the Benito Rovira Co., long have been numbered among the best sellers, especially in the prairie States and in the Southwest.

'Way back in the days when "Free Grass" was a political issue in Texas, a sensational murder case was tried in Hamilton. In a remote part of Hamilton County, a cattle buyer named Harkins was found dead, with a bullet in the back of his head. Supposedly, Harkins had been murdered for his money. Earlier that day, it was known, the cattle buyer had in his possession a buckskin pouch containing nearly a thousand dollars. "When the body was discovered, the pouch was missing and not a thing could be found in the pockets of the murdered man."

Testimony given by the "three Tate boys" and their cousins "Joe" and "Jeff" Runnels caused "Will" Ellery to be arrested.

At the trial, "Jeff" Runnels swore positively that he had seen Ellery ride away from the scene of the crime. On the witness stand, one of "the Tate boys" told practically the same story. The similarity of the testimony aroused suspicion in the mind of Ellery's attorney. In a scathing cross-examination, he tried "to trip them up," but they were wary. At noon, when the court adjourned for an hour, the counsel for the defense was disheartened.

Meanwhile, "Joe" Runnels, excluded from the court room until he should be called to testify, had improved the opportunity to step across the street and take a few drinks. By noon he was just drunk enough to be quarrelsome. A political argument started. Hard words were exchanged. "Joe" Runnels attempted to draw his knife. However, before he could unsheathe it, he was hit over the head with a whiskey bottle.

Taken upstairs to a bedroom in the hotel, he was attended by a doctor who happened to be the brother of Ellery's attorney.

Convinced of his client's innocence, yet feeling sure, from the way the case was going, that the jury would bring in a verdict of guilty of murder in the first degree, the lawyer hardly knew what to do.

He was so disturbed, mentally, that he didn't care to eat. While the others lunched, he gulped down a cup of coffee and hastily left the dining room. He wanted to smoke. He hurried to get some cigars. He bought four and immediately lighted one.

Leisurely making change, the clerk at the cigar counter gossiped concerning the row that had occurred, a short time before, in the bar room.

The lawyer stood there, smoking and listening, until he was informed that his brother, the doctor, was dressing the wounds of Joe Runnels.

Grabbing the change that the clerk handed over, the attorney turned and ran upstairs. But the doctor had given orders that no one should be allowed to enter the room where Runnels was.

"I'm very busy now. But I'll see you when I get through," was the message the doctor sent to his brother.

Descending the back stairs, the lawyer went into a yard, behind the little hotel. Nervously walking around the yard, he smoked and thought as hard as he could.

Finally, the smell of burning paper reminded him that he had not removed the band from his cigar. Detaching the partly burned band, he was about to throw it away. But as he looked at the scorched bit of paper, he paused. He scratched his head, he muttered something, he waited and thought.

He did not come out of his reverie until he heard his brother coming down the back stairs.

"What did you want?" the doctor said.

"I just wanted to find out how badly Joe Runnels was hurt," the lawyer answered, "but another idea struck me this minute."

"Joe was knocked unconscious. He won't recover from his daze for an hour or so at the earliest. It's an ugly wound he got," the doctor explained, "he won't be able to go on the witness stand this afternoon."

"If that's the way it is, and you can come over to the court house an hour from now, I think you can help me a lot towards winning that case."

"How?"

The lawyer leaned over and whispered in the doctor's ear.

"I'll do it, count on me; I'll be there, sure," replied the doctor.

Receiving his brother's promise, delaying only long enough to give the doctor two cigars, the lawyer returned to the court room. Court reconvened. The cross-examination of the stubborn witness was resumed, with the result, apparently, that the jury was more firmly convinced of the prisoner's guilt.

Called to the witness stand, the second of "the Tate boys" repeated the story previously told. His testimony, elicited by the prosecuting attorney, made the case against Ellery seem stronger.

When the counsel for the defense had a chance to begin cross-examination, he went at it, "hammer and tongs." He made the witness angry and half afraid.

Just then the doctor quietly entered the court room. Almost unobserved, he tiptoed over to where his brother stood. Not until he handed the counsel for the defense a sheet of legal cap folded did he attract attention.

Seeming to be somewhat surprised, the lawyer took the paper, unfolded it and proceeded to read it, intently, without saying a word.

Having read the document, he refolded it, smiling grimly the while, and thrust the paper, somewhat ostentatiously, into his pocket.

Resuming the cross-examination, he seemed to play with the witness as a cat does with a mouse.

For a while he put questions suavely. Then suddenly he roared out: "Don't you know it's useless to lie? You are aware that Joe Runnels had his head smashed in a bar room row today. You saw that paper handed to me a few minutes ago. *Don't you know that I have a confession in my pocket?*

The court room was electrified. The attention of all was centered on the witness who shivered and shrank as the accusing finger of the counsel for the defense was pointed at him.

"If Joe's confessed, it's all up," gasped the Tate boy, "yes, Joe killed Harkins. We took the money and divided it. Because Will Ellery went by a few minutes before, we agreed to say he did it."

Thus made, the admissions of the Tate boy prefaced a revised explanation of how the crime was committed. Between sobs, the guilty witness told where the stolen buckskin pouch, containing part of the money, was hidden.

There was no doubt, then, about Ellery's innocence.

The prosecuting attorney congratulated the counsel for the defense. "It was fortunate though that your brother brought you Joe's confession when he did."

"See here," said Ellery's lawyer, as he produced a cigar, "what I had in my pocket was a La Confesion. That folded paper the doctor gave me is just a surgical report of Joe's injuries. Look at it! Read it! It states that Runnels is unconscious.

The fame of La Confesion cigar does not date from the day it was used melodramatically at a murder trial in Texas. Nor was the incident recorded especially influential in promoting sales. La Confesion sales are accelerated by merit, rather than by any notoriety. Widely distributed, possessing enduring popularity, La Confesion cigars have been favorites in various parts of the country for many years.

The demand for La Confesion brand, wide spread and continuous, is a perennial tribute to the ability of Benito Rovira. His record in the cigar trade is indeed a cause for pride.

A native of Barcelona, Spain, Benito Rovira came to New York in 1872. For five years, he applied himself diligently; he became thoroughly informed concerning the

making of good cigars; he proved that he was dependable; he displayed marked aptitude; but, he did not attract unusual notice until 1877, when he started out as a salesman for R. Monne & Bro., then regarded as cigar manufacturers of small importance. Because of Rovira's ability as a salesman, and because of his insistence that cigars supplied to customers should be good, the little factory employing a few people developed and grew. In five years' time, almost entirely through the efforts of Benito Rovira, the expanded business of R. Monne & Bro. required a working force of 300. Benito Rovira was acknowledged to be "one of the squarest and most capable cigar salesmen in the United States."

The firm of Ghio & Rovira was formed in 1883, Benito Rovira being the working partner. He supervised the buying, superintended the manufacturing and extended sales. In fact he managed very largely the entire operations of the firm.

A most excellent judge of tobacco, an expert manufacturer and a salesman seldom equalled, he kept the business going very successfully. His idea always was to make good cigars, to have but a few brands, to entrust the distribution of his output to dealers of proven capability. In the best sense of the word, he was conservative; extremely careful to maintain the quality of his product, quick to meet every obligation, zealously guarding the reputation of his house and goods.

In former years the Ghio & Rovira factories were at 207-11, and 214-16, East 38th street, New York. In 1904, in their entirety, Benito Rovira acquired the interests of his partner. Being sole owner, he changed the name of the big business to the Benito Rovira Co. Then with the company he associated his two sons, Joel B. (who had been with the business since 1894) and Herbert A. (who had joined the sales force in 1903.) Since then, Benito Rovira and his two sons have been, as they now are, sole owners of the Benito Rovira Co.

Caused by the expansion of business was the move from East 38th street, to East Sixty-second street, farther up-town. It was no ordinary move, for the new factories of the Benito Rovira Co. are among the largest and best in New York. Specially built for cigar manufacturing purposes, commodious, sanitary, supplied with every up to date improvement as regards lighting, ventilation and protection against fire, the big factories exemplify cleanliness and efficiency.

El Arabe and La Confesion, leading brands of the Benito Rovira Co. for many years, are cigars of staple importance, noted for their dependability, not only in quality but also in continuity of sales. In various localities El Arabe and La Confesion have the prestige that attaches to the largest sellers. Everywhere they are recognized as standard goods. Among the more important distributions are S. Bachman & Co., San Francisco; Morey Mercantile Co., Denver; O'Malley, Liddy Co., Kansas City; Boern-Stewart Co., Dallas; Skinner & Knecht, Los Angeles, E. Eppstein & Co., Dallas, and the Hart Cigar, of Portland, Ore. Of Benito Rovira clear Havana brands, the Wood-Pollard Co., of Boston, is a notable distributor.

What distinction as a sure seller El Arabe can acquire is shown by the records of one "not very large" store situated on what might be called a back street in New York. On West Broadway, the Smith store afterwards under the management of Connor & Einarson, sold upwards of 100,000 El Arabes every year.

Coming out now in a specially fine Connecticut shade grown wrapper, the reliable El Arabe is a cigar that will appeal, immediately and strongly, to almost every progressive dealer in New York.

While Benito Rovira, was a cigar salesman unexcelled, his sons have shown that they are inheritors of their father's ability. H. A. Rovira, now on the Pacific Coast, sent in some notably big orders last week. J. B. Rovira, who calls on the trade in the Middle West, and Southwest, has to his credit some of the most desirable accounts in the business.

SOME SHOUTING FOR CHICAGO

Chicago, October 15.—Big and little, over 800 cigar factories help Chicago "to smoke up." Besides, there are 35 tobacco and snuff factories located here. In value, this year, Chicago's tobacco trade will approximate $29,000,000. As a jobbing point it is one of the best in the United States. Here are located several great cigar and grocery houses that cover a vast amount of territory and who employ several hundred salesmen. The total jobbing business done is enormous and the firms are going farther away from home and increasing their field of distribution all the time.

Chicago is the world's greatest center for the production and distribution of food products. Preeminence has long been held in the meat-packing industry and in the grain business, but it was not fully realized until recent years that Chicago also excelled in a score of other lines and that its importance as a food market was not merely local but international. The city's geographical location gives it many advantages.

Chicago today is the greatest railway center in the world, and from this city is operated one-third of the mileage of the entire country.

The largest butterine manufacturers in the world are located here.

The Chicago district, being one of the greatest iron and steel producing areas in the world, has naturally a complementary importance in the transformation of these materials into machinery and tools. In certain well-known lines of machinery Chicago is the recognized manufacturing center of the country and the products of its factories are used wherever men have progressed beyond the hand-labor stage.

Heavy machinery of all kinds and for all purposes is built in Chicago. Mines, mills and machine shops in the remotest parts of the earth are equipped with machinery which bears, or ought to, the legend "made in Chicago." In the very important field of conveying and transmission machinery the position of Chicago is approaching or has equaled its supremacy in agricultural machines.

Chicago manufactures more than $30,000,000 worth of furniture a year, and as a marketing and distributing center for products of this class has no equal in the United States. No other city approaches it in quantity of output, and there are only four or five States that produce more than this city. Nearly every furniture manufacturer of consequence in the country has samples of his product displayed in the permanent exhibition buildings maintained in the city, as a result of which nearly everything worth while in the furniture line may be found in this market.

In the manufacture and sale of confectionery Chicago has attained a commanding position. Some of the largest and most successful candy factories in America are located in this city. Their products are shipped to all parts of the world.

Chicago is the home of some of the largest and most successful contracting organizations in the world. Nowhere can higher efficiency, stronger resources, greater responsibility or more complete equipment be found in this industry than in the Western metropolis, whether applied to the erection of buildings or other forms of construction.

Chicago is the market place for more coal than any other city in this country, and is believed to be the largest coal market in the world. This does not mean, of course, that the quantity consumed in the Chicago district is larger than any other equal area, though that probably is also the case. It means that more coal passes from seller to buyer in Chicago than in any other city.

As a financial and investment center, Chicago's prestige has increased since the European war began. The reasons are many, but all may be summed up in the statement that 1915-16 has been a period of unparalleled growth in all lines of industry, trade and finance. Uncle Sam has attained the position of a big creditor, with the rest of the world coming to him for needed money.

Chicago leads all American cities in the production of telephone instruments and in the manufacture of telephone cable. It is possible to purchase here an entire telephone equipment of any capacity—power, poles, wire, instruments, switchboards, etc.—from stocks carried by the leading houses, and it is claimed this is something that cannot be done in any other American city.

As an illustration of efficiency in this regard it is noted that in 1908, when the exchange, operated by the French Government and handling the telephone traffic of Paris, was destroyed by fire, a Chicago company outstripped all competitors for the rebuilding, and this was accomplished in less than sixty days.

Chicago is the headquarters of the Bell interests, as well as of the independent interests, and its electrical and telephone products are shipped to all parts of the world. The vast resources of the city in this respect are displayed in buildings specially designed for practical demonstration.

Chicago is not only a great grain receiving market, but has become a milling center of no small importance. The annual production of flour in this city, according to the latest figures, is about 1,200,000 barrels. This is a substantial gain over the production a few years ago, although there has been no increase in the number of mills.

Chicago's hotels and restaurants have, of course, shared in the prosperity. To its natural location, to its position as the nation's greatest railroad center, and above all to the highest degree of efficiency in the work of its hotel proprietors and managers Chicago owes its title of "the convention city."

Chicago is the largest beer producing center in the country, having in operation about fifty brewing plants, although they are not all under separate management. The trade is chiefly local, and the quantity shipped out is counterbalanced by the quantity shipped in from outside plants, estimated at about 500,000 barrels a year. St. Louis and Milwaukee are the most important centers for the shipping trade, having half a dozen concerns which handle a big volume in this line.

Chicago's $8,000,000 Field Museum, when completed, will be the largest institution of its kind in the world. It will consist of three stories and a basement and cover a territory equivalent to four downtown city blocks.

Chicago roasters prepare, and they and other Chicago wholesalers distribute, approximately one-fourth of the coffee consumed by the American people. They handle about half the consumption

(*Continued on page 26.*)

A Gentleman's Choice

Sterling Quality



EXACT SIZE 25c. PACKAGE

Exquisite Throughout

The cigarette preferred by men of fashion and good taste.

It demonstrates the excellence of the choicest Turkish tobacco.



100 SIZE PACKAGE

Ten for Twenty-Five Cents

Packed in Tens, Fifties and Hundreds

Ideal Cigarettes for Gifts.

Strand Cigarettes *will please* your *customers.* Stock them now.

THE STRAND CIGARETTE CO., Inc.

17 West 42d Street, New York

Canadians Were Large Buyers of Remedios

The Havana Leaf Market a Scene of Activity—Factories Will Be Kept Busy Sure for the Rest of the Year—The Damage Done in Pinar del Rio—A Holiday Did Not Stop the Production of Cigars

HAVANA, October 12.—The Secretary of Agriculture reported yesterday that the recent hurricane had ruined 1,000 tobacco barns (their contents including some of this year's crop), besides many seedbeds in the province of Pinar del Rio. It will now depend upon weather conditions, Government help extended to poor vegueros, and the individual exertions of the larger planters what crop will be had in 1918 in Vuelta Abajo, Semi Vuelta and a part of the Partido sections.

The leaf market has been very active this week. Canadian manufacturers have made liberal purchases, aggregating over 3,000 bales of Remedios leaf principally. Not many new buyers have made their appearance from the United States, so possibly we may see a lull again temporarily, but because available stocks are limited prices are bound to be firmly maintained.

Receipts of leaf tobacco from the country:

	For two weeks ending Oct. 4, 1917	Since Jan. 1, 1917
	Bales	Bales
Vuelta Abajo	18,440	136,233
Semi Vuelta	362	8,341
Partido	2,817	28,596
Remedios	13,291	98,484
Totals	34,910	271,654

Exports per steamship *Mexico* totaled 487 cases, containing 2,238,145 cigars, which were consigned to the following countries, viz.: To Great Britain, 1,077,190; to United States, 842,380; to Denmark, 89,750; to Canada, 73,375; to British Africa, 47,500; to Uruguay, 29,650; to the Argentine Republic, 27,000; to Portugal, 21,500; to the British East Indies, 14,000; to Australia, 10,000; to Brazil, 5,000; and to the French West Indies, 800 cigars.

Exports of leaf tobacco, from the port of Havana, during the week ending September 29, totaled 3,505 bales, which were distributed to the following countries, viz.: To all ports of the United States, 3,169; to Canada, 207; to Uruguay, 78; and to Valparaiso, Chile, 51 bales.

Among the leaf buyers recently arriving in Havana were: Wm. Presnail, of the Harper, Presnail Cigar Co., of Hamilton, Ont., and José Negreira, of José Negreira, of New York. Charles E. Beck, of C. E. Beck & Co., returned with his family, from New York, by way of Key West.

The cigar factories are all busy at present, principally for Great Britain and the United States, and as the American importers are now urging shipments with the utmost dispatch for the coming holidays, there is enough activity. As we celebrated the 10th of October, "El Grito de Yara," ordinarily there would have been no work done in cigar factories. But the cigar makers were willing to work and several factories kept their doors open on the holiday. Today is no legal holiday in Cuba, although various societies are celebrating what is called here "La fiesta de la Raza," commemorating the discovery of America.

Semi-monthly statistics of the second half of September are somewhat discouraging, as there was a decrease of nearly 3½ million cigars in our exports, as compared with the same period of 1916.

Ben Rothschild and Julius Fernbach left for Chicago this week, after purchasing nearly 1,000 bales of leaf.

Leslie Pantin again was a big buyer for account of Canadian and American clients.

M. T. Irving, W. Ambrose and A. F. Presnail returned to Hamilton, Ont., last Wednesday, having acquired about 3,000 bales of leaf for the Tuckett Cigar Co.

Mark A. Pollack is extremely busy registering the tobacco purchased for account of his American customers.

Wm. Presnail only tarried one day in Havana. He returned to his Canadian home as soon as he had bought a few hundred bales of leaf, as he did not like the prevailing high prices in our market.

Romeo y Julieta has no abatement in the receipt of orders from every country; besides the unfilled ones will keep this factory busy for more than the rest of this year.

Partagas reports no diminution in its former activity of executing orders.

Hoyo de Monterey is working with a full house on a splendid order slate.

H. Upmann is as busy as could be expected at this season of the year.

Punch is all right, as the orders on hand are sufficient to keep this factory busy for the rest of this year.

Belinda is doing well, only regretting that the scarcity of cigar makers, for regalia sizes, may delay the filling of orders temporarily.

Calixto Lopez & Co., in their Eden factory, are also well supplied with orders; therefore are working strong with all hands at present. They are way ahead in their exports, as compared with last year.

ROSAM.

Secretary of State J. I. Lyon, of Oklahoma, has recently issued a charter at Guthrie to the Anti-Tobacco League of America, formed by the Rev. J. W. Bowles, of Lambert, Okla.; A. E. Sale and Cornelius Bowles, of Enid, Okla. The avowed purpose of this league is to conduct an educational propaganda to teach the evils of tobacco, and to influence the prohibition and sale of it. Of course there is a clause particularly aimed at the cigarette.

PHILIPPINE NATIONAL BANK

THIS bank has been primarily established for the facilitation of trade between the United States and the Philippine Islands, and offers exceptional facilities in respect to the negotiation of Bills of Exchange, opening import and export Letters of Credit, transmission of funds, etc.

PHILIPPINE NATIONAL BANK

WOOLWORTH BUILDING

NEW YORK

The Extra Penny Now Is the Price of Success

Up-State Dealers Procure Supplies of Small Change—The Ordeal an Internal Revenue Agent Must Endure—Druggists Figure on Increases—According to "the Code of Trade Etiquette"—Tobacconists Drafted—What Are Cigarette Tubes?—Helmar Attains Greater Popularity—A Remaining Indian

New York State Capitol District, October 15.—"Those long lines of chaps you see there at the paying teller's window are not getting checks cashed," explained a Capitol District banker last Saturday, "and they are not drawing payroll money either. Instead, they are cigar and tobacco dealers, for the most part, simply securing $5 and $10 worth of pennies for change to meet the new revenue prices!" And a glance at faces proved him right.

Clickety-click, click, click—wazo! Typewriters, mimeographs, rotographs and just the ordinary parkerpengraphs are snapping like a battery of mitrailleuses in the crowded rooms of the Albany office, Fourteenth Internal Revenue headquarters. Never before, not excepting the busy days of '98, when the Spanish War upset the orderly process of Government business, has the Federal building staff here been so stumped with inquiries, collections and detail. Collector Roscoe Irwin himself is working forty-eight hours every day. All the boys in the other rooms are doing the same. On the streets are other squads of deputies. Everybody connected with the department in this district, from Harlem to Herkimer, has just about all he or she can do.

"Wow!" yelled one of the local walking revenue men, "this thing is getting on my nerves. Most of the big tobacco and liquor houses have their stock and inventories all ready for the preliminary estimates of tax. But the little dealers! Oh, oh, oh! Why, I have to wade through wop joints crammed to the roof with walnuts, lemons, bananas and such, merely to get at four or five packs of cigarettes and the same number of tobacco and cigar boxes! Whether or not the dealer may have sufficient stock in excess of the Government allowance, I have to get an estimated inventory anyway. And, of course, the poor boob doesn't understand what in the deuce I want, though he may be somewhat awed by my authority and let me go ahead and count him up. If it wasn't for that very fear of the czar power overhead, I really think some of these rainbow-shirted Antonios would put the keen-kutter between my lung and rib as I slam the door!"

Albany druggists are rather rattled by the war tax. Besides their troubles with regular drug stock, perfumes, cosmetics and the many side issues of a big store, the tobacco increases bother. Most of the cigar-drug men are up a tree. On South Pearl street, the Branche Drug Co. have raised each item of cigar, tobacco and cigarette stock from 1 to 2 cents. On North Pearl, the Morris Drug Co. has likewise crossed the rubifoam. All three stores of the Warner Drug Co. have announced small increases. While the A. B. Huested Co. sell all 5-cent cigars and cigarettes for 6 cents, 10-cent goods for 12 cents. Uptown druggists are following the lead of the big fellows, so it looks like temporary prosperity for the pinched penny, anyway.

Hamido Hadjubdulah, that famed acrobatic Arab, would have to go some to equal the twistings of the trade on the retail price situation. Some dealers seem pleased to retain their business upon the former basis of one cigar for one nickel. Others appear to think 6 cents each, two for 10 will do. And still others believe 6 cents straight, with a few of the saucy $40 brands in the 7-cent brigade, is all right, too. But the six for a quarter seems to be entirely extinct, except where it is blooming as a former two-fer. Cigarets, sometimes "cigarettes" or "sigarets," according to location and price, are now up 1 penny, 2 pennies or even 3 pennies on the packet, depending precisely upon the tone of the neighborhood. Five-cent cigarettes, too, are usually 6 cents. Ten-centers are both 11 and 12. Fifteen-cent brands are 16, 17 and even 18 cents per packet. While the 20, 25 and higher goods are being sold for whatever the dealer thinks is right, in one, two, three, out-goes-she jumps. And the consumers? Well, they have been educated to pay exactly what the retailer asks. Because? Just because most consumers are in some soaking business game themselves right now!

"Everything is in confusion," replied Frank Dearstyne to an inquiry about how the large jobbing house of the Dearstyne Brothers Tobacco Co., Albany, were weathering the turmoil. "Yes," he continued, "we have been all upset by the rapidity of the change to conform with the law. Our prices have advanced at wholesale to meet the necessary increases. All the big factories have advised us about the new lists, but the A. T. Co., has requested us to delay price advances upon their cigarette products until they issue the new packets with the smaller quantities of smokes. However, all these things adjust themselves in time. There's nothing to get excited about."

Signs in the window of the Bruce Macdonald Co., 110 State street, Albany, informed sidewalk smokers that old prices on all tobacco products would prevail until Monday last. Heading for one of the framed announcements was the top of the first inside page of last week's TOBACCO, with the news that the war revenue bill had passed. Considerable business resulted from the extension of the new price period over the Saturday pay day.

"Ever hear about a loidy getting on a crowded street car with a nickel in her hand to pay the fare, and then, because the conductor didn't see her, keep the coin in her glove as a souvenir of the occasion?" Walter Branche wanted to know about this. "I'll tell you why," he went on, "for the same idea probably lurked in the mind of the wife of a customer of mine.

"This man bought a sufficient supply of R-B and Bulletin cigars of me to last several weeks. But when in the neighborhood one day last week I took a look at his stock. It was gone! Cleaned out! 'Gee,' thinks I, 'here's a chance to cop a few cigars for a rush order!'

"And the customer, surprised that the stock was exhausted, agreed the moment was ripe for an entry in the triplicate copier. We were still talking about the quick disposal of the previous supply, when the man's wife entered. 'Here,' says she, 'what do you want to order all those cigars for? We've got a lot of those goods upstairs!'

"Then she took us both to the floor above, where the family lived, to show us how nicely she had cached the entire lot, with a mass of other cigar, tobacco and cigarette stock, right behind the highboy bureau.

"When her husband meekly inquired the reason, she put her finger to her lips with a, 'Sh, those revenue men won't find it here!'

"But it didn't take long for the husband and myself to convince her that this was moonshine and strictly improper, according to the code of trade etiquette. It might work on a trolley, we told her, but not when Uncle Sam was the conductor."

"Lots and lots of my small customers will be wiped out by the changes in the trade," remarked Fred Peters, as he removed the blanket from his horse, ready for the day's trip with the sub-jobbing wagon. "It seems to be the plan of the day to remove the little fellow. Now, I'm not kicking. It's no use. Yet it does seem a shame to make the chap who orders just a few dozen tobaccos and cigarettes two or three times a week stand this gaff of the penny increase, or sixty cents the dozen. They'll lose their trade to the dealers who sell this stuff as a come-on at cut-rates for the benefit of more important merchandise. Oh well—Giddap!"

Both of Albany's two tobacco factories announce complete changes in their selling prices. With the revision of costs, Francis Shields & Son, of Church street, and the Ben Payn's Sons Tobacco Co., of Broadway, put their paper wrapped white and blue smoking and chewing brands in the five cent class. These have been standard here for years as the largest four cent sellers at retail. Foil goods, formerly five cents, are now six at retail, sixty cents the dozen by gross or less at wholesale.

In an awful hurry, Uncle Gib Cohn rushed into an Albany Broadway store the other morning. "Let me see this week's TOBACCO," he implored, "Want to see about those revenue changes there." So he took a quick glance through the official news of the week, and departed with "Thanks, I've got it!" Meaning, no doubt, the news, not the paper. Even leaf men read a reliable trade journal occasionally!

Since Cuyler Ten Eyck practically retired from the cigar pastime in the Arkay Building, Albany, his son has carried on the business. To get a little attention, the lad has been offering Blackstone panetelas and Que Placer cazadores at 7 cents each, box of 50 for $3.40. Other similar prices have been in vogue from day to day upon all popular brands. But it doesn't seem to pay, so the youngster will gradually close out all the stock, empty the pockets of his adding-agent, and return the key of the big front door to the lord of the land.

Unofficial advices, guaranteed by General Rumor, say that the Pike & Capron Co., Lodge and State streets, Albany, will remodel the State street front of their liquor house for a modern cigar store. At the present time Manager Pete DeGroot doesn't care to announce his plans, but it is said the old ale vault will be continued in the rear, with entrance, as now, on Lodge street. Cigar and bottle business, operated for years and years in the old fashioned lobby front, will be temporarily continued until the exact details of the new venture are determined.

"Sure I marked 'em up," replied Gil Thompson, of Thompson & Hare, Clinton Square, Albany. "Then, there was so much kicking, I marked 'em down again! My cigarettes sold for six, twelve, and seventeen cents for a little while. Customers, though, thought they were being honswoggled. So, to save my face, I put 'em back to five, ten, and fifteen cents the packet. And there they are!"

There is absolutely no doubt about it! Al Fonda is the cleverest amateur sign and card writer in the Capitol District! For proof, see his window glass and interior price cards for this week's sale of French Briar Seconds for 27c. at the retail store of G. W. Van Slyke & Horton, 471 Broadway, Albany. To introduce a little novelty in the work, Al has used small white cards, say 8 by 10, with a screen backing of vertical pin stripes of green. Six inch figures of the magic "27" in bold black ink concentrate the attention upon the goods offered.

Called to Chicago by the illness of his daughter, Bill Hallenbeck has been furloughed from the M. J. Canaday force for a time. Some of the fixtures for the new cigar stand at the east entrance of the Hotel Ten Eyck are arriving. Building delays have caused serious disappointment to the Ten Eyck folk, but the various changes made necessary by the completion of the house will undoubtedly be under full swing in a week or two. Meantime, M. J. and the boys are working upon their Government inventory, and prices have "riz" to 6, 12, and 17 cents on five, ten, and fifteen cent cigarettes.

Among the draft lads at Camp Devens, Ayer, Massachusetts, are two more Albany tobacconists. In the newspaper photographs recently taken at the big cantonment you will find Bill Knapp, Jr., son of Alderman Knapp, the Pine Hills dealer. From the South End, M. P. Flood had to leave his business for the training camp. Before going, some of Matt's brother retailers got together and made him accept a suitably engraved ring for a remembrance.

Going up one street and down another, making hurried visits to every cigarette retailer in the Capitol District, the sales force of the American Tobacco Co. are now endeavoring to persuade all dealers to maintain former prices on the brands of the firm. Aiding the effort is Pall Mall Jordan, from headquarters. All tobacconists are requested

(*Continued on page* 34)

El Arabe Is A Reliable Leader



Better than any argument is proof supplied by the cigar itself.

Examine El Arabe. Inspect the workmanship. Scrutinize the shade-grown wrapper. Be assured concerning the filler. Test the quality of the tobacco. Note how even the burn is. Ascertain the aroma. See what satisfaction the cigar will give you.

El Arabe appeals especially to smokers who prefer mild cigars.

Superior quality tells. Excellence speaks for itself. Merit is a solid foundation for enduring popularity.

Back of El Arabe is the experience of many years. The Benito Rovira Co. specializes in the manufacture of good cigars.

El Arabe justifies confidence. It accelerates sales. Customers who try the brand come back for more. Knowing smokers appreciate Cuban workmanship. They enjoy the flavor of choice tobacco. They realize the value of El Arabe.

"That's why" dealers find it profitable to handle the brand. That's why El Arabe is proving so satisfactory.

Three Popular Sizes—3 for 25 cts.; 10 cts. and 2 for 25 cts.

And the Prices Are Right

Benito Rovira Co. 311-313-315-317-319-321 EAST 62nd STREET New York

Sacramento Retailers Assert Themselves

Use Space in Daily Papers to Advise Smokers Concerning Price Advances — Plan Not Entirely Favored in San Francisco — The Position of the Jobbers — S. Siebenhauer Passes—The Fritz Bros. Co. Makes Important Changes—Dealers Feel the Effect of the War Tax

San Francisco, October 10.—After a period of considerable activity in both wholesale and retail trade there is a lull in the cigar trade, owing to the absorbing interest taken in the new war taxes. Everybody is busy taking stock and drawing out the statements required by the Internal Revenue Department. Some of the retailers seem to be considerably mystified by certain clauses in the blanks furnished by the department, but it not clear why there should be any trouble in making out these statements, which seem plain enough, even to a layman. Actually, there is more mystification among the deputies at the Internal Revenue office, over the blanks, than among the trade, according to several members of the trade who have visited the department in search of light.

One feature of the result of the war taxes stands out very clearly, and that is, that a number of the weaker members of the retail cigar trade will not be able to stand the pressure of smaller profits, incident to higher costs of goods. This, however, is not alarming to the cigar jobbers for they know that, in the weeding out of the small dealer, dependent on a limited trade and large profits for a living, the trade, generally, will lose only those whose credit is poor and chances of continuance in business doubtful. "It's the old story."

The price question occupies a great deal of attention, and various are the plans for meeting a very difficult situation. The Retail Cigar Dealers' Association of Sacramento, has taken the bull by the horns and published a manifesto in the daily papers, advising the public that owing to the new Government war tax, the members of that association have decided to raise the prices of all cigars and tobaccos, which has already gone into effect. Concerted action to that effect in San Francisco, will meet with opposition from some of the jobbers here. These jobbers assert that should a general move be made by retailers in this city to establish a selling price of 6c, instead of 5c for certain of the usual nickel brands, the wholesale prices will be raised accordingly. In other words, the jobbers are not willing to bear all the extra cost imposed by the war taxes, but expect the retailer to bear his portion of the burden. In any event, it is doubtful if a six cent seller would prove a success in San Francisco, where pennies are still looked on with suspicion.

The San Francisco branch of The Fritz Bros. Co., has made some changes in the personnel of its staff. E. H. Abbott, formerly with the big Sacramento Valley firm of McCormick-Saeltzer Co., of Redding, Cal., is now working the Sacramento Valley, Mendocino and Humboldt counties for the firm, with special attention paid to La Armidas, making his headquarters at Redding. H. R. Morrison and J. C. Castro are the company's city salesmen, while C. J. Sterroch is the office manager and credit man. J. J. Hoffman, the manager of the firm here, still keeps to the road for the company and has Nevada and the mines under his special supervision, covering his territory in his speedy racer. Wallace Fritz, first vice-president and factory manager of The Fritz Bros. Co., is expected to arrive here on a visit to the Coast and this territory in particular.

The cigar trade in the East will be pained to learn of the passing away of S. Siebenhouer at the age of 67 years. Mr. Siebenhauer was well known to Eastern cigar houses, having been at one time representative for Ybor y Manrara, of Tampa and Theobald & Oppenheimer, of Philadelphia. Before his connection with those firms he had been a member of the wholesale cigar firm in this city, of Falkenstein & Co. The deceased was a man well thought of in the cigar trade and was possessed of a very kindly heart that expressed itself in unobtrusive ways. Sam Newmark, the prominent cigar dealer of this city, learned the cigar business under his tutelage in the '80's and has many pleasant recollections of him.

E. G. Ames, of the General Cigar Co., has come here from New York to make his headquarters at the company's offices. From there he will make tours of inspection of all the

(*Continued on page* 18.)

THE
NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City



Four hundred years ago Magellan discovered the Philippines, but the Islands were there all the time.

American smokers have just discovered excellent quality in Manila tobacco, and American dealers, big profit in handling Manila cigars.

Manila cigars have quality
Manila cigars make profit

Look For Them! They're There!
List of Manila Factories and Importers on Application

Manila Ad. Agency
546 West 124th St. New York

Gompers Urges the Purchase of Liberty Bonds

A Patriotic Appeal Made to Independent Retailers—Testimonial to Ochs Presented by Hunter—An Invitation to Co-operate in Price Adjustment—A Visiting Delegation of News Dealers.

Lew Gompers, president of the Independent Retail Tobacconists' Association, strongly urging the purchase of Liberty Bonds, made a speech that was the feature of the retailers' meeting at Terrace Garden, Thursday evening.

The meeting opened at 9 o'clock with about twenty members present.

Present also was a committee of ten representing the stationers and newsdealers. who had a mass meeting at Cooper Union last week. H. H. Hunter read a communication from the superintendent of high schools in Mount Vernon, N. Y., sent to retail dealers regarding the selling of tobacco in all forms to youths under 18 years of age. This letter cited the law recently passed. President Gompers said it would be well for every one to make a careful note of this warning and to heed it strictly.

Otto Jonas brought up for discussion the recent announcement that it was expected the United Cigar Stores Co. would purchase the Loft Candy Co. within the near future. Jonas said this would in all probability mean that coupons would be given with candy. An attack on the coupon followed, and it was finally decided that at the next meeting of the association representatives of New York grocers' and confectioners' associations would be invited to attend in order to organize a general campaign against the coupon.

President Gompers said that when he attended the meeting of the Liberty Loan Committee last week, President Edward Wise, of the United Cigar Stores Co., called him aside and asked him why the retailers would not try and co-operate in price raising. Mr. Gompers stated that he replied to the effect the retailers were waiting for the United to start the increase going. Mr. Wise said that the United had started, but that retailers had not followed. Wise cited, as an example, the time when the United increased prices on double packages of cigarettes to 30 cents. He went into retail stores, placed 30 cents on the counter, asked for a double pack of cigarettes and in each case 5 cents was pushed back to him with the reply, "The United is the only one charging this rate."

Mr. Gompers then told the members that Mr. Wise said the United would increase prices on cigarettes, Monday, October 15, 1 cent on each package. Charles Dushkind also told Mr. Gompers that Schultes would increase on Thursday, October 18. A general talk by the members followed, concerning the price conditions, and many interesting arguments were heard. O. Abramowitz said prices would simply have to be pushed up if the retailers ever expected to exist, and others agreed. Retailer Levine from Brooklyn said that he had increased cigarette prices a few weeks ago and had found no trouble with his trade. Mr. Levine advised the retailers to increase prices and forget the United coupon. His customers never mentioned it, he said. And the discussion continued.

H. H. Hunter, speaking with fervor, presented to Ike Ochs, who was president of the Retail Tobacconists' Association for seven years, a framed set of resolutions on behalf of the organization. Mr. Hunter spoke in the warmest manner of what Mr. Ochs had done for the association during his terms as president.

Mr. Ochs, visibly moved by the presentation, responded by saying he would always treasure the resolutions as a valued gift and token of sincere appreciation. He said it was only little he had done for the organization, and that he often wished he could have accomplished more. The resolutions were signed by the officers, committee members and H. H. Hunter.

A committee was appointed to see the various tobacco companies on behalf of the retailers of New York, to make an appeal for relief from present conditions and to ask for careful consideration of 33 per cent profit to retailers. The committee consists of Lew Gompers, H. H. Hunter, Ike Ochs, A. Hirtenstein, O. Abramowitz, L. S. Beller and Mr. Levine. The committee will wait until the United and Schultes increase before seeing any of the companies.

Liberty Bond posters were distributed to members for display in their windows and subscription blanks were also given out.

PACIFIC COAST NOTES

(*Continued from page* 16.)

Gunst stores on the Coast and as far west as Honolulu.

Sterling Campbell, that oldtime cigar man, of Eureka, Cal., announces that his daughter, Miss Grace Campbell, has been appointed a notary public by Governor Stephens, for the city of San Francisco. She was chosen from a field of 1,100 competitors.

W. Keene Richardson, advertising man for the General Cigar Co., is working the Sacremento Valley, in the interests of the company's goods, especially Tom Keene, accompanied by Manny Cohen, H. L. Judell & Co's. representative, securing excellent results.

Al H. Pearce, of 200 Market street, has sold out his interests in the business to William Wallace, to take effect October 13.

Charles Knubel, the Charles the Great representative, is now on his fall round of his big territory and when last heard from was at Butte, Mont.



THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.

NEW YORK **MONTREAL, CANADA**

We Offer the
Finest Unstripped

MANILA TOBACCO

From the Best
Districts of the
Ysabella Sections

H. DUYS & CO., Inc.
170 WATER STREET NEW YORK

The Question That Discourages the Boston Jobber

"Where Am I At?"—Price Adjustment Reaches from Comedy to Tragedy—Exert Greater Efforts to Promote Liberty Bond Sales—John A. Dooley Passes—Wails Because of Delayed Freight—Manilas Are Staples Now in Boston

Boston, October 16.—An information bureau has been established by all the jobbers, for the benefit of their customers, to aid them in making out returns, also to give them the new prices and packings of the cigars, cigarettes and tobacco. A book published on the above subjects would be a big seller. The thing that puzzles the retailer is: "How can I exist when it costs me 18 per cent. to do business, and the present selling prices show a gross of 12 to 15?"

If you want to go bankrupt, sell at present prices; if you want to stay in the game, boost the retail prices. Don't wait to see what the other fellow is going to do; you know what you've got to do, so do it now.

Most of the retailers are selling the New England brands at 10 cents each, and the nickel cigars at 5 cents each, not six for 25 cents. The big chain stores are selling them at 10 cents, three for 25 cents. This is some jump from 7 cents each; cigarettes at 6, 12, 16, 25 and tobacco at 6, 11, 25. These odd prices the public has been educated to pay by the fact that bread, 5-cent packages of candy, Uneeda biscuits, and other articles that advanced some months ago. It was kind of the manufacturers to do this, as it makes it much easier for the tobacco dealer to get odd cent prices. About the only article I have discovered that you can buy at the old price is yeast cakes; they are still selling at 2 cents.

Behind each dark cloud the sun is shining, and when this price adjustment is over and business goes along again on schedule, the pleasant rays of softened sunshine will be beaming upon the trade. Things will be in better shape than ever before in the history of the cigar and tobacco business.

The whole cigar, cigarette and tobacco game has been wrong for years. In no other line of commerce have the members worked as hard and loyally as they have in the tobacco business. Long hours, long credits and worries. It was the case of the jobbers getting everything in the way of discount, free deals and advertising from the manufacturers, and they in turn gave all this away to the retailer, who in turn passed it on to the consumer, who did not know how small was the margin of profit the retailer was getting, but believed that a legitimate profit was being made, no matter how low the dealer sold.

When the retailer finds out that it is easy to get higher prices for the staples, he can spend many unhappy hours figuring how much money he would have had if he had charged higher prices.

The Black & White Cigarette Co. got out a soldier's kit that is one of the most sensible and logical soldier's gifts that I have seen. It contains 100 Black & White cigarettes, one package of Black & White tobacco, one 50-cent briar pipe, package of pipe cleaners and lighter, packed ready for mailing. This sells at $1.50.

Myer Yeretsky, of the La Integridad fame, received a postal card from his nephew, Ralph Yeretsky, who formerly called on the retail trade, selling Kingdales and La Integridads. Ralph enlisted as soon as war was declared and is now "somewhere in France."

The Liberty Bond issue is away behind on the schedule of what must be sold each day to reach the quota desired. The cigar and tobacco trade responded handsomely to the first issue, and many of the jobbers have again subscribed for the second loan, but the employees have not purchased as readily as it was hoped they would. Many bought these bonds on weekly payments, and have not got them all taken care of, and many of them have lost by draft someone in their family who was helping to support the house, and this has left the burden on those behind. What extra money that could be used for purchasing Liberty Bonds is being used in other directions.

The many friends of John A. Dooley will be surprised and pained to learn of his sudden death by accident at his home in Boston last week. John was particularly well known to the trade. For eight years he was with the old firm of McGreenery Bros. and Manning when they were on Hanover street. Resigning from there, he went with Joseph McGreenery when he opened a cigar factory, making the Poet cigar, and was with him up to his death. He was a loyal employee and a devoted father. He leaves a wife and four children.

L. D. Mayhew, of the American Tobacco Co., called on the jobbers here last week.

William Walker, of the cigar department of S. S. Pierce Co., is on a Western trip.

Irvin Studwell, treasurer of the Charles B. Perkins Co., was in New York City last week. The Giants played the White Sox on two of the days that Studwell was in the metropolis.

"Where are my goods?" is the yell from the jobbers. "I paid your bill twenty days ago, and the goods have not showed up yet." They are "somewhere in transit," that's all. Where that is the railroad censor refuses to divulge. "They're on their way" is all you can tell your customers, and you might as well cross it off your customer's order, and not chase your boy from jobber to jobber, as he is in the same boat as you are.

Express shipments are being held up. They are a little better than freight, but just as uncertain.

Little cigars selling 10 for 15 cents are getting scarcer, more so each day, and the prices of the goods that are being delivered drive them into the 18-cent class. High price of tobacco and labor is the answer. Stuff that the manufacturers would not buy a year ago this same bunch is breaking their necks to get, and bidding their heads off. As to labor, that is supreme. An owner of a factory must address all his help as Mr. and Miss. No angry words of reproach can escape his lips, or Blewie! Blewie! they all walk out on him, and go across the street to another factory, where the owner receives them as prodigal sons and daughters. Some game this manufacturing is today! It is only the factory with capital that is able to stand the gaff, and how long they will be able to do this depends on the retailer being able to get the right prices for his merchandise.

Baker Brothers, the Broad street jobbers, are putting out the Glorifier, 10-for-25-cent package of little cigars, made by the Kraus Cigar Co., New York City. This is an extra large smoke, made of Connecticut shade-grown tobacco, and a blended filler. It is a wonderful smoke for the money, and for the length of time the salesmen of Baker Brothers have been working on this Glorifier package the duplicates have encouraged them to double their efforts.

M. J. Ford, the well-known cigar broker, is winning laurels as a golf player. He has a wonderful collection of trophies won this past Summer, and added another last Saturday at the Commonwealth Links. As soon as he gets a few more, Edward L. Cauley is to take him on in an 18-hole match, for the honors in the cigar circles.

Eight for 25 cents is now the standard price for Manila Londres here. The 10-for-25-cent price now is ancient history. Manilas at five cents, six for a quarter, is also being widely featured by the retailers. The jobbers are able to buy a long filler Manila cigar, so that it can be sold at $35, and the retailers see the possibilities in giving their trade a good smoke at six-for-a-quarter price.

The five-cent Manila is here now as a staple proposition.

"DIFFERENCES OF OPINION."

On only one question was there any sign of friction at the convention of the Northwestern Cigar and Tobacco Association. Some thought that jobbers and salesmen should not be admitted to membership, while others took the opposite view. But then, "Difference of opinion makes horse racing." In every respect the convention was a success and all worked harmoniously to bring about good and lasting results. It showed that all factors of the trade had a sincere desire to get together and abolish those things that were a detriment to the business and promote those things that were for its benefit. These meetings are always productive of good, as they bring men together to exchange their views on different subjects and gives them a broader grasp on affairs. The Northwestern Cigar and Tobacco Association is in capable hands, and as soon as it gets down to business it will undoubtedly become a power in the trade.—*Smoke.*



No. 525. Capacity, Top 50 Cigars, Drawer 300 Cigarettes.

HUMIDORS

Please place your orders now for immediate shipment

Your Railroad may place an embargo on freight for a few weeks

Bubeck & Guerin, Inc.

161-163 W. 18th St. -:- New York City

A Dozen Facts and Suggestions From a Successful Cigarette Manufacturer to the Progressive Retailer:

1. As the Turkish cigarette has now become one of your principal assets in the retail business, always feature *Quality*.
2. Be convinced that QUALITY has proved itself in the brand you intend to feature.
3. After you have selected a winning brand, concentrate on that brand, and talk it to your customer.
4. By satisfying your customers with QUALITY, you not only please them, but also hold their trade.
5. Cigarette sales are not "secure business" for the retailer when based only upon the medium of advertising.
6. Every package of MELACHRINO cigarettes sold by you, **sells many more for you**—gratis.
7. MELACHRINO cigarettes have the acknowledged approval of QUALITY from **all** experts of Turkish tobacco.
8. MELACHRINO quality will always live—when advertised brands cease to sell.
9. MELACHRINO cigarettes, unlike any other brands, are **big** sellers in **all** the markets of the world.
10. Measure your profits by QUALITY—the same as you will measure your volume of cigarette sales by featuring MELACHRINO.
11. Keep your MELACHRINO cigarettes attractively displayed at all times on your shelves and counters and in your windows and watch your cigarette sales grow.
12. All retailers crave high class custom. MELACHRINO cigarettes will bring it to your store.

M. MELACHRINO & CO.

1790 BROADWAY NEW YORK

Publicity and Price Fixing in Philadelphia

A Clarification of the War Tax Situation — A Few Rude Jolts from the Newspapers—Weitzenhofer Little Educational Tour—This Isn't a Year for Fancy Packages—Figuring on Profits in Ambler, Pa.

PHILADELPHIA, October 16.—A couple of rude jolts from the newspapers, and perhaps some serious talking among dealers, seems to have clarified the war tax situation locally in so far as the retailers are concerned. Even the professional price cutters are coming around, and present indications are that within another week the dear old consumer will have had transferred to his shoulders the entire burden of the tax. In other words, the retailers have decided not to become benevolent institutions for the distribution of tobacco among the civilian stay-at-homes.

Following the lead of the United stores, which announced general increases on cigarettes this week to make up for the excess war tax, nearly all the big retail tobacconists in Philadelphia have joined the procession. The Schulte stores will increase prices on Thursday of the present week. In some instances dealers are also charging enough to make up for the encroachments of increased manufacturers' prices, but most of them are content merely to pass along the war tax.

Publicity—even unfavorable publicity—is sometimes a good thing. As a result of the situation described last week in this correspondence, due to an increase by small, outlying dealers, while the big fellows with few exceptions stuck to the old prices, there was a general howl. Several of the local newspapers took it up, and as usual got all twisted around as to their facts. Thus the *Public Ledger* gravely asseverated that retailers were only paying $35 a thousand for cigars and could well afford to absorb the tax. It was even intimated that in some instances cigars were selling below $35. Perhaps there is such a price, but it would be difficult to convince the retailer it is for a cigar. H. C. Regester, of 1345 Walnut street, got het up by the first *Ledger* article and handed them these few words: "The manufacturer has raised the price of his cigars twenty cents a hundred during the last six months; that is, on five-cent cigars. Increased cost of material and labor necessitates this increase. But the dealer has to suffer and ultimately the consumer."

The real showdown came, however, when Charles Weitzenhofer, of 2945 Germantown avenue, who was among the first to pass along the tax, decided to run a little tour of education. Armed with a complete collection of leading brands of cigars, cigarettes, smoking and chewing tobaccos just purchased from his jobbers, and armed likewise with the receipted bills for said supplies, he visited all the newspaper offices and showed them just what happened to be what. He was quoted as saying that the big dealers are crushing out the little fellows.

Dan Ostrow, one of the first downtown dealers to increase prices, is congratulating himself today on having the courage of his convictions. But they had him worried for a time last week, when certain big retailers were running around to manufacturers complaining about other retailers increasing.

One of the interesting side lights to the situation is the work of dealers in small suburban communities near the city. A smoker of a widely advertised ten-cent straight cigar told us the other day that he paid an Ambler dealer 14 cents for one of these smokes.

"And they'll probably go higher," said the storekeeper, "Soon's I get time to figure out my returns."

However, to talk about something more cheerful, many of the local manufacturers intend to pass up the Christmas gift box this year. Hark to one of them!

"What's the use of going to enormous expense to put out gift boxes with little gewgaws and so on all over 'em? We're oversold about—well, modesty forbids mention of the exact number of millions. Orders are coming in faster'n we can fill 'em. If we made the cigar any more attractive people wouldn't smoke anything else."

Seriously, many of the manufacturers are convinced that at the present prices of materials it would be foolish to put money into fancy packages. With the army camps filling up, demand is increasing due to the many soldiers' tobacco and cigarette funds.

The southwest corner of Marquette avenue and 10th street, Minneapolis, has been leased by M. J. Peppard for 99 years to Morris Pflaum, president of G. Pflaum and Sons, cigar manufacturers, and Benjamin Zimmer, of the Twin City Mission Furniture company. The lessees intend to erect a $200,000 building on the site.

—

The Spanish tobacco monopoly yielded in 1916 a profit of $29,504,485, as against $26,756,328 in 1915.

THE TIN DECORATING CO. OF BALTIMORE

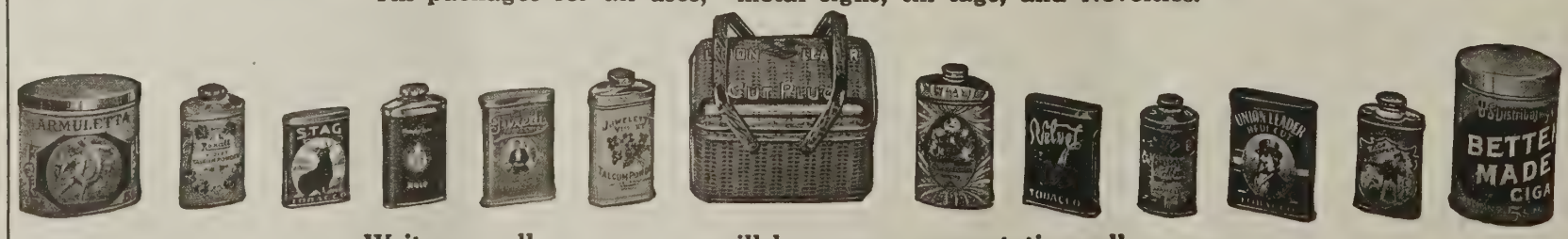
BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

Here, sir, is the new "toasted" cigarette

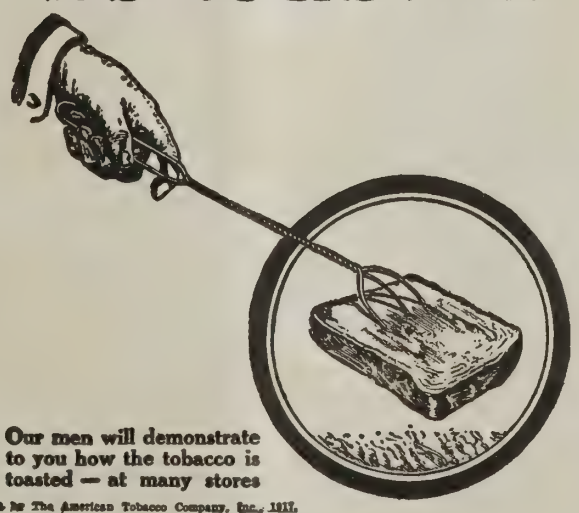
LUCKY Strike, it's called. And just exactly as you prefer 95% of your food cooked, you will now prefer your tobacco toasted.

Cooking (toasting, broiling, roasting) makes things delicious, appetizing, and savory, because it develops flavor. You don't eat raw steak or drink raw coffee. You like toast better than bread—especially fresh buttered toast.

We toast the Burley tobacco for Lucky Strike cigarettes to develop the utmost Burley flavor and seal it in, so it's always there for you. That's what toasting does.

You're in for a new flavor when you join the Lucky Strike Smoke circle—with the real Burley cigarette.

It's toasted



Our men will demonstrate to you how the tobacco is toasted — at many stores

Copyright by The American Tobacco Company, Inc., 1917.

How to open the package

Tear off part of the top only, as shown

Cigarettes in paper packages of 20 are carried more handily this way, and keep better; less likely to spill into your pocket



20 *for* **10c**

If your dealer does not carry them, send $1 for a carton of 10 packages to The American Tobacco Co., N.Y. City

Guaranteed by

The American Tobacco Co.
INCORPORATED

"One of the advertisements in the big LUCKY STRIKE newspaper campaign—the national magazines, bill boards and street cars are telling the same story to millions of smokers everywhere."

Tampa Needs 2000 More Cigar Makers

All the Factories Rushed with Orders—Trying to Get Additional Men—Manufacturers Add War Tax to Invoices—Transferred from Montreal, Jose M. Gonzalez Succeeds Rafael Ybor as Cuban Consul—A Committee Sent to Washington

TAMPA, October 14.—Although they are doing everything possible with working forces on hand and trying to get additional men, the local factory managers are experiencing great difficulty in filling their holiday orders, which continue to come in in large volume. They will strain themselves to the limit, however, and reach Christmas week with the best record obtainable under the circumstances.

The growing demand for Tampa-made cigars calls for a largely increased number of workmen, and continued efforts will be made to get them for future service. At a get-together meeting held last week under the auspices of the Tampa Merchants' Association, Colonel Hugh C. Macfarlane, "father of West Tampa," said: "Our factories need at least 2,000 cigarmakers at present, and our citizens should aid them in getting them. The industry was established here through the co-operative efforts of old citizens, and the citizens of today should co-operate with equal enthusiasm in assisting the manufacturers to solve their various problems." The meeting, called for the purpose of evolving plans for securing recognition for Tampa in connection with war preparation work, was the most enthusiastic and result-producing held in the city for several years. It probably will result in a strong committee being sent to Washington to remain until something definite is done regarding the location of an army, aviation or some other camp near the city.

J. M. Catchcart, collector of internal revenue, who was in the city throughout last week, stated that his department would be as liberal as possible with the manufacturers and others with reference to enforcement of the war revenue law.

After serving his country at Montreal for a period of four years, Jose M. Gonzalez has returned to Tampa in the capacity of acting consul of Cuba, taking the place of Rafael Ybor, who has been in service at Havana for some time. Sr. Gonzalez is greatly impressed with improvements made in the city since he went to Canada.

In order to meet the burden of the war revenue bill a majority of the manufacturers, it is said, expect to add the tax to their invoices. "That is what we intend to do," said A. L. Cuesta, Jr., of Cuesta-Rey & Co., "and I understand that others will do likewise."

ADVANTAGEOUSLY UTILIZING AUTO TRUCKS.

A motor-truck company in Charlotte, Mich., learned that farmers in that locality were short of harvest help. A local business organization had endeavored to meet the situation by persuading clerks and factory workers to subscribe a day's work for the farmers, 85 days being subscribed in a few hours. But the situation had to be dealt with in a bigger way. So the motor-truck plant was closed down one day and every employee worked in the harvest fields. Farmers co-operated by telling how many men each of them needed, and the workers were taken to the farms in 50 automobiles. When they were brought back at night, the women of Charlotte served them a dinner. The men received $2.50 per day each and contributed the money to the Red Cross. Motor trucks were used in hauling crops from the field. Time lost in the factory was made up by working two half holidays on Saturday.

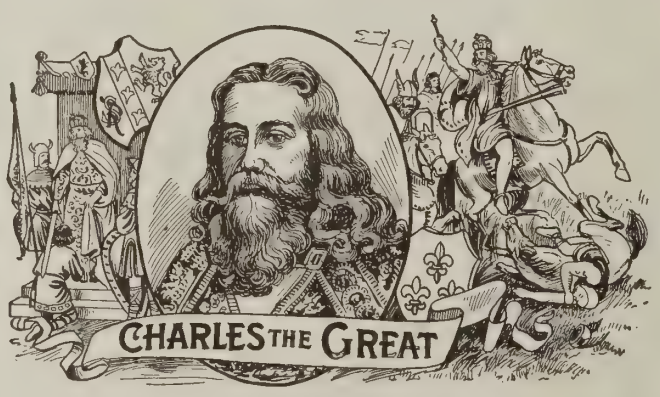
TWO-THIRDS OF THE WORLD'S TOBACCO SUPPLY.

The total production of tobacco in the United States annually amounts to more than 1,000,000,000 pounds. We make enough to give ten pounds to every man, woman and child in the United States. We produce about two-thirds of all the tobacco used by mankind. Our chief competitors are found in the countries of Europe. Russia grows one-fourth or one-fifth as much as we do, and the product of Austria-Hungary and Germany in normal times is in the neighborhood of 200,000 pounds, which is far less than the amount they consume.

The new Hotel Statler in St. Louis, will be opened November 10.

FINE HABANA CIGARS

CHARLES THE GREAT



CHARLES THE GREAT

MADE IN BOND

Excellence of Quality and Workmanship are Combined in

CHARLES THE GREAT CIGARS

A Valuable Business Asset to Every Up-to-date Cigar Dealer

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

Prevention of Tobacco Wilt

WASHINGTON, October, 15.—Experts of the Department of Agriculture say that crop rotation is the only method which will give satisfactory results in controlling tobacco wilt. This decision has been reached after tests conducted by the department's experts over a series of years in the flue-cured tobacco district. By cropping badly infested land for five years with crops not affected by the wilt, the extent of injury to tobacco from the disease was reduced from 80 per cent to less than 10 per cent.

In arranging rotations, the department specialists point out, care must be taken not to grow other plants attacked by the wilt organisms. The plants susceptible to attack which should be avoided in the rotations include tomato, Irish potato, and peanuts. Ragweed, which is very common in the flue-cured district, also is attacked by the wilt and it is important, therefore, that this weed be kept down and, if possible, eradicated. The crops shown by the tests to give satisfactory results in rotations are corn, cotton, wheat, rye (as a cover crop), sweet potatoes, cowpeas, grasses, red clover, and crimson clover. Oats were not included in the tests but it does not seem likely that this crop is affected by the wilt.

The tests made by the Department of Agriculture indicate that on badly infested land the growing of crops not attacked by wilt for four or five years will give better results than only three years of such cropping. The three-year period, however, greatly reduced the amount of wilt. The specialists believe that on badly infested soil a good general rule is not to grow tobacco oftener than once in every five years. After the disease has been brought under control, however, tobacco probably may be grown safely every fourth year. Under no circumstances should two crops of tobacco be grown in succession on infested soil.

To keep the wilt off farms not already infested, it is recommended that seed beds be thoroughly burned to insure complete sterilization and that care be taken not to allow surface drainage from infested farms to reach the seed bed or the tobacco land. Great caution should be used in securing plants or farming implements from farms on which the wilt is present. Tobacco stalks or stems from infested farms should not be used as a fertilizer on healthy soils. Every effort should be made to prevent infested soil or diseased plant material in any form from reaching the farm.

Tobacco wilt produces definite symptoms in the leaves, the stalks, and the roots of the tobacco plant. When plants are attacked the leaves droop in an umbrella-like manner and the stalk shows yellowish to black streaks when the bark is stripped. When diseased stalks are cut across with a knife, slimy ooze appears. The disease also brings about decided decay of the root system. The organism responsible for the disease enters the plant through the root and eventually brings about a plugging of the vessels, thus cutting off the water supply from the leaves and causing them to perish.

In the experiments carried on by the Department of Agriculture various acids, alkalis, and neutral salts, including fertilizer materials, were applied to the soil by varying methods and in varying quantity, and a large number of germicides were used. Subsoiling with the plow and by use of dynamite was also employed to see if such treatment would reduce the amount of wilt. In none of these tests were the results sufficiently encouraging to hold out hope of controlling the disease, and crop rotation therefore is believed to be the only practicable remedy.

Havana Cigar Exports

Exports of cigars, from Havana, during the second half of September, 1917, compared with the same period in 1916, were as follows:

	Cigars
Great Britain	2,002,437
United States	1,210,574
Spain	790,300
Argentine Republic	150,350
Canada	127,200
Australia	95,000
Sweden	35,000
British East Indies	29,800
France	24,500
Panama	10,500
Brazil	8,500
Japan	6,000
Mexico	2,500
United States of Colombia	2,450
Guatemala	1,500
Total from Sept. 16 to Sept. 30, 1917	4,498,611
Total from Sept. 16 to Sept. 30, 1916	7,882,564
Decrease during the 2nd half of September, 1917.	3,383,953
Total from Jan. 1 to Sept. 30, 1916	88,945,684
Total from Jan. 1 to Sept. 30, 1917	72,796,530
Decrease during the first nine months of 1917	16,149,154

Increase by countries, during the second half of September, 1917, as compared with 1916:

	Cigars
Spain	157,190
British East Indies	29,800
Total	186,990

Decrease by countries, during the second half of September, 1917, as compared with 1916:

	Cigars
United States	1,847,146
Great Britain	441,040
France	411,000
Australia	191,220
Portugal	124,800
Chile	94,615
Argentine Republic	86,350
Canary Islands	78,550
Russia	56,175
Denmark	51,500
Canada	34,600
Egypt	34,547
French Africa	34,000
Peru	30,000
Switzerland	29,750
Sweden	17,500
Total	3,562,793

DIAMOND-F
PROTECTIVE PAPERS
are made from carefully selected raw materials under conditions that absolutely guarantee their cleanliness.

They are made by the Diamond State Fibre Company, which is among the largest manufacturers of specialized papers and boards in America, with unrivaled manufacturing and shipping facilities.

The complete line includes:

GLASSINE, colored, embossed, bleached semi-bleached and unbleached
PARCHMOID
VEGETABLE PARCHMENT
GREASEPROOF OR IMITATION PARCHMENT
FILTER PAPER

Glassine is a new product on the market. It is transparent, resists grease, oil and air and is free from corrosive compounds. The baker, the confectioner, florist, fruit packer, manufacturer of coffee, tea, cocoa, soap, tobacco and electrical apparatus will find it an absolute necessity.

Send your order (large or small) to your jobber or dealer. He will give it prompt and careful attention.

DIAMOND STATE FIBRE COMPANY
Bridgeport, Pennsylvania (near Philadelphia)

Vuelta Wrapper, Vuelta Filler
Vuelta Through and Through

UPMANN HABANA

Because a cigar is a Havana cigar, it does not necessarily follow that it is remarkably good; all Cuban tobacco is not as fine as some Cuban tobacco.

But Cuban tobacco grown in the famous province of Vuelta Abajo is acknowledged to be supreme—the finest cigar leaf in the world.

Upmann Cigars Are All-Vuelta Cigars

No other kind of leaf is used in the UPMANN factory. Hence, the steadily increasing demand for UPMANN'S everywhere.

CHARLES LANDAU
82 Wall St. - - - New York
Sole Agent for the United States

A NOTABLE GATHERING

Many Distinguished Guests Enjoyed the Cuban Night at the Allied Athletic Bazaar at the Hotel Majestic.

The most distinguished gathering of Cubans in New York for many years assembled on Tuesday evening for "Cuban Night" at the Allied Athletic Bazaar in the Majestic Hotel. Among the distinguished Cubans and Cuban-Americans who accepted invitations to attend were General Emilio Nuñez, Vice-President of Cuba; Dr. Carlos Manuel de Céspedes, Cuban Minister to the United States, and Mme. de Céspedes, who came from Washington as guests of the Southern Commercial Congress; Dr. Leopold Dolz y Arango, Consul General of Cuba to the United States, and his consular staff; Col. Aurelia Hevia, former Secretary of the Interior in the Cuban Cabinet; Col. Collazo of the Cuban Army, who is in this country on a military mission, and practically the entire Cuban-American colony of New York.

The entertainment, which was followed by dancing, began at 8:30 in the grand ballroom of the Majestic, and all the receipts were turned over to the Cuban Red Cross. After the reading of a cable message of greeting from President Menocal to Miss Dolores Fonseca, who was in charge of the arrangements, a musical program was given wherein all the participants were natives of Cuba, most of them temporarily in New York on their way to Europe to continue their studies. Among those who participated were Señorita Maria Adams, Señor Carlos Garcia and Señorita Angela Morales, all of whom are graduates of the Musical Conservatory of Havana, and who have been designated by the Cuban Government as beneficiaries of the Government's endowment fund for the advancement of the arts; Señor C. Gonzales Bosch, and Mme. Joaquina Greve. Three acts of vaudeville from the Palace Theatre followed the musical entertainment and preceded a dancing program.

The Majestic grand ballroom was decorated with the Cuban and other Allied flags, and at the conclusion of the program Mme. Renée Shollet led the audience in singing the "Marseillaise" and "The Star Spangled Banner."

SHOUTING FOR CHICAGO

(*Continued from page* 11)

of the Mississippi Valley, which in turn is about half that of the whole country.

Chicago is the great headquarters for fireworks, both in the manufacturing and selling ends of the industry. The volume of trade handled last year was about up to the average, and orders were received by local concerns from all parts of the country.

The flavoring extract industry in Chicago has been developed to large proportions, and some of the leading concerns in the country engaged in this line are located here. It is difficult to obtain statistics relating to this business exclusively, as the large houses in many instances are producers of allied lines, such as baking powder, spices and perfumes.

Nearly one-half the pianos made in the United States last year were made in the thirty factories in Chicago and the dozen or more factories operated elsewhere by corporations whose executive offices are in this city.

Chicago has long been regarded as the great central grain and provision market and clearing house of the world. There are other important markets in Winnipeg, Liverpool, London, Paris, Berlin, Budapest, Genoa, Sydney and Buenos Aires, but none of them equals the Chicago market.

Chicago maintains its supremacy as the greatest center of the packing industry. The chief outlet for food producing animals in this country is wholesale slaughtering and meat packing. Such industries usually are associated with great central markets. The system of centralized live stock markets in the United States is the largest single factor in the marketing of meat animals, and the system is peculiar to this country, no other having developed such markets for live stock.

Chicago's packing industry today is more than twenty-five times as large as it was fifty years ago, and more than $1,000,000 in cash is paid out daily for cattle, hogs and sheep at the stockyards.

Everybody knows that this industry is very large, but not everybody realizes its magnitude and what it means to Chicago. In one square mile of territory, including the yards and the packing houses, there are employed between 40,000 and 50,000 men, representing a population of 200,000 to 250,000, or one-tenth of the city's total. This is a city in itself.

The estimate takes no account of the additional thousands of merchants, trades and professions in that vicinty supported directly by the packing and live stock industry.

The following is a table explanatory of the output of Chicago's industries during 1916, prepared by the Association of Commerce:

Slaughtering and packing	$512,000,000
Agricultural equipment	50,000,000
Foundry products	116,000,000
Men's clothing	93,640,000
Printing and publishing	109,707,000
Iron and steel	71,000,000
Plumbing, heating and ventilating	59,800,000
Railway cars	67,000,000
Bread and bakery products	43,317,000
Electrical machinery	75,346,000
Furniture	54,000,000
Soap	27,725,000
Paints and varnishes	28,521,000
Tobacco	26,640,000
Leather and leather goods	25,111,000
Musical instruments	15,190,000
Copper, tin and sheet iron products	16,026,000
Confectionery	29,549,000
Carriages and wagons	6,500,000
Lumber and timber products	34,000,000
Total	$1,860,814,000

H. L. H.

Frank Ladenberger and Fred Schnell have purchased a cigar and news stand in Portage, Wis., from Charles Mittelstaedt.



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St.

TAMPA, FLA.
BONDED

E. C. McCullough & Co.

IMPORTERS OF

MANILA TOBACCO and CIGARS

20 Broad Street
New York, N. Y.

All Progressive Dealers Read TOBACCO



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

GRAVELY'S
CELEBRATED
Chewing Plug

BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.

P. B. Gravely Tobacco Co. DANVILLE, VA. ESTABLISHED 1831

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

By Special Appointment

To the Late King Edward VII

DIEU ET MON DROIT

Philip Morris Cigarettes

The World's Oldest High-grade Turkish

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Trade News from Near and Far

George A. Mitchell will engage in the retail cigar business, at Darlington, Wis.

—

Francis Straddling has bought the R. W. Brett cigar business, at Algoma, Wis.

—

Lewis Kaufman is now established in the cigar business, at 72 Broadway, Detroit.

—

A new United Cigar store will be opened next month near the army camp at Chillicothe, Ohio.

—

The big American tobacco companies have representatives in Athens watching development of new tobacco fields in Macedonia.

—

The Ramsey Tobacco Co., with a capital of $10,000, has been incorporated at Sebree, Ky., by C. H. Ramsey, G. O. Tuck and H. Friedberg.

—

As announced October 17, the United Cigar Stores Co. has redeemed coupons in the amount of $14,561.98 for the *Sun's* Tobacco Funds.

—

A. L. Powers, W. Holton Key, and A. M. January have incorporated the Farmers and Planters Tobacco Warehouse Co., with a capital of $25,000, at Maysville, Ky.

The American Cigar Co. has declared the usually quarterly dividend of 1½ per cent. on the common stock payable November 1 on stock of record October 15.

—

Several thousand cigars were stolen from the cigar store of R. A. Schneider, 220 South Sixteenth street, Omaha, Saturday night. Entrance to the store was obtained through a cellar window.

—

Henry Eversondoing, proprietor of the Iroquois Cigar Co., at No. 172 East North street, Buffalo, filed a voluntary bankruptcy petition last week, giving liabilities of $2,596.38 and assets of $574.30.

—

T. G. Hutto, Tampa representative of the American Tobacco Co., has gone to Fort Screven, to report for the examination for entrance into the aviation corps. He expects to be sent to Texas for training.

—

Between four and six millions of dollars will be collected by the Maryland Collector of Internal Revenue through the new war tax. The district comprises Maryland, Delaware and the District of Columbia and the law affects nearly 3,000 liquor dealers and 10,000 cigarette and cigar dealers.

—

Mel. Tannenholtz, of Tannenholtz Bros., of West Thirty-eighth street, New York, is doing his "bit." He is now in Uncle Sam's service down at Yaphank, L. I., where he is working hard to fit himself for the "trip to Berlin," as he expressed it. Everybody who knows Mel. Tannenholtz, has the best of wishes for him.

—

Symons Bros. & Co., wholesale grocers, of Saginaw and Flint, Mich., have decided to erect a new building for their wholesale grocery business, in Omaha, Mich., this fall. Plans for the new structure are now in the hands of contractors and work will be started at once. The building will be so constructed that additions can be put on at any time. The building will have a full basement and will be three stories in height. It will be of brick and stone. The structure will have a 100 foot frontage on Wright avenue and will extend to the railroad track on the back.

—

John J. Flaherty, manager of the United store in the Flatiron Building, says the increase on cigarettes has taken better with the people than he at first thought it would. The prices were put up Monday and even before that customers were dropping an extra penny on the counter as other retail dealers throughout the city had already added the extra cent. John J. says that with few exceptions, the smokers have accepted the new price without a quibble. Being a dyed-in-the-wool Giant rooter, Mr. Flaherty was extremely downcast at the result of the World Series. He saw three of the games and he says he can't see where the best team won.

FROM THE FIRING LINE

Personals and Trade Jottings

Harry C. Alces is on a trip to the Pacific Coast for Chas. Morris & Co.

—

E. Hiller, of Hiller & Kohelenberg, leaf dealers, of Chicago, is in New York.

—

Kohlberg & Co. brought out their new Londres Grande Ko-Co size, last week.

—

Jess R. Batt, vice-president of Simon Batt & Co., is on a trip through Pennsylvania.

—

The Hart-Leavitt Co., captialized at $50,000, has been incorporated in Philadelphia.

—

O. S. Hendrickson, representative of Lincoln Bros., is calling on the St. Louis trade.

—

It is estimated that users of chewing gum will pay $400,000, indirectly, in war taxes, next year.

—

J. F. Campbell, of the Ridge Supply Co., jobbers of Iselin, Pa., is in New York on business.

—

J. D. Faucette, president of the Faucette Co., Inc., jobbers of Bristol, Virginia, is in New York.

—

Sam Adler, representing E. Popper & Co., is working the trade up-State, around Buffalo and vicinity.

—

John Huntsman, of Huntsman Bros. Co., jobbers of Bristol, Tenn., is in New York on a business trip.

—

F. M. Lopez, representing Garcia & Vega, is in Chicago at present. From there he will go to Ohio.

—

Tillman & Bendell, distributors of Carabanas, are pleased with the way the brand is obtaining favor in California.

—

B. S. Garrett, representing the Mint Products Co., is obtaining some good orders in the State of Washington.

—

J. E. Reardon, representing Grosvenor, Nicholas & Co., Inc., is securing exceptionally fine business in the West.

—

Julius Riesenberg, representative of Rosenthal Bros., has returned to New York, after making a successful Western trip.

—

Harry L. Harris, of the Harris-Schwarz Co., is on a trip to St. Paul, Minneapolis, Omaha and other Western cities.

—

President Goldberg, of Simon Batt & Co., is on a short trip to the West and is visiting customers in Kansas City this week.

—

E. J. Ahearn, manager of the cigar department of the J. B. Moos Co., of Chicago, spent a few days in New York this week.

—

Harvey Kantz will be the market manager for the Ohio Loose Leaf Warehouse Co., at Georgetown, O., during the coming season.

—

G. W. Thompson, representing the E. H. Gato Cigar Co., is visiting the trade in New York State. E. P. Oakes is in St. Louis.

—

Andrew M. Seitz, cigarmaker, 136 Spring street, Medford, Mass., has filed a petition in bankruptcy. Liabilities, $4,605; assets, $10.

—

Fred Davis, of Sam'l I. Davis & Co., is in New York again, after paying a visit to the factory at Tampa. He also went to Cuba.

—

E. H. Goldwater, representative of the E. H. Gato Cigar Co., is back in New York for a few days. He will return to the South again.

—

Edward Wodiska, president of the Havana Production Co., is in New Orleans with R. U. Falkner of the sales force. Ben Lesser is in Detroit.

—

Three million matches are struck in this world every minute of the year. And quite a few of them are used to light cigars, cigarettes and pipes.

—

W. W. Weeks, representative of the Benito Rovira Co., is working hard on the city trade, placing the new Connecticut shade grown wrapped El. Arabe.

—

Haas Bros., Cincinnati, cigar manufacturers, will maintain the Louisville branch which they opened a year ago and will increase the force of operatives there to 125.

—

H. A. Rovira, of the Benito Rovira Co., was in Seattle the early part of this week, and he is now in St. Paul. Conditions are about the same, according to Mr. Rovira.

—

The Cafe Arras, which was opened recently in the Hecksher Building, Madison avenue and 42nd street, New York, is featuring Dubonnet, Graham Courtney and Roi Tan.

—

Snow, an usher for Billy Sunday, has been sent to the federal penitentiary at Atlanta. Here's hoping that a majority of Billy's converts are "whiter than Snow."

—

Cicero Coronas, recently introduced by the Hygrade Wine stores on upper Broadway, are made by Kraus & Co., at Tampa. They retail at 8 cents each or two for 15 cents.

—

Frank Meyer, proprietor of the Meyer Cigar store, 713 Main street, Richmond, Ind., announced that beginning Saturday his store would be operated by the United Cigar Stores Co.

—

Antonio Allones, of Allones, Ltd., of Havana, who has been visiting his United States representative, Tom Healy, for the past four weeks returned to Havana last week.

—

E. E. Klauber, of Klauber, Wangenheim Co., of Los Angeles, is now enjoying a vacation, having gone to Alaska. Mr. Klauber planned to be away from Los Angeles about six weeks or more.

—

M. M. Friedman, a salesman who handles the Broadway district for M. A. Gunst & Co., was confined to his home for the past ten days by illness. He is up and around now, and is quite recovered.

—

Jesus Garcia, of the Romeo Y Julieta factory of Havana, is in New York. W. T. Taylor, the United States representative of the factory, is in the West gathering in holiday orders.

—

H. I. Schacklett, representing the Gene Vall Cigar Co., will return to Washington this week after calling on the trade in Virginia and North Carolina. He is sending in excellent orders.

—

The American Exchange Cigar Co. continues to find it difficult to secure cigar makers. This condition seriously affects the ability of the Dubonnet people to meet the increased demand for their cigars.

—

F. Peterson, representing Simon Batt & Co., is in Chicago, Tom Torbert is in Dallas and Eugene Stoltz is boosting La Verdad to the Spokane trade. Business is on the increase for Simon Batt & Co.

—

The Whitehall Co., which has one of the largest tobacco warehouses in Mt. Sterling, Ky., will give its entire commissions of the first day's sale to the soldiers tobacco fund and the Red Cross, divided equally.

—

Elmer Petien, who has been manager of the Higgins-Landstrum cigar store, a Helena, Mont., since it first started, has sold his interest to Higgins and Landstrum, and left for San Francisco, where his father is in business.

—

The income tax, which cuts the exemption down and makes all incomes over $1,000 for unmarried persons taxable, does not go into effect until January. It will be assessed from Jan. 1, 1917, but will not be collected until January, 1918.

—

The Wendell Tobacco Association, a non-stock association proposing to regulate the sale of leaf tobacco on the Wendell market, has been incorporated. The incorporators are: V. V. Pritcher, A. B. Martin, and C. F. Johnson, all of Wendell, N. C.

—

C. C. McKallip & Co., have leased for the

Duquesne National Bank to A. Friedberg & Bro., wholesale tobacconists, 20 x 80 feet, with a three story building, at 325 Third avenue, Pittsburg, the premises to be used for offices and sample rooms.

—

The American Sumatra Tobacco Co. declared a quarterly dividend of 1½ per cent. of the common stock, payable November 1 to stock of record October 25. The directors also authorized the purchase of $250,000 4 per cent. Liberty bonds.

—

The cigar manufacturers of Paterson, Passaic and vicinity met in the Branch Hotel one night last week and voted to advance their prices. In the future all goods retailing at five cents will be raised $4 and the ten cent goods will go up $5 per thousand.

—

J. C. M. Enslen, formerly of the Melachrino sales force, was in town for a few days last week, to bid friends and relatives farewell before leaving for Camp Borden, in Canada. He is now in the English Royal Flying Corps and after a short training at Camp Borden, he will leave for England.

—

E. S. Rouse, of Hopper, McGaw & Co., the big cigar dealers of Baltimore, had to undergo an operation at the Church Home Infirmary on October 3. His many friends will be pleased to know that he is rapidly recovering. Mr. Rouse has been manager of the cigar department for the past fifteen years.

—

F. H. Henderson, of the Henderson Tobacco Co., of Lexington, Ky., has purchased from G. F. Vaughan, of the G. F. Vaughan Tobacco Co., the Bennett Tobacco factory located on Hayman avenue. It will be equipped with modern appliances, and used by the Henderson Tobacco Co. for handling Burley tobacco this season.

—

The House of Henry Straus has taken over the Leonard Hotel Cigar stand in Lexington, Ky., formerly operated by the J. B. Moos Co. This is the second cigar store operated in that city by the Henry Straus firm, the other being the stand in the Phoenix Hotel. Both of these stores will be under the management of Charles L. Straus.

—

The campaign to secure money for tobacco funds for soldiers, recently started in Proctor's theatres, is showing a constant gain. At the playhouse in Mount Vernon, N. Y., where the campaign was opened, the sum of $1,338 was secured within a week. The appeals for funds in Mt. Vernon were made from the stage usually by a city official.

—

T. V. F. (the very finest) a shadegrown wrapped cigar, distributed by Grosvenor Nicholas & Co., Inc., is having a wonderful sale, in fact so large that the factory cannot supply the demand. Several customers, not quite familiar with the initials, ask the salesman for the cigars with initials, not infrequently requesting B. V. D.

—

The parish house of St. Michael's Church, 225 West 99th street, New York, has been practically turned over to soldiers and sailors. The club rooms formerly used by the Young Men's Guild and other organizations are now used as reading and rest rooms by sailors. A canteen has been established and all kinds of cigarettes, cigars and smoking tobacco are on display.

—

The Liggett-Riker-Hegeman stores are featuring a new soldier's smoking kit, consisting of the following: 100 Black & White cigarettes, a ten cent tin of Black & White smoking tobacco, a Briar pipe, a fuse lighter with three extra sparkers, an extra fuse and a dozen pipe cleaners. The Kit sells for $1.50 and is all packed and ready for shipment to soldiers. Introduced but a few days ago, the Kit is selling very fast.

—

Little of importance was done at the meeting of the Hoboken Tobacconists' Association at Odd Fellows' Hall last Thursday night. Chairman Philip Silverman appointed a committee of five men to confer with tobacco dealers throughout Hoboken as to the new scale of prices, and this committee will report back at a special meeting of the association, to be held to night at Odd Fellows' Hall.

—

The penny has come back into its own and it is competing with jitney as the most popular American coin. War taxes on tobacco, cigarettes, perfumeries, and other luxuries, have raised the price of these commodities a cent or two from the normal "even" prices. As a consequence pennies are in great demand. There has been a run on the banks and the Treasury for pennies that is unprecedented.

—

Some time ago it was reported that in the selection of employees, the Van Noy Interstate Co. discriminated against "the chosen people." Just to prove how untrue such a statement was, it is shown that the Van Noy Interstate Co. gives employment to no less than 1,500 Hebrews. In addition to numerous stands in railway stations, East and West, the company has stands at the military camps at Mineola and Yaphank, L. I.

—

The Clarksville, Tenn., tobacco market has been quiet. Deliveries are light, with sales of only scattered lots. This is the winding up of the fiscal tobacco year, and all the warehousemen are preparing for the coming crop, which will begin to arrive soon. Indications point to a higher price this year for tobacco than for years, and the quantity will be better, as the present year has been ideal for raising tobacco. Curing is in process. A great number of barns have been burned during the firing period.

—

The new campaign of the Independent Retail Tobacconists' Association to secure a larger attendance at meetings was started last week. At the suggestion of Manny Neuwirth, secretary, the association had cards printed, urging retailers to attend. "This association wants to help you in your fight for an individual existence," is one of the pertinent paragraphs on the cards. The cards are being sent out monthly by Dave Saqui, A. Hirtenstein and Sig. Weil, in statements going to retail dealers.

—

Luther H. Farrington, of the Winston, Harper, Fisher Co., of Minneapolis, is on an auto trip to the Pacific Coast, and will probably not return before November 1. The Cigar and Tobacco Journal says: "He is chaperoning his son, who suffered a nervous breakdown after his strenuous study at the Officers' Reserve Camp, resulting in a decree of his physician that he must 'live in the open' for at least six weeks. Father and son therefore set out in an auto and will stop en route as their fancy dictates."

—

Every smoker should bear in mind as he lights pipe, cigar or cigarette, that what to him is a mere casual pleasure easily obtained and costing little, is an actual necessity to our lads in the trenches, hard to obtain, if at all, and in France not of the quality or character to which they are accustomed. The need of tobacco and its uses with the fighting forces have been descanted upon by medical men, soldiers and laymen until every man, woman and child in the United States should be aware of its importance.

—

The new window displays made for the Old King Cole Cigar Co., by the Rex Window Display Co., are now ready and among the dealers who will have the new display are: Harry Cohen, 115 West 116th street, New York; Toongel Bros., 3650 Broadway, New York, and Blum Cigar Co., Flushing avenue, Broadway, Brooklyn. Some of the phrases on the new posters read, "For he who knows," "The Peer of Tampa, "The cigar of the Bon Vivant." Business with the Old King Cole Co. is on a steady increase and the demand for Remingtons and Old King Cole speaks well for the quality.

—

James J. Grathwol, of the Best & Russell branch, at Minneapolis, looks for a return to conditions which prevailed fifteen years or more ago, when the ten-cent cigar was much smaller than the ten-cent cigar sold in recent years, the 3-for-25 cent cigar being still smaller, and when the cigar that has been selling in recent years for 15 cents, or 2-for-25 cents, went to the retailer at $85, which meant the elimination of the 2-for-25 cent price. He also expects to see all the big dealers in the nickel line today go to $40. "I don't see," he adds, "how these cigars can be made of present quality and sold for $37.50."

—

Tom Gray, representative of Ruy Lopez & Co., returned this week from an extensive trip through Ohio, Michigan, Indiana and other Western states. He was highly enthusiastic over conditions as he found them and he said: "I have been a salesman for 45 years and never before during all that time, did I find business as fine as it is right now. Everyone is buying larger quantities of cigars than ever before. The army camps and cantonments in the West have been responsible for a large amount of this unusual business. And I think that the holiday orders this year will be the greatest ever."

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

"PARTAGAS"

The World's Standard Cigar

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

ROBERT E. LANE
General Representative for United States and Canada
115 Broadway New York

All Progressive Dealers Read TOBACCO

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY
111 FIFTH AVENUE, NEW YORK

WE OFFER {Quality / Service} TO THE TRADE

The Finest Grades of

IMPORTED HAVANA CIGARS

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LONDON, MANCHESTER AND CONSTANTINOPLE
TURKISH TOBACCO GROWERS and CIGARETTE MANUFACTURERS

G. S. NICHOLAS & SON, Ltd.
43 Beaver Street
NEW YORK TEL. BROAD 5221



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THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.

NOTES AND QUOTES

Mark Levine, of H. Duys & Co., Inc., is calling on the trade up State. Sam Levine left on Tuesday night on a southern trip.

—

The Hotel Irving, at 26 Gramercy Park, New York City, has been leased by David H. Knott, who controls a large chain of hotels in Gotham. The Irving is a 100-room house.

—

"The first shall be last and the last shall be first," quoted the devout citizen. "It makes no difference to me how you arrange 'em," replied the expert commercialist. "I'll get mine either way. I'm the middleman."—*Washington Star.*

—

Now is the time that a husband who smokes can say to the wife who remonstrates: "But would you have your husband be a slacker? No! A thousand times no! I will do my bit for my nation, if I have to smoke five packages of cigarettes a day!"

—

The Oxford, N.C. tobacco market is on the biggest boom in its history, says the *Public Ledger.* It is truly a runaway bull market. Prices on all grades of leaf seem to be advancing every day. Green tips and dark lugs are sensationally high. Lugs which used to sell for $3 and $4 now sell for from $20 to $25 per hundred. Green tips that in olden times went begging for $2 and $3 now sell for $20 to $27. The oldest inhabitant never saw anything like it before.

—

The activity in the leaf tobacco markets of Virginia continues and from all quarters come the reports that the buyers seem to be more and more anxious each day to secure the weed, says the Richmond *Times-Dispatch.* All bright stocks for cigarette manufacturing are especially in demand and bright wrappers are selling in Danville and other bright markets at higher figures than have been known since 1875. The few sales of the dark leaf in the markets that confine themselves largely to this style indicate that the darks, too, will be on a boom when they get well on the market. This is especially true of the sun-cured goods.

—

Increase production but not acreage—that is the method to follow in tobacco growing the coming season. And it is the method that assures biggest money returns at least cultivation cost. This leaves other acres for other crops, equally necessary and equally profitable with tobacco. Now is the time for sowing winter grain and cover crops, and there is no need to reduce their area, for they will be out of the way in time for next year's tobacco. Indeed, the wheat acreage can be materially increased —as it imperatively needs to be—without at all curtailing the tobacco output. Applying to the whole of tobacco the art of "making two blades of grass grow where only one grew before" will do the trick.—*Southern Tobacco Journal.*

—

"Time was when the men of the Wheeling district preferred the long, slim stogie to the short, fat cigar, a pipe or cigarette. Wheeling's stogie factories were kept busy supplying home trade, and in most instances some little effort had to be put forth to do this," says the Wheeling *News.* "Wheeling and vicinity still contain thousands of stogie smokers, and always will, but since the time when the price of the weed was raised the stogie smoking habit has been slowly decreasing instead of increasing, as it would be expected. Thousands of men, young and old, have gradually begun to pull away from the habit of purchasing stogies, while others purchase a few on occasions that are few and far between. Instead of the stogie the man or young man of today is purchasing cigars and cigarettes."

—

The chewer may go to his tobacconist and purchase a 5 cent or 10 cent cut of his favorite brand, which is of the same general dimensions as of old, measured as a plane surface. It is when the chewer finds his daily stipend running out at 3:45 in the afternoon that his suspicions are apt to be aroused in connection with the tobacco deal. By applying tests in connection with thickness of his plug he makes the discovery that the plug which grew thin during the Spanish war and never recuperated, has again shrunk in thickness or thinness. The ease with which it is divided into convenient chews by his incisors is conducive to going deeper into the plug. The danger of one "biting off more than he can chew" is said to have been effectually eliminated by tobacco manufacturers. —Springfield, Mo., *Leader.*

SHOTS AND JOTS

A ten-acre tobacco crop at Donerail, Ky., sold a few days ago for $3,250, and another of fourteen acres for $3,000.

—

The Council of the American Pharmaceutical Association has instructed Treasurer Whelpley to purchase $10,000 worth of Liberty Bonds.

—

A druggist was killed in his store at Cheyenne, Wyoming, by a train that jumped the track and demolished the side of the building.

—

Because of the difficulty of importing sufficient suitable wood, the British Government has restricted the use of packing cases in the export trade.

—

George York, of Seattle, formerly with M. Melachrino & Co., will succeed C. F. Kingery, resigned, as country salesman for Hemenway & Moser, at Spokane.

—

J. S. Pillow, who has a farm two miles north of Reidsville, N. C., sold to tobacco raised on 1¼ acre for $519. This is at the rate of more than $400 per acre. He averaged $37 for a load.

Tacoma is becoming a Mecca for cigar salesmen, each one trying to beat the other fellow in getting brands on sale at Camp Lewis, where 45,000 men of the new national army will be trained.

—

The California Drug Clerks' Association has adopted a wage scale, the minimum monthly salary for licentiates being placed at $115 a month up to January 1, 1918, after which a minimum of $125 will be asked.

—

G. W. Buehler, representing the Pandora cigar, manufactured by the Erlich Mfg. Co., and W. J. Levenhagen, of the Rovig Cigar Co., who are covering the territory adjacent to Seattle, report fine business for Pandoras.

—

John Du Charme Bagley, of the J. J. Bagley Co., Detroit, Mich., has resigned the management of the company's Seattle office and has entered the service of his country. Mr. Bagley is fourth in command on one of Uncle Sam's speedy submarine chasers.

—

Woolley & Co., of Seattle, the Manila importers, have added a new Manila cigarette under the brand name of Los Angeles. It sells 20 for 15c. The indications are that the business in this cigarette will soon reach the same proportions as that of the Los Angeles cigar. Woolley Co. report having hard work to keep the trade supplied, one shipment being almost sold out before another is received.

—

An unusual convention is held at Dayton, O., this week. The wives of members of the selling force of the National Cash Register Company are assembled for a three days' discussion of problems connected with their husband's business. The object of the convention is to give the wives of the salesmen a better understanding of the business in which their husbands are engaged, thereby enabling them to co-operate more fully and extend to their husbands a greater degree of encouragement.

—

The removal of the export embargo from a long list of articles if sent to countries other than the European Neutrals and Central Powers, will permit the exportation without license of approximately $700,000,000 worth of merchandise per annum. An analysis by The National City Bank of New York of the list of articles from which the ban is thus removed, indicates that they aggregate approximately $750,000,000 in value in the exports of the fiscal year 1917, and that only about 5 per cent. of them went to the European countries to which their exportation is still restricted.

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y CA. 75th Street & Avenue A. New York

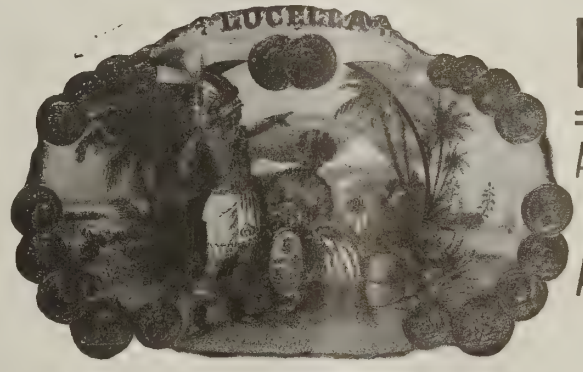
ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.

CARABANAS
Clear Havana Made in New York and Tampa

PANDORAS
Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.
Established 1872
MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

L. KEHLMANN CO.
229-239 WEST 28TH STREET
NEW YORK CITY
PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE



LUCELLA
A Mild Havana
Made in
ALL SALABLE SIZES

A Winner Wherever Placed

JOBBERS' ACCOUNTS SOLICITED

R. GANGEMI & CO.
20 Fulton St. -:- New York

"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

JEAN VALJEAN
"Truly a cigar"
Made by
596 SIXTH AVE COR 35TH ST
DAVE SAQUI
NEW YORK CITY

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

STENOGRAPHER WISHES POSITION.—Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Integrity, care Tobacco.

WANTED — SECOND-HAND STRICKLER Scrap Machine. Address The J. F. Cherry Co., Newark, Ohio.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN—Fully posted in all grades of cigars, clear Havana, seed and Havana and nickel, including Manilla. Thoroughly acquainted with the best jobbers in all sections of the country. Highest reference. Address A. M. H., care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

FOREMAN WITH 20 YEARS' EXPERIENCE DESIRES POSITION. Address Foreman, care Tobacco.

Even every manager has t' be capably managed—a successful one surely by a capable wife!

—

A tombstone is usually silent about th' misery of a mismanaged husband.

RURAL CO-OPERATION

There Are About 12,000 Farmers' Purchasing and Marketing Associations in the United States.

WASHINGTON, October 15.—The number of farmers' purchasing and marketing organizations in the United States is placed at about 12,000. Of these, 5,424 gave reports of their activities. The creameries and cheese factories reporting numbered 1,708. They do an annual business of $83,360,648, and have an average membership of 83 farmers. The 1,637 farmers' grain elevators and warehouses reporting were located in 23 states, doing a total annual business of $234,529,716. They have an average membership of 102 farmers. The 871 fruit and produce organizations do an annual business of $140,629,918. The annual volume of business of 213 cotton organizations is $34,392,258; of 275 co-operative stores, $14,552,725; of 43 tobacco organizations, $6,746,270; of 96 live-stock associations, $9,482,592. The gross volume of business for all organizations reporting was $625,940,448.

Minnesota leads the states in the number of purchasing and marketing organizations among farmers. Of the total number reporting, 18 per cent were located in that state. Iowa stood second, Wisconsin and North Dakota next in order. Farmers' elevators, creameries and cheese factories and live stock shipping associations are the principal types of co-operative effort in these states.

Fruit and produce associations are the chief forms of co-operative activity in Oregon, Washington, Idaho and Montana. The farmers' grain companies are next in rank. In California 60 per cent of the organizations handle fruit and produce. Cotton associations lead in Texas, North Carolina, South Carolina, and Georgia; fruit and produce organizations second. Tobacco associations are found chiefly in Kentucky. Creameries form the larger share of farmers' co-operative enterprises of the New England States.

THE DAVENPORT RETAILERS.

At the annual meeting of the cigar retailers of Davenport, Iowa, a most pleasant affair, by the way, the following officers were elected:

President—Bert Hayes.
First vice president—George H. Martin.
Second vice president—Fred Finch.
Secretary—E. B. King.
Treasurer—W. A. Hickey.

The election was followed by a number of short talks by various members of the association concerning the work of the association and a discussion of conditions in the tobacco trade.

ADVANCES IN SALEM, OHIO.

Following a conference of Salem, O., tobacco dealers Friday evening, the following schedule of prices was announced to take effect Monday.

Five-cent cigars, six cents.
Three for 25, 10 cents straight.
10-cent cigars, 12 cents.
Five-cent tobaccos, six cents.
10-cent tobaccos, 12 cents.
Five-cent cigarettes, eight cents, two for 15 cents.
10-cent cigarettes, 15 cents, two for 25 cents.
15-cent cigarettes, 20 cents, two for 35 cents.
20-cent cigarettes, 25 cents.
25-cent cigarettes, 30 cents.
35-cent cigarettes, 40 cents.

TWO "DOWN AND OUTS."

George Taylor, formerly a jockey who was paid $10,000 a year, died in a box stall at Churchill Downs at the age of 70, "without funds." Much more pathetic is the case of the former Italian opera singer who was discovered recently at middle age, scrubbing the floor in an American hotel. Taylor contrived at least to enjoy throughout his life the company and the scenes he loved. To die at a racetrack, within earshot of the rataplan of racing "plates," and in a stall, the temporary home of stake winners, is at least to escape the poignant sorrow of the man or woman who dies in exile.

METROPOLITAN TOBACCO CO.
OFFICES AND MAIN DEPOT, 134-136 GRAND ST., NEW YORK
Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
Jamaica Branch—22-28 Bergen Avenue, Jamaica, N. Y.
Patchogue Branch—28 Ocean Ave., Patchogue, N. Y.
Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

PARK & TILFORD
are the
LARGEST IMPORTERS
of Cigars from the Independent Factories in Havana and have the largest displays in their stores of these finest Cigars
Wholesale Price List will be sent to any dealer
Our Wholesale Department, 529 to 549 West 42nd Street, invites your personal inspection

Cable Address: Karnak, New York Telephone 3108-3109 Broad
GROSVENOR NICHOLAS & CO., Inc.
DIRECT IMPORTERS OF HAVANA CIGARS
14-16 SOUTH WILLIAM STREET - - - - NEW YORK
Representing
Martell & Co. .....Cognac
Andrew Usher & Co.....Edinburgh
Krug & Co.....Reims
Nath'l Johnston & Sons.....Bordeaux
Bouchard Pere & Fils.....Beaune
Deinhard & Co. .....Coblenz
Gomez, Cuvillo & Co.....Port St. Mary's
Gomez & Co.....Cadiz
Donaldson & Co.....Madeira
Wynand Fockink .....Amsterdam
Roman Perpina .....Reus
Freund, Ballor & Co.....Torino
Martinez, Gassiot & Co.....Oporto
J. Wray & Nephew.....Jamaica
W. E. Eddison & Co.....London
Dublin Distillers' Co., Ltd.....Dublin
Marcel Alioth & Co.....Bordeaux
Pernod Fils .....Couvet
J. A. Mentzendorff & Co.....Riga
We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.
We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.
Price lists sent on application.
Kindly note carefully our new name and address
Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St. New York

Sweet and Aromatic
INDEPENDENT CIGAR FACTORY
BELINDA
FABRICA DE TABACOS DE FERNANDEZ Y MENENDEZ
CALLE DE GERVASIO 96
HABANA
M. L. FERNANDEZ, Proprietor
Cable: *"Belinda"*
96-98 GERVASIO STREET, HAVANA, CUBA
H. J. M. GREEN
United States Representative
ROOM 630, SINGER BLDG. NEW YORK
Telephone: Cortlandt 2462

Waldorf-Astoria
Segar Company, Ltd.

ADONIS,
Clear Havana
SEGAR

TAMPA MADE
in all popular sizes

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York



Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York

EI
Principe
de
Gales

THE OLD
STANDARD
IN
PURE HAVANA
CIGARS
SINCE
1854

Patents Recently Granted

The following patents recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trade-mark attorney, Real Estate Trust Building, Washington, D. C., at the rate of 20 cents each. State number of patent and name of inventor when ordering:

1,241,340. Combination tobacco and match box. Charles M. Burr, Bardane, W. Va.

1,241,462. Smoking pipe. Warren M. Baechtel, Hagerstown, Md.

1,241,463. Cigarette-lifter. Julius P. Barnett, Donnellson, Iowa.

1,241,695. Humidifier (for tobacco receptacles). Alden M. Alexander, Chicago.

1,241,820. Holder for cigars, cigarettes, and the like. Frank A. Cerruti, New York.

1,241,840. Straw-covering material for mouthpieces of cigarettes and the like. Alois B. Fischl, Dresden, Germany.

HILO VISIBILITY

Is'nt it so? Isn't it true that the sign in the street car, *Omaromar*, has a superior visibility for you when you swing on a strap than when you sit in the seat?

Your Nose Knows this may be right on a line with your own nose before you notice it at all! Why? Simply because it has what airmen call high visibility, over your head.

Go along Main street. What do you see? Cornices of sixteen story buildings, signs on second story windows? Not much!

You're like me. I'm like you. You see what I see. I observe, as a rule, the things you, too, notice. We're average.

Then why in the deuce do you put your store and window signs and cards 'way up there above Jack's and Jimmy's lids?

Get 'em down, get 'em down, men! Put your window bulletins especially where folk can read them.

People passing, always intent upon personal, selfish interests, else hurried and worried, or sauntering and curious, each represent a dime or a quarter in your buy-box.

So get 'em in! Make 'em read your brief, *very brief,* bright and vivid advertisements.

How? By placing the announcements *below* the level of the normal man's eyes. Never more than four and one-half to five feet over side walk surface.

For huming beings have a tendency to walk along with their orbs downward. You do yourself, don't you? You may not find much money, still, you have the natural method, just like your customers, of noting things close to the ground.

Humor this trait. Have your best bets near the bottom of your windows. And have the accompanying price-cards, descriptions, and so on, *right there!*

THE SMOKER.

Dan Wharton asked an old resident, Silas Titcomb, if he could smoke a quarter segar. Old Silas lit up like a oil well on fire, shifted his cud an' said: "Oh, hell! Say, young feller, I've even smoked 'em closer than that!"

HAVANA CIGARS
ROMEO
Y
JULIETA
The Leader in All the World's Markets
U. S. REPRESENTATIVE
WM. T. TAYLOR - 140 East 34th Street, New York

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

FINEST IN QUALITY— MILDEST IN TASTE
DUBONNET CIGARS
Some Territory Open—Correspondence Solicited
AMERICAN EXCHANGE CIGAR CO., Makers
1059-1061 Third Ave., New York

BEHRENS & CO. ESTRELLA 19 HAVANA
MANUFACTURERS OF THE CELEBRATED BRANDS
SOL HABANA
SOL and DEVESA de Murias
LA DEVESA DE MURIAS HABANA

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

PROTEST FROM DOUGLAS

Regarding the Appointment of a Demonstration Agent —Developing a Tobacco District.

There is indignation in Georgia, according to the Savannah *News*. "Douglas and Coffee counties people are up in arms against W. W. Croxton, general passenger agent of the Atlanta, Birmingham & Atlantic Railroad, over an interview from him touching the tobacco industry in south Georgia, which recently appeared in the Georgia daily papers under a Tifton date line, in which it was stated that the A., B. & A. had appointed one W. E. Lea of Timmonsville, S. C., as demonstration agent for the road to assist the tobacco growers in south Georgia, and that the road would advocate a large increase in acreage of tobacco in Tift, Irwin, Ben Hill and Colquitt counties and would establish a central tobacco warehouse for these counties.

"The people of Coffee county say that it was greatly through the influence of the A., B &. A. R. R. officials that a number of Douglas people this year, at considerable expense, built a tobacco warehouse in Douglas and succeeded in launching the first tobacco market in Georgia, which was a complete success, and the prices obtained here this year were as good as at any other tobacco markets in other tobacco growing states, and now the stockholders of this warehouse are planning to greatly enlarge their facilities at Douglas.

"They say that in establishing the tobacco market in Douglas they encountered no opposition except from W. E. Lea, who owns a tobacco warehouse in Timmonsville, S. C., and who fought the Douglas warehouse with all his might, and now the Coffee county people think it's an unfair blow for the A. B. & A. to employ this particular man as demonstration agent, who will endeavor to build up other sections and fight Coffee county."

COST OF DELIVERY IS REDUCED.

Great savings have been effected in eighty cities where the public has cut down the abuse of deliveries by stores. In other words, the plan of "carrying your own packages home" in these cities of a combined population of about 14,000,000 has greatly reduced expenses and made it easier for the stores in these times when labor is scarce. Such records as are available show that the merchants of thirty-two cities, with a total population of 6,929,841, have reduced the number of regular retail deliveries in accordance with the commercial economy board's suggestions. In many of them, in place of the usual four or five deliveries, the number has been cut to one, which the board has recommended as the proper arrangement. In others, the merchants have begun their effort to eliminate waste by reducing deliveries to two a day, with the object of reaching the one-delivery system gradually, as the necessary changes can be brought about. By various means, special deliveries are being widely discouraged.

TEN DOLLARS A PACKAGE.

Evidence of the demand for American tobacco among our fighting forces in France is supplied by the following correspondence. During a recent tobacco crisis in the American training camp in France, several Sammies in Paris were similarly affected. A certain lucky Sammy found two packages of tobacco in his kit, shinned up a tree, auctioned them off and received $10 a piece for the packages."

UP STATE INFORMATION

(*Continued from page* 14)

to keep selling rates down to five, ten, fifteen and twenty-five cents until the new packages replace the old goods.

One of the curiosities of the smaller cigarette packet is the Mecca. Some smokers have already noticed the flap cut-out in the bottom of the famous slide box. When the new stamps are ready for the packets of eight cigarettes, the manufacturers' packers may simply turn up the cute little card strip, and the box is then ready for eight smokes without a rattle!

"There," indicated a jobber, "is a peculiar item in the reading of the new revenue law. It says a cigarette *tubes* shall be taxed two cents per hundred. What are cigarette tubes? Are they meerschaum, amber, bakelite, rubber, and horn tubes or are they merely the paper tubes, a la Russe Who knows?"

Lists from the R. J. Reynolds Tobacco Co Winston-Salem, N. C., inform the trade that Prince Albert is, and will be, worth 6 cents in the ba and 11 cents in the tidy tin. Camels will remain a the present price of 12 cents retail.

In the State Capitol District at least, Comrad Belt's Helmar cigarette seems to be selling bette than ever before. Increases are reported by nearl every jobber and retailer on this old brand, s Vice-President Belt should smile. Helmar is Belt' pet feature, it is said, for it was Belt himself, at directors' meeting of the Lorillard Co., who origi nally devised the translation of Helmar from th former Ramleh. Belt had carelessly reversed th spelling on a scratch pad during a discussion o ways and means at the time of the Boston Raml title case. After a long, hard look at the appear ance of the new word, Belt arose and addressed th meeting: "Gentlemen," he exulted, "I have it We'll use Ramleh upside down! Helmar is th name!" And it was, forthwith, immediatel adopted by the Board.

In this column of runs, hits and errors, one ex tremely serious mistake was made last week! An it was about the first smoker, too! For the asser tion was avowed that there were no more wooder Indians in Albany. This is disproved. Correcte by the ancient and famous warrior at 1183 Broad way, North Albany. There he stands, through sur and snow, like Sitting Bull at Little Big Horn What matters it that he is cracked from eagl feather to moccasin? That is merely a certificat of his antiquity, his extreme old age, such as pos sessed by any real Indian who never attended th pale-face dance at Carlisle. And someday, perhaps the boys in blue, around the neighborhood of th North Albany car barns, will induce Eddie Burns the chief's boss, to put him, too, in his reservation lodge!

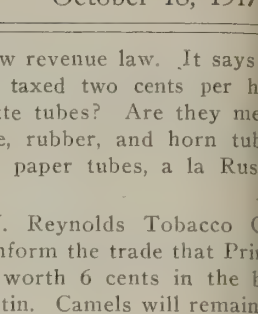
THE SMOKER.

First Consul CLEAR HAVANA CIGAR

LINCOLN BROS., Manufacturers
466-468 Broome St., New York

MONTE CRISTO SOLD SINCE 1865 CONTINUOUSLY MILD HAVANA

El Leon Invincibles
Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
JOSEPH P. MANNING CO.
BOSTON, MASS.



F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO
FLOR DE NARVEZ
VICLO
TRADE MARK
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatia, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality

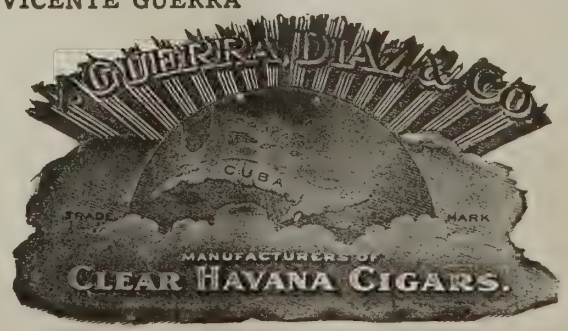


HAVANA CIGARS



Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

VICENTE GUERRA



FRANK R. DIAZ
La Flor De V. Guerra Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 2. NEW YORK, OCTOBER 25, 1917. PER ANNUM, $2.00 SIX MONTHS, $1.00

APPEALING TO EVERYBODY

We are defending our rights as a free Nation. We are resolved that there shall be an end of brute force in international affairs. What Germany's victory would mean to the world is plain. There would be no right except might, no peace save at the price of humiliations too bitter to be borne. Small nations could not exist. There would be no sanctity to a pledge, no solemnity to a covenant. With the dominance of Prussian militarism, the Anglo-Saxon struggle for free institutions and liberty, persisting from Runnymede to Yorktown, with its Magna Charta, its Bill of Rights, and its Declaration of Independence, will have been in vain. It is to prevent this, to defend our rights and to make possible an orderly and just peace in the world that we are at war. The Nation calls on its citizens for high and noble service. On some it calls for service in the field; on others for service at home; on all, it calls for financial support.—D. F. Houston, Secretary of Agriculture.

FOOD CONTROL AND WHAT IT REALLY MEANS

By James H. Collins

Speaking recently at a meeting of State Food Commissioners and his personal staff, Herbert Hoover gave a striking explanation of the part that food control plays in war.

He said that European nations went into the war giving little thought to the subject of food. Even Germany with all its preparations had not foreseen the significance of this factor. With millions of men taken from production and thousands of square miles of fertile fields laid waste by armies the world's cupboard quickly began developing a bareness like that of Mother Hubbard. Country after country went to the cupboard to get a bone and found a diminished supply.

This made it necessary to organize food supply and distribution, and the various countries tried various methods. They fixed maximum prices and minimum prices, regulated the production and distributing trades and put their people on rations. Those countries which established earliest and best methods of food control secured the greatest efficiency in war. The best system, on the whole, is still that of Germany, and she has been able to maintain efficiency with a food supply which in some of her enemy countries might be most embarrassing. Russia, with perhaps the greatest possibilities of food production in Europe, did nothing at all, and out of Russia's food situation grew her revolution.

Mr. Hoover said that whether we like it or not we must deal with the food problem of war in one of two ways. There is not enough food to go around if we stick to the lavish methods of peace times. Rising prices, coupled with depreciation of money, due to issues of war bonds in every country, which make the purchasing power of money shrink, compel us to adjust the food supply to the world's appetite either by controlling that supplyin ways that lead to economy and make it suffice or by letting wages rise as prices rise to keep pace roughly with fluctuations. Even an amateur economist can see at a glance that food control is better than wage increase, because wage increase in a crude force operating slowly, unevenly and with great injustice and suffering to millions of workers. The wages of many workers do not rise—the professional men, clerical workers, public employees and so forth. Russia tried the experiment of letting wages adjust themselves to the diminishing food supply, and it did not work. Russia was brought to a state bordering on anarchy by the intolerable pressure of the food situation on the ordinary peaceful citizen.

Therefore, whether we like it or not—this is a favorite phrase of the Food Administrator and typifies the impersonal attitude he takes toward these great economic problems—whether we like it or not we must meet the food situation in one way or the other, and food control seems to be the lesser of two evils.

This viewpoint explains most of the work thus far done by the United States Food Administration. From August 10, when President Wilson signed the food law, until today much of the work of the Food Administration has centered upon the organization of food control machinery. The farmer, the grain man, the miller, the baker, the packer, the grocer, the wholesaler and

(*Continued on page 26*)

LET EVERYBODY BUY

When existing conditions in the tobacco industry are considered, the showing made by the Liberty Loan Committee for the Tobacco Trade of the Second Federal Reserve District, most strongly appears to be an attestation of sincere patriotism combined with indefatigable business ability. Up to Tuesday night, the Liberty Bond sales promoted by the energetic committee amounted to $8,285,950.

But there is need of additional effort. To make the second Liberty Loan the success that it should be, each true American must do all he can.

In the concluding days of the campaign there is no excuse for slacking.

To aid the nation to win this war each citizen is morally obligated to do something.

Even though he be "as poor as Job's turkey," he is called upon to display his loyalty.

When one, having $2 in his possession, rather easily can arrange to buy a Liberty Bond, any failure to purchase is an evasion of personal responsibility.

Having money, he who refuses to buy Liberty Bonds exposes himself.

Being an absolutely safe investment, constantly earning four per cent. interest, a Liberty Bond purchase isn't a gift to the government; it isn't a sacrifice; buying a Liberty Bond doesn't in any way impair a man's financial condition. A Liberty Bond bought is a purchase that can be converted into cash at desire.

Liberty Bonds are assets that every business man in this country should be proud to have.

Buy Liberty Bonds. Urge your friends and neighbors to buy. Be patriotic and thrifty. Be a man, willing to do your part. Buy!

Liberty Bond Purchases by Tobacco Men

Chairman Wise reports $8,285,950 subscribed up to Wednesday noon

The American Tobacco Co.	$1,000,000
Liggett & Myers Tobacco Co.	1,000,000
P. Lorillard Co.	1,000,000
Geo. W. Helme Co.	500,000
United Cigar Stores Co (additional)	400,000
American Cigar Co.	250,000
American Sumatra Tobacco Co.	250,000
General Cigar Co., Inc.	200,000
C. C. Dula (additional)	200,000
Sumatra Tobacco Import Corp.	200,000
American Snuff Co.	200,000
P. Lorilard Officials	195,000
Percival I. Hill	150,000
Metropolitan Tobacco Co.	150,000
Philip Morris & Co.	125,000
Cullman Bros.	100,000
New Jersey Tobacco Co.	100,000
United Cigar Stores Co.	100,000
Tobacco Products Corp.	100,000
H. Duys & Co.	100,000
MacAndrews & Forbes Co.	100,000
G. J. Whelan	50,000
Edward Wise	50,000
Mrs. Percival I. Hill	50,000
A. L. Sylvester	50,000
Jacob Wertheim	50,000
C. C. Dula	50,000
Porto Rican American Tobacco Co.	50,000
E. J. Noble, Mints Products Co.	50,000
Maximilian Stern	50,000
Seligsberg & Co.	50,000
D. A. Schulte	50,000
Starlight Bros. Inc.	50,000
Isaac J. Bernheim	40,000
A. D. Bendheim	40,000
E. Rosenwald & Bros. (additional)	30,000
H. S. Collins	25,000
William Dubilier	25,000
T. J. Dunn & Co	25,000
Columbia Smelting & Refining Works	25,000
Max L. Kaufmann	25,000
Union American Cigar Co.	25,000
Wm. Demuth & Co.	25,000
John Conley	25,000
Teresa Conley	25,000
Office staff, Metropolitan Tobacco Co.	25,000
P. H. Gorman, Inc.	25,000
E. Rosenwald & Bro.	20,000
Johnston Tinfoil & Metal Co.	20,000
Standard Commercial Tobacco Co.	15,000
C. A. Whelan	13,600
Obtained by S. B. Goldsmith	13,500
Obtained by E. Bach & Sons	11,500
J. L. Wingo	11,000
S. W. Stroock	10,000
Nathan Weiss	10,000
Richard C. Bondy	10,000
Henry Esberg	10,000
Fred. Hirschhorn	10,000
F. Miranda & Co.	10,000
Morris Rossin	10,000
Alfred S. Rossin	10,000
Otis Smith	10,000
Herbert Cohn & Co.	10,000
Griffin-Neuberger Tobacco Co.	10,000
John Bain, Jr.	10,000
Mr. Yuele	10,000
Max Schwartz	10,000
Edward A. Kerbs	10,000
Chas. W. Ogden	10,000
Mary F. Ogden	10,000
L. H. Ogden	10,000
Goldsmith & Block	10,000
Chas. J. Waxelbaum	10,000
Alfred S. Rossin (additional)	10,000
B. W. Wasserman	7,000
Wm. Hollingsworth	6,000
B. J. Cohn	6,000
Percival Levy	5,100
Charles Dushkind	5,000
Chas. A. Hollingsworth	5,000
L. Toro	$5,000
Henry J. Bernheim	5,000
Mrs. Sally Bondy Lowinger	5,000
Mrs. Bessie Gross Bondy	5,000
Alfred I. Esberg	5,000
Kutinsky, Adler & Co.	5,000
Morton W. Reed	5,000
B. Feifer	5,000
Ernest Ellinger & Co.	5,000
E. Spingarn & Co.	5,000
J. Wertheim	5,000
E. Regensburg & Sons	5,000
Yankauer & Davidson	5,000
Milton Samuels	5,000
Elliott Everett	5,000
W. T. Posey	5,000
W. H. Baeder	5,000
S. Simons	5,000
Edward J. Noble	5,000
R. M. C. Glenn, trustee	5,000
W. T. Posey (additional)	5,000
Charles B. Rowley	5,000
Hamburger Brothers	5,000
Joseph J. Day	5,000
R. L. Ramsdell	5,000
Wm. F. Brill & Son	5,000

EVERYBODY'S MONEY IS NEEDED

"Out of a total of over one hundred million Americans suppose that one half, or 50,000,000, of them were each able to purchase one fifty dollar Liberty Bond. This would make a total of only $2,500,000,000—a half billion short of the minimum amount set for the second Liberty Loan. Even if 50,000,000 subscribers could be recorded, and this number is too many to hope for, many other Americans would have to subscribe large amounts to make up the total. The success of the Liberty Loan will be a blow to Germany; it will insure our soldiers the best of equipment for their protection and hasten the return of peace. It is also the best investment ever offered the public. Can you afford not to subscribe for at least one bond?"

A Further Hearing of the "Fifteen Per Cent Case"

Washington, October 23.—The Interstate Commerce Commission late last night issued a statement of the greatest interest to shippers of every commodity in the country, when they set for further hearing, namely on November 5, the Fifteen Per Cent. Case for eastern railroads. In a letter addressed to George S. Patterson, representing the eastern roads the Secretary of the Commission says:

"I am instructed by the Commission to advise you that after conference the Commission is of the opinion that the carriers in the Eastern District represented by you before the Commission at the informal conference held on October 17, 1917, are in error in suggesting what is virtually, and for most practical purposes, a continuance for at least 60 days of the Fifteen Per Cent. Case. The Fifteen Per Cent. Case is still open and before the Commission. If your suggestion is well grounded that further financial relief is needed by the carriers, it is obvious that such relief should be had promptly in order that transportation demands in time of war may be fully met.

"In its report of June 27, the Commission referred at some length to war conditions. The Commission reached the conclusion that only part of the requested increase should then be awarded, stating that the things which the carriers 'believed would happen have not happened.' But the Commission added: 'None of us know what the future may develop, . . . if it shall develop that the fears which have prompted the carriers are realized or that their realization is imminent, we shall be ready to meet that situation by such modification or amplification of the conclusions and orders herein reached and entered as are shown to be justified.'

"The gist of your suggestion of October 17th is that the situation above referred to has now arisen; it is suggested that operating revenues do not now adequately overcome mounting costs. If this be so, the Commission's stated purpose of meeting that situation will not have been attained by adopting your suggestion of a hearing 60 or 90 days hence. The Commission is emphatically of the opinion that the evidence necessary to establish the full truth should be presented, without delay, in order that the carriers may be maintained in a position to do their full war duty.

"The record submitted in June indicated that the condition of the carriers in New England was less favorable than in any other section of the country. The Commission is impressed with the desirability of being promptly advised as to their present situation, particularly as regards their ability to meet the increased cost of railway fuel.

"Since the outbreak of the war carriers and shippers alike have with praiseworthy alacrity co-operated to improve the efficiency of our transportation system. The results have been marked; but there is room for still further elimination of waste and increase of efficiency. On the other hand, there have been many misleading statements and publications with respect to the financial condition of the carriers, particularly in the Eastern District. The exact situation, should, in our opinion, be at once disclosed before the Commission and to the public.

"The Commission will therefore set down for further hearing the Fifteen Per Cent. Case, so far as carriers in the Eastern District are concerned, on November 5, at 10 o'clock in Washington, D. C."

What shippers are expected to say, in the meantime, is unreported.

WIND JAMMERS WON'T DO

United States Sailing Vessels Not Allowed to Enter the War Zone—Gaston, Williams & Wigmore Had Two Schooners Laden with Tobacco.

Two sailing vessels owned by Gaston, Williams & Wigmore, Inc., which were loaded with tobacco for shipment to France, have been compelled to discharge their cargoes and arrange to sail for ports where war hazards are non-existent. It was reported, Monday, that the Government had communicated with Gaston, Williams & Wigmore, stating that these vessels would not be permitted to sail for France. This is in line with a recent order that sailing vessels would not be allowed to go into the submarine zone.

The schooners *Clara F. Donnell* and *Henry F. Kreger* were fully loaded with tobacco. The tobacco was being shipped abroad to fill an order placed by the French Government last Spring. It was stated at the offices of Gaston, Williams & Wigmore that their tobacco contract contained a clause whereby they were to be paid on a basis of f. o. b. warehouse, and the task of ocean transportation rested entirely with the French.

OVER TOBACCO STOCKS

DeLancey Nicoll Sues a New York Brokerage Firm for $187,207.45—A Breach of Contract Alleged.

De Lancey Nicoll has begun an action in the New York Supreme Court against the members of the brokerage firm of Tower & Sherwood, of No. 7 Nassau street, New York, for $187,207.45 which he alleges is due him for breach of contract in failing to deliver certain shares of stock he had ordered purchased for him.

Mr. Nicoll, who is attorney for tobacco interests, asserts he conducted a marginal account with the defendants prior to their assignment, on May 7 last, and had ordered them to purchase 10,000 shares of stock of the British-American Tobacco Co., Ltd., 100 shares of Liggett & Myers Tobacco Co., 264 shares of MacAndrew & Forbes Co., 2,500 shares of common of the Interborough-Metropolitan and 1,000 shares of preferred stock of the same company. The market value of the stocks was $363,242.

According to Mr. Nicoll, the brokers had agreed to deliver the stocks on demand when payment of the balance due was made. His debit balance was $153.13, and he says that when he undertook to get possession of the securities he learned they were pledged with various banks to secure loans in excess of his debit balance. The banks, according to Mr. Nicoll, had sold the stocks and applied the proceeds to meet the loans.

These transactions took place prior to July 8, 1915, and since then the brokerage firm has been insolvent, said Mr. Nicoll. On May 7, 1917, Arthur M. Sherwood and Frederick H. Tate, members of the firm, assigned the interests of the concern to Archibald R. Watson, according to the plaintiff.

Because of the non-delivery of the stocks, Mr. Nicoll alleges he had to purchase corresponding securities for $340,341 and sues for the difference between that amount and his debit balance.

A CIGAR MAN MURDERED

Fred Boehm Shot by Oscar Landnesser in a Crowded Court Room at Hammond, Ind.

Fred Boehm, one of the owners of the Imperial cigar store in Muncie, was shot and killed in the crowded police court room at Hammond, Ind., Wednesday morning, by Oscar Landnesser, who had been on trial.

Immediately on being acquitted of a minor charge Landnesser stepped from the dock, whipped out two revolvers and began firing into the crowd that was in the room. Boehm was killed. Myrtle Peffer, a policewoman, was wounded. The crazed man fired twice at City Judge Fred Barnett, but missed the magstrate both times.

The motive for the shooting was that Landnesser had been made frantic with rage because he had been prosecuted.



MAYOR EDWIN W. FISKE OF MOUNT VERNON, N. Y.

A man who, most notably, has assisted in procuring smokes for soldiers. Personally, he has given many thousand cigarettes and cigars to Mount Vernon boys now in the United States Service. Officially, he inaugurated at Mount Vernon the practice now observed in all the Proctor theaters at every performance; which collection of contributions for the smokes for soldiers' fund daily results in securing thousands of dollars.

Besides being interested in the Imperial cigar store and the Braun hotel cigar stand, Fred Boehm, with his brother, Joseph, was also engaged in the restaurant business at Gary. The murdered man was 35 years old and unmarried. He was well connected and well liked in Muncie. He belonged to the B. P. O. E.

The National Humidor Cigar Box Co., capitalized at $40,000, has been organized in Grand Rapids, Mich. The president and treasurer is Walter Ioor; vice-president, Thomas G. Alvord; secretary, E. W. Aument; directors, the officers and John D. Case, Joseph Renihan, James F. Knowlton and Frank J. Cook. The company will control patents issued to Theodore G. Alvord on a humidor cigar box and will have the boxes manufactured under contract on a royalty basis. The box has a false front with space for a sheet of porous paper to keep the cigars moist.

H. G. Hicks, a director of the Henry Clay-Bock & Co., is on a trip as far as Buffalo and Canada. He will be away about two weeks.

ANOTHER FUND STARTED

To Provide Tobacco and Other Comforts for the Men in the Forest Regiments—C. L. Pack Heads the Committee.

WASHINGTON, October 22.—Tobacco funds are springing up everywhere overnight. Now comes an announcement from the American Forestry Association of the establishment of the American Forestry Relief and Comfort Fund for the purpose of providing the men of the forest regiments with tobacco and for providing relief during the period of the war and for one year thereafter for the dependent families of the soldiers, and for such other comforts as the soldiers may need.

The organization of this work and the collection of the funds are in charge of the following committee: Charles Lathrop Pack, president of the American Forestry Association, chairman; Percival S. Ridsdale, secretary of the association; Robert P. Dunn, of the National Lumber Manufacturers' Association; W. R. Brown, of the Lumber Committee of the Council of National Defense, and William L. Hall and A. W. Potter, of the United States Forest Service.

TOBACCO
· ESTABLISHED · 1886 ·

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, OCTOBER 25, 1917.

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HOSPITAL TESTIMONY

He fought and suffered. He saw the hardest sort of service in the trenches. From actual experience, he can depict war conditions as they are. He knows what soldiers have to endure. He doesn't need to be told how ardent is a wounded man's desire for a smoke. Be advised by one who has been "through the mill." Give heed to this hospital sketch made by Sergeant Arthur Guy Empey.

The dying man began to mutter. The nurse bent over him. She had a writing pad and a pencil in her hand. She whispered to him: "Dearie, the mail is going out. Do you want me to write a note home to the folks—just a short note telling them that you are all right and will be with them in a couple of months?"

The patient answered.

"Home! Folks? I've never had any since I was a kid. Home! My God, how I wish I had one!"

The writing pad in the nurse's hand was wet. The bandage on my shoulder was wet. Perhaps the blood was soaking through. But blood is red.

The voice of the wounded man again: "I want—want—I want a——"

The nurse: "What do you want, boy? What can I get for you—a nice cool drink?"

"A DRINK? No; I want a smoke! Where's my makings? I want a fag—a smoke—a smoke!"

She looked at the doctor. He nodded. She left the patient and came over to me. She whispered to me: "Have you a cigarette, my dear, for that poor boy? We are all out—have not received any for ten days. If the people at home only realized what a godsend tobacco is for these poor wounded lads they would send them out. They are as important as shells."

I told her to look in my kit bag. She looked through it and found one, all out of shape—a Goldflake.

With joy in her eyes she went back to her patient, gently put the cigarette between his lips and lighted it.

A contented sigh, two or three weak puffs and the lighted cigarette fell out of his mouth on to the sheet. He was asleep.

It was getting late. I fell asleep. When I woke up it was morning.

The bed on my right was empty. The nurses in the ward had red eyes. They had been crying.

I turned an inquiring gaze to the Jock on my left. He solemnly nodded and his mouth twitched. I thought he was going to cry, but suddenly he looked at me, tears in his eyes, and said, "Aw, go to ——!" and turned over on his side.

Do the men in the trenches want smokes?

Do the men in the trenches *want* them? They need them! They cry for them! They must have them!

ACKNOWLEDGING THE CORN

Maize, or Indian corn, in its present form represents one of the great achievements of primitive planters. It came originally, it is now generally accepted, from southern Mexico, and was eaten there by the Maya tribes. At first it was nothing more than a coarse grass on which were tiny ears reserbling the top of the wheat stalk. Each grain had its own envelope of husk. Occasionally even now, grains of corn are found which have their individual husk, thus showing how the maize of our day reverts to type. The plant was essentially tropical, and even now after centuries of culture in the temperate zone it is sensitive to frost.

The tribes of northern America, forced to adapt it to their climate if they would use it at all, gradually, in the course of generations, evolved a reasonably cold-proof plant. There has been crossbreeding since by white farmers, yet as a matter of fact, the corn culture of the present day is practically as it came from the hand of the Indian.

All the kinds of corn which evist today are described in the accounts of the white settlers. Black and red corn, the white corn, the golden yellow corn, the soft sweet variety—the so-called gummy corn of the Indians,—all are mentioned. The culture of corn was more than farming with the Indians—it was a religion. The selection of the seed for the next planting was done with such care, the various colorings were so studied and modified that there grew up a veritable maize tradition, which was a part of the religious life of the tribes.

Corn was the staple ration of Davy Crockett. Like all other backwoodsmen of that day, he carried a supply of it, parched and ground; and, like the Indians, he could travel days together through the depths of the forest on no other diet than a small handful of it mixed with a little water. It was a saying of his that if a man had a gun and ten pounds of parched corn he could easily live a year. The white men early learned from the Indians, who were able to withstand the fatigues of warpath and hunting trail because of this simple and quickly assimilated food. The corn, rich in starch and protein, parched until it was made quickly digestible, was mixed with water. A cupful of this most simple of all the elixirs had the effect of almost instantly strengthening the tired body.

"The nutritive value of corn is almost the equivalent of that of wheat; and what wheat was to the armies of old, corn could be both to the army and to the people of the United States," says Robert H. Moulton, in *The Nations Business.*

"The Government of the United States is now urging upon the American people that they add at least one-fourth part of corn meal to wheat flour in the making of bread. This is practicable and feasible; it is not a new and untried measure; it has aleady stood the test of use on this continent; for corn has been used in the form of a fine flour for centuries by various tribes of Indians, and when well enough ground it compares favorably with the wheaten product."

A SMOKER'S COMPLAINT

Though above the sun is shining,
And the birds sing in the trees,
While the clouds with silvery lining
Scud before a pleasant breeze.
Though on every side are flowers,
Bright with variegated hues,
Watered by the summer showers,
And the early morning dews.
Though kind Nature spreads her beauties
With rich bounty 'neath my eyes,
Though I'm free from worldly duties,
Yet I utter frequent sighs.
Why then, am I not enjoying
All these beauties as I roam?
True, the cause is most annoying,
For I've left my *pipe* at home.

The Figaro, July 19, 1873.

From Poverty to $20,000 a Year

A Cigar Factory Employee Who Made the Jump

L. Wolfe Gilbert, popular song writer, author of "Waiting for the Robert E. Lee," "Lily of the Valley" and others, enjoys an annual income of $20,000 from his royalties. But he was not always so prosperous. Prior to breaking into the song game, he worked in the Antonio Roig & Langsdorf cigar factory in Philadelphia, and received a weekly stipend of $7. Although he never mastered the art of making cigars, he attempted to make smokers for himself and succeeded after a fashion. When he finished rolling a cigar usually he had something that resembled a carrot.

Instead of paying strictest attention to his work, Gilbert used to try to write parodies when the foreman was not looking. Whether his parodies, like his cigars, were more than the foreman could stand, Gilbert never knew. But the foreman fired him.

His folks urged him to apologize to the foreman and try to get his job back, but Gilbert could not see things in that light and started for New York, where he continued to write parodies and nearly starved for awhile.

The end of the first week found him broke and hungry. He wondered if he hadn't made a mistake in not going back after the job, for the parody market seemed dead, and he felt about the same.

In New York, one day while Gilbert was trying to figure out how to make connections with a meal, light or heavy, he bumped into his dad, who asked him how he was geting along.

"Fine," answered Gilbert, smiling bravely and attempting to assume an air of prosperity.

Gilbert, Sr., seemed skeptical. He gave the boy a cigar and urged him to come with him.

It isn't so enjoyable to smoke even a good cigar when one has a stomach that is painfully empty. But as he puffed away, young Gilbert endeavored to maintain his bluff.

When, sorrowfully, his father departed, Gilbert re-commenced skirmishing to secure a meal. He sure did know what dire poverty was, for months.



L. WOLFE GILBERT

Bad times, however, finally came to an end when Gilbert found a publisher willing to take a chance with some of his original songs. Then Gilbert wrote "Waiting for the Robert E. Lee" and money began to roll in.

Gilbert is seldom seen today, without an expensive cigar between his teeth. He smokes about twenty cigars a day. Every time he starts to write a new song he lights a cigar, and in his latest hit, "Lily of the Valley," he refers to cigars in the second verse.

"What booze is to some writers, cigars are to me," Gilbert said. "I guess cigars are responsible for most of my good ideas and hits, and sometimes I wonder what I would do without them."

If Gilbert gets most of his ideas from cigars and is able to pull down $20,000 a year as a result, maybe some of us with slender pay envelopes are losing a lot by not putting more faith in choice cigars.

TO UNIONIZE NEW YORK

The Plan of Organized Cigar Makers—Many Delegates to Meet Next Sunday—Secretary Brown Speaks.

The Cigarmakers' International Union in Greater New York held a joint meeting last Sunday at Bohemian Hall, 523 East 73d Street, New York, for the purpose of bringing organized and non-union workers together; 103 delegates from non-union and organized shops were present. Morris Brown, secretary of Local Union 144, said, concerning the meeting, and its object: "We want to bring about a uniform bill of prices advantageous both to the manufacturers and to the men and women engaged in the industry. We do not want to appear antagonistic toward the manufacturers as we want them to secure living profits also. But we think that conditions with the cigar maker, living conditions I mean, have been such that something must be done to secure higher wages. We all know about the increased costs of living and with the wages cigarmakers have been receiving, they simply could not continue going along as they have been."

Another meeting will be held at the same hall next Sunday and a larger attendance is expected. Following the meeting, the union will take concerted action in an endeavor to unionize all open shops, and also bring the union label to organized shops, which, heretofore have not used the label, although the hands were members of the union.

TO EXPEDITE ITS WORK

Three Divisions Have Been Made of the Interstate Commerce Commission Now Composed of Nine Members.

WASHINGTON, October 22.—Because Congress, before adjournment, enacted a law allowing the Interstate Commerce Commission nine members instead of seven as formerly, and because increased work was forced upon the Commission, reorganization is going on with a view to expediting the cases before the commission.

At a general session of the Commission, held a few days ago, it was ordered that the Commission be divided into three divisions numbered, respectively, Division 1, Division 2, and Division 3.

It was further ordered that Commissioners McChord, Meyer, and Aitchison shall constitute Division 1; that Commissioners Clark, Daniels and Woolley shall constitue Division 2; and that Commissioners Harlan, Hall and Anderson shall constitute Division 3. It was decided that each division shall have power and authority to hear, determine, order, certify, report, or otherwise act as to any of the work, business, or functions assigned or referred to it.

The divisions have been made so that the entire Commission in the future, will not have to sit and hear a case. The cases will be heard by one of the three divisions, each hearing cases for so many days at a time, and the future hearings to come before the different divisions in rotation. This, it is expected, will help speed up the work, so that while a certain division is hearing cases the other two divisions can be reviewing cases which they have already heard and writing opinions on the same.

The agency plan of the United Cigar Stores Co., which has proved so successful in the East and middle West, has been extended to the Pacific Coast territory. Within two months at least twenty-five United Cigar Stores agencies will be in operation in California. The United now has more than 450 agencies, all of which have been established within the last eighteen months. About 300 of these are in the eastern States and the remainder in the Chicago territory.

Albert P. Wadleigh of Merrimac, Mass., manager of the Dutra Tobacco Co., who is a candidate for representative in the Merrimac-Amesbury-Salisbury district, was called for examination by the district draft exemption board Saturday, and failed to pass the physical examination, being rejected. He is widely known and was state councilor of the Jr. O. U. A. M., being one of the leading members of the order at present. His rejection by the draft board is important politically, for were he accepted, he could not remain in the representative fight very well and the field would have been left open for someone else.

Ziegler's Visit May Mean Much to Allentown

The importance of the Tobacco Corporation of America is much appreciated in Allentown, Pa. Leading business men there are eager to have the big Tobacco Corporation numbered among the dependable industries of the city. To induce and insure the location of additional cigar factories in Allentown, they are working hard. Desirous of securing for Allentown the prestige and advantage that would come from the constant shipment of goods having a nation wide distribution, they keep "pegging away." To make Allentown a center of production, they are toiling zealously. Perceiving the possibilities of the situation, knowing well what a greatly increased output of cigars would mean to Allentown, the Chamber of Commerce there improves every opportunity to persuade the Tobacco Corporation of America.

William Ziegler, Jr., president of the Tobacco Corporation of America, accompanied by Vice-President Max Krielsheimer, visited Allentown last week. The purpose of the visit was to investigate. President Ziegler wanted to see if it was advisable to proceed with plans that had been made, tentatively. Met by C. B. Huntress, secretary of the Chamber of Commerce, the head of the big company was shown what the town had to offer.

At a luncheon, at the Elks Club, Thursday, various matters pertaining to factory sites and shipping facilities were discussed. In the evening, he was the guest of honor at a dinner at the Hotel Traylor. Reuben J. Butz, president of the Allentown Chamber of Commerce presided at the dinner, and the principal men of the city were present.

Remaining in Allentown three days, Ziegler did not ignore any opportunity to obtain information. Though he has not been associated with cigar manufacturing for a great length of time, Ziegler rather surprised those with whom he talked, he was so well posted concerning the cigar business.

Until an official announcement is made, there will be no disclosure concerning what the Tobacco Corporation of America will do in the way of extending its facilities in



WILLIAM ZIEGLER, JR.
President of the Tobacco Corporation of America

Allentown. But the plans under consideration, which, chiefly directed toward securing efficiency in manufacturing and making distribution quicker and more economical, will likewise provide for a great expansion of business. For La Sultana brand is increasing both sales and prestige and the Duke of Flanders promises to tremendously popular.

Estimates of United States Tobacco Production

WASHINGTON, October 20.—Crop estimates for October 1 indicate that tobacco throughout the entire tobacco producing territories of the country will aggregate 1,243,023,000 pounds, as against an estimate on December 1 last year of 1,150,622,000 pounds, or an increase in favor of the present year of 21,837,000 pounds. The increase is even more marked when compared with the average production for the five-year period, 1911-1915, which was only 983,723,000 pounds. The estimate places the crop of this year 108 per cent. over that of 1916.

Kentucky leads with an estimated production on October 1 of 431,242,000 pounds, as compared with 423,520,000 on September 1, and the condition of the crop has increased from 82 to 91 per cent. during the month. North Carolina stands second with a percentage increase from 78 to 85 per cent., or from 207,852,000 to 218,117,000 pounds, as against an estimate on December 1, 1916, of 176,000,000 pounds. The third in importance is Virginia, with an increase in percentage from 82 to 86 and in quantity from 137,216,000 to 140,483,000 pounds, as compared with the December, 1916, estimate of 129,200,000 pounds.

The three States above referred to are the only ones showing production estimated at more than a hundred million pounds. Of those below that mark, Ohio stands first with an estimated crop of 98,675,000 pounds, as compared with that of 91,775,000 pounds on September 1, and with 95,000,000 for the estimate of December 1, 1916. The increase in the percentage condition of the Ohio crop was from 81 to 87 per cent. October 1 over September 1. Although Tennessee shows an increase in condition from 84 to 94 per cent. as compared with that of September 1, the quantity will, if the October estimate is final, be only 81,710,000 pounds, as against an estimate on September 1 of 85,728,000 pounds, and as compared with the estimate of December 1, 1916, of 81,760,000 pounds.

Next in quantity stands Pennsylvania, and again, while the condition stands 90 per cent. as against 85 per cent. on September 1, the quantity shows a decrease from 59,465,000 to 59,013,000, although it is still well in advance of the estimate of December 1 of last year, which was only 49,096,000 pounds. South Carolina shows an increase in percentage from 76 to 88 per cent. in quantity from 56,515,000 to 57,015,000 pounds, a wonderful increase over the estimate of December 1 last of 20,280,000 pounds. The only other State showing a production estimated at over half a million pounds is Wisconsin, which shows up with a decrease in percentage condition from 80 to 75 and in quantity from 55,642,000 to 52,164,000 pounds, and as against the December 1, 1916, estimate of 55,753,000 pounds. Connecticut shows up with a decrease from 91 to 85 per cent. in condition, with 33,966,000 pounds as against 34,343,000 pounds in September and as against the estimate of December 1 last year of 33,186,000 pounds. Maryland shows an increase in condition from 83 to 89 per cent., in quantity from 21,602,000 to 22,654,000 pounds, which is well over the estimate of 19,635,000 pounds on December 1, 1916.

Other States showing an estimated production of over a million pounds on October 1 are Massachusetts with 11,283,000 as against 11,541,000 pounds in September and 12,118,000 pounds on December 1 last year; the condition shows a decrease from 88 to 84 per cent. New York shows an increase in condition from 83 to 89 per cent., and in quantity from 4,298,000 to 4,388,000 pounds, but is yet below the December estimate last year of 4,551,000 pounds. The condition of the West Virginia crop has increased during the month from 80 to 85 per cent., and in quantity from 9,040,000 to 9,137,000 pounds. This, however, is far below the estimate of December 1 last year, which was reported as amounting to 12,690,000 pounds. Georgia shows an increase in condition from 85 to 89 per cent., and in quantity from 1,461,000 to 1,496,000 pounds, which is not yet up to the standard of last year with 1,534,000 pounds. While the Florida crop shows an increase in condition percentage from 85 to 90 per cent., the estimated quantity remains stationary at 3,240,000 pounds. Missouri, while showing a slight increase in condition from 78 to 89 per cent., shows a decrease in quantity from 3,300,000 to 3,257,000; this is still above the estimate of December 1 of last year, which was 3,040,000 pounds.

States showing productions of less than a million pounds, but still with an increase over estimates of September 1, include New Hampshire with an increase from 160,000 to 171,000 pounds, Vermont from 159,000 to 170,000 pounds, Illinois from 589,000 to 604,000, Texas from 128,000 to 134,000 pounds.

Louisiana and Arkansas remain stationary as to quantity, but while the production in Louisiana stands at 218,000 pounds on both September and October 1, the crop condition has decreased from 84 to 65 per cent.; on the other hand, while the crop quantity of Arkansas remains at 208,000 pounds, the condition has increased from 79 to 90 per cent. Alabama shows a decrease from 135,000 to 134,000 pounds, but with an increase in condition from 81 to 89 per cent.; Texas shows an increase in quantity from 128,000 to 134,000 and in crop condition from 77 to 80 per cent.

TENNILLE.

ADVOCATING WORKMEN'S HEALTH INSURANCE.

Labor federations among our Allies in Europe have urged the immediate adoption of workmen's health insurance.

At the conference in Leeds, England, to formulate minimum standards for labor to be incorporated in the peace treaties at the end of the war, reports the United States Bureau of Labor Statistics, the following resolution was adopted:

"Countries which have not yet enacted insurance laws regarding sickness, invalidity, old age and unemployment should pledge themselves to do so within the shortest period."

The delegates to this conference represented the trade union federations of England, Italy, Belgium and France.

More than $4,000,000,000 worth of tobacco has been sold at Kinston, N. C., in less than two months' time. Tobacco board of trade figures given out last week placed the value of the weed marketed since the season's opening at $4,121,101.47.

Don't Agree Regarding Price Advances

The Different Camps of Retail Cigar Dealers in San Francisco—The New H. Bercovich Store—The William Cluff Co. Having Great Success with Del Moro—C. Webster McCormick Has Reason to Be Enthusiastic—Tapping the Red, White and Blue Barrels.

San Francisco, October 17.—During the past week there was some curtailment of purchasing by the retailers, owing to the unsettled state of the price question incident to War Revenue taxes. This is the problem that overshadows everything else, at present, with the dealers. It is evident that behind the veil of business courtesy a lack of harmony exists. There are, for instance, the Retail Cigar Dealers' Association of San Francisco, the chain stores and the strictly independent dealers who have not aligned themselves with either of the other elements. Notices of a new scale of prices have been posted up in all of the stores owned by members of the Cigar Dealers' Association; the United Cigar Stores have a different schedule; the Gunst stores exhibit a notice stating that temporary prices have been established, until the whole price question has been readjusted; while the unattached dealers are sitting tight awaiting the course of events.

At present the situation seems to be that, among the chain stores, the "United" and the H. Bercovich Co. are standing together, while the Gunst stores seem to be in accord with the Retail Cigar Dealers' Association. Thus there promises to be a pretty fight between the hostile camps of retail cigardom in San Francisco, which shows what discord a War Revenue tax can create.

It is reported on good authority that the Tobacco Company of California will soon announce a new schedule of prices on cigarettes, which, while affecting price and size of package of most lines, will not apply to Pall Mall and La Marquise. Bull Durham will also remain as a five-cent seller.

There will be no change in Imperial cigarettes, made by the John Bollman Co., and they will still retail at the old 10-cent figure.

The H. Bercovich Co. is rushing to completion the company's new store, at the corner of Fourth and Market streets, in the California Theatre Building, a most elegant structure just erected on a corner that sold to the present owners for the largest price ever paid for a piece of land in the city of San Francisco. As a location for a cigar store, this corner is one of the choicest in the city, and the H. Bercovich Co. is to be congratulated on securing it as the location for the company's twelfth store in San Francisco.

The William Cluff Co. has closed negotiations for the new Liberty Loan cigar, a nickel seller, manufactured by the Havana Importing Co., of Chicago. Shipments of this cigar are expected to arrive next week and will be distributed by the company in its usual energetic style. The William Cluff Co. had a fine exhibit at the late State Fair at Sacramento, showing all lines handled by the company. This the company was enabled to do by reason of having an exclusive concession for the sale of cigars on the grounds of the fair, the exhibit being in charge of Jot. C. Wood, manager of the company's cigar department.

A shipment of the new "two-for-fifteen" sellers has been received by the William Cluff Co. It's the Del Moro, made by the Gonzales, Fisher Co., of Tampa, Fla., and the first issue secured repeat orders.

L. S. Lowrey, in charge of the cigarette department of the Tobacco Company of California for this division, has returned from a trip including Fresno and Sacramento. He found conditions there very good, with every promise of a lively holiday trade to follow.

Captain Robert R. Morgan, of the U. S. Transport service, has been collecting the donations of smokables secured from patriotic smokers by the red, white and blue barrels placed at the entrance of some of the chain stores, and has receipted for the first clearing of the H. Bercovich Co.'s barrels.

Ed. Whiting, manager of Reiss Bros. & Co., has been away in the South for several weeks, but is expected home in a few days, after which he will depart on his regular Fall trip through Arizona and the Southwest.

C. Webster McCormick is in town again, but not for long, as he leaves in a few days for the Northwest, Denver and Salt Lake City. It is quite possible, should his trip be prolonged, that he will keep going eastwards and land in New York for the holidays. Mr. McCormick is enthusiastic over the new Army and Navy size of the Webster cigars, which are taking well with the public.

In Sacramento and Fresno there is a good deal of confusion over the price question, incident to the new War Revenue tax. Retail cigar establishments there are quite divided in their opinions of what is best in the way of arranging prices to the consumer. However, the situation seems to be clearing, with the United Cigar Stores and the Samuels stores likely to come to some understanding and thus avoid an unnecessary conflict.

The American Tobacco Co. has had demonstrators at work in front of Market street cigar stores, showing the making of Lucky Strike cigarettes.



JOB C. WOOD, AL. BERGER AND CARL KOENING
On exhibition at the California State Fair at Sacramento

OWNED BY THE ENEMY

Supplies Purchased and Stored in This Country by Agents of Germany—Large Quantities of Tobacco May Be Seized.

Washington, October 22.—The Government is taking energetic steps to locate stocks of cotton, sugar, tobacco, metals and other articles held in this country for Germany. Vast quantities of such materials are stored at points on the Atlantic seaboard and elsewhere, and under the provisions of the Trading with the Enemy Act, this Government has authority to requisition them.

One of the principal duties of A. Mitchell Palmer, who has just been appointed Alien Property Custodian, will be to prepare an accurate inventory of alien property of this character.

This bureau is obtaining data. Certain stocks in warehouses in New York and its vicinity recently seized by Secret Service agents are being listed, and in a few days it will be possible to make an accurate estimate of the value of that property, which is said to be large. Every effort will be made to place the material at the disposal of the American Government as fast as it can be located.

Large stocks of tobacco have been located in warehouses at Atlantic seaports.

Before we declared war on Germany, the British Order in Council, placing an embargo on tobacco consigned to Holland, tied up a large supply loaded on vessels ready for shipment. Some was allowed to remain on interned vessels until recently, when the Government need of transports necessitated the storage of the contraband material in warehouses.

Officers of the Cincinnati Cigar and Tobacco Association have announced a plan which will be placed in operation immediately for the purpose of boosting the membership of that organization. Active membership dues of $5 a year for dealers and $10 a year for jobbers will be continued, but it is proposed to seek to develop a very large associate membership at the nominal dues of $1 a year without initiation fees. According to the plans announced an invitation will be extended to every clerk and others in any way connected with the cigar and tobacco business to join the association in this manner and take an active part in the development of mutual interests in Cincinnati. Much credit for the success of the first celebration of a Cigar Day in Cincinnati is being given to the Committee of Active Workers which included Rawlins D. Best, Webb Hill, Harry T. Davis, C. B. Whitlock, J. A. Strobl and David Straus.

Tobacco Culture in the Cagayan Valley

In the Old Days of the Spanish Monopoly Every Grower Was Under Supervision of an Unpleasant Sort—First Class Philippine Leaf Once Sold for $112, Gold, Per Quintal—The Philippine Government Today is Encouraging the Planter to Employ Improved Methods.

However desirable for tobacco culture the soil and climatic conditions may be, growers are unlikely to secure the best results if antiquated or careless methods are employed.

Until recently, at least, the tobacco grower in the Cagayan Valley was inclined to be "primitively conservative." He did things "according to the custom of his father." Possibly he was not quite so industrious or painstaking. For, in grandfather's day prevailed the government monopoly. While this monopoly was in force the natives in the Cagayan tobacco districts were subjected to great inconveniences and hardships. Each family was compelled to grow 4,000 plants and deliver the entire crop to the agents of the Government. If a smaller amount was raised, no part of the crop could be reserved for the use of the planter, and a fine was imposed when the crop was short. After the crop was harvested the leaves were selected and bought by Government agents, and bundles of inferior leaves were rejected and burned. Native houses were searched for concealed tobacco and fines and penalties imposed on those who did not comply with all the requirements of the monopoly. Early in the nineteenth century many riots and disturbances arose out of the difficulties in meeting the harsh provisions of the law.



Float of Compania General de Tabacos de Filipinas
Winner of the first prize in the Exposition Parade

From 1781 to 1882, the Filipino planters of Cagayan and Isabela grew tobacco at the muzzle of a gun. Every family was under the orders and supervision of a government employee, and the worker who disregarded the rules laid down for operations in the fields generally had administered to him a few smarting cuts with a bejuco. This slave driving resulted in first-class tobacco. During the 101 years that the Philippine tobacco monopoly was maintained, the Spanish government rigorously supervised the work done in the tobacco fields of the Cagayan Valley. It was more than represented by appraisers in the provinces of Isabela and Cagayan. "The chief appraiser, styled 'interventor', resided in the capital of the province and had at his orders various subordinates called 'alumnos aforadores.'

"These operated by districts composed of various towns, and in each town there was a 'caudillo' (head man), who was at the same time 'gobernadorcillo' (little governor), who, together with the 'teniente' (overseer) of the tobacco fields, exercised the office of inspector of cultivation and was remunerated by a percentage of the crop.

"The chief appraiser issued the order fixing the date upon which the first tobacco seed plot should be planted, for there were several, alternately generally every fortnight.

"These were common seed plots and occupied at least one-half a hectare of land each. Their care and weeding were in the hands of the men, the women, and the children of their respective towns, while the able-bodied men engaged in plowing their lands and preparing them for transplanting the tobacco."

Speaking of this strict supervision, a Spanish writer has said:

"Thanks to it, the tobacco seedlings were obtained in proper season. The lands were prepared with three plowings, at intervals of fifteen days each, and the transplanting was done, commencing with the highlands in the second half of November and ending with the lowlands in the first half of January, a period during which it is well known that the transplanting should be done. There is a common adage that says: 'Mas vale llegar á tiempo que vendar un ano' (It is better to arrive in time than to round about for a year); and following this most true maxim, we may say: 'He who sows in time has an almost certainty of reaping a good crop.'"

In a hectare (2½ acres) say 10,000 plants would be set. If the field is given fair cultivation, the yield per hectare is about 200,000 leaves. From a plant, usually, 12 leaves are taken and eight leaves are yielded by the two suckers.

According to quality, here is tabulated the average proceeds from tobacco leaves from 1 hectare of land:

Of the first class, 1 bale.
Of the second class, 3 bales.
Of the third class, 6 bales.
Of the fourth superior class, 20 bales.
Of the fourth current class, 12 bales.
Of the fifth class, 8 bales.

In Manila, in 1882, during the last year of the monopoly, the Spanish sold first-class Cagayan tobacco at $112 (gold) per quintal. In 1905, in Manila, Cagayan tobacco, "suitable for cigar purposes," was bought for less than $9 per quintal.

What happened, between 1882 and 1905, most eloquently is told by the figures which show the difference between $112 and $9.

Not by the tyranny associated with the old monopoly, but by encouragement and practical instruction the Philippine Government is helping to restore the prestige of tobacco grown in the valley of the Cagayan.

The plans include a comprehensive campaign of agricultural demonstration, the construction of roads, the encouragement of cinematographs, tobacco growing contests, sanitary surveys, rural credit societies, warehousing facilities, perfection of land titles, expositions; in short, everything which will develop a more sound economic, social and physical situation among the 28,000 families in and Cagayan Valley, who are chiefly dependent on tobacco production.

The opening gun in this laudable campaign was



A Cagayan Tobacco Field Showing the Crop this Year

Philippine Tobacco Production

Year	Kilos
1913	33,562,084
1914	21,732,384
1915	25,748,340
1916	32,146,882

What the total yield for 1917 will be, as yet, is not known. But it is reasonable to believe that, owing to unfavorable weather, production in the Cagayan Valley will be somewhat less than last year.



A BIRD'S-EYS VIEW OF THE CAGAYAN VALLEY

This picture shows a stretch of the Cagayan Valley, taken at Ilagan, Isabela province. The hundreds of acres in between the river which can be seen in the distance are flooded annually to a depth of from 4 to 40 feet, and the subsiding waters leave an alluvial deposit several inches in thickness to enrich the soil. That is why fertilizers are unnecessary and unknown in the Cagayan Valley tobacco district.

fired in July when the first Annual Tobacco Exposition was held at Ilagan, Province of Isabella, by the Isabella Exposition Association with the cooperation of the Insular and Provincial governments. Realizing the importance of the project, Philippine Collector of Internal Revenue James J. Rafferty loaned the services of Colin M. Hoskins, special deputy in his office, to assume the post of director general of the fair. The Exposition was surprisingly successful. Thousands of tobacco planters visited the provincial capital during the four days of the fair. Splendid exhibits of filler, binder and wrapper tobaccos were presented, for which attractive cash prizes and diplomas were awarded. In addition, agriculturists and craftsmen representing each municipality exhibited fine specimens of general agricultural and industrial products, and live stock. For the purpose of advancing the better babies campaign which is being waged throughout the archipelago, the Philippine Health Service conducted the first Baby Show held in that region. The Bureau of Forestry, which won the highest award among the Government exhibits, had a highly educative display setting forth the forest resources of the district. The feature of this exhibit which attracted wide attention was the erosion model showing graphically the need for a forestation of hills bordering on agricultural lands.

Well realizing the fact that dry instruction makes small impression, knowing that the best possible ment and pleasures, the Exposition officials arranged a varied program. Not the least of the education is that which is accompanied by amusediversions was the contest for the Queen of the Exposition, which was followed by elaborate coronation ceremonies. A band contest, in which musical organizations from all over the province participated, ran through the four days and added to a carnival spirit. Perhaps the feature which appealed most to the public was the moving picture theatre which was set up. Never having enjoyed this form of entertainment before, packed houses greeted the performances for 15 days, before, during and after the Exposition. Open mouthed amazement was shown at the sight of the hundreds of vari-colored electric lamps which illuminated the Exposition grounds by night.

Great satisfaction was expressed by the participants in the Exposition over its happy outcome, which surpassed their expectations, in view of the fact that the whole affair was prepared in two months. The municipal officials and committees have already expressed their intention of making next year's Exposition far surpass the one of this year and preparations for it are already under way.



HAULING TOBACCO IN THE CAGAYAN VALLEY

The Cagayan River when the water is high is impassable and when it is low it is impassable except for the flat-bottom cargo boats called "barangayanes" which are used to haul all freight up and down river. In this picture the 'pilote" is taking advantage of the brisk evening breeze.

A DEAL THAT "FLIVVERED"

Showing the Plight of a Man Who Trusted a Partner Too Far

Copyrighted by Elton J. Buckley.

A case has just transpired within my knowledge which involves some of the dangers both of partnership and of giving loose financial statements to creditors. I have written considerable on both subjects, but this particular case throws light on them from a new angle, and, anyway, too much cannot be written on subjects so vitally important.

A and B formed a partnership about eighteen months ago to carry on a retail and wholesale business. A had been a retailer, B a broker. They executed articles of agreement covering their partnership, both being represented by counsel.

The firm opened a store, or rather took over and enlarged the store that had been operated by A. A ran it, and B took charge of the finances.

For several months nothing special happened. The business gained slowly but steadily, seeming to be perfectly healthy in every part, and with good prospects. About six months ago they got a chance at a piece of business which meant good profits and a valuable new connection if they could swing it. It also meant buying rather more heavily than their somewhat limited credit had allowed them to do. They talked it over and decided to try and increase their line of credit. B went to the two jobbers with whom they did most of their business and asked for a very substantial increase in their line. The jobbers asked to be shown, whereupon B went back to his office and without consulting A drew up a statement which contained one serious shortcoming.

To make this shortcoming clear I must explain a little. Of course, being a partnership statement, this contained the items of both A's and B's personal assets. One of B's assets was an undivided interest in his father's estate, which he estimated would be worth about $8,000. He had borrowed $5,000 on this, however, and of course his equity was only $3,000. In the financial statement, made to obtain the new credit, B included his interest in his father's estate as worth $8,000 instead of $3,000. It appeared afterward that he did this because he expected to pay the $5,000 loan off shortly from money which his wife was expecting from another source. I need hardly say that this was utterly without excuse.

The statement was satisfactory and the new credit was extended. The new contract proved somewhat of a lemon, and in a little while the new firm found itself in deep waters. One day, when A and B were discussing their situation, B told A how he had put in his interest in his father's estate and confessed that the money his wife expected had not come and probably would not now come. A strongly urged B to go to the jobbers who had been victimized and tell them about it. B did not go, and though it was equally A's duty to go, he did not go either. The firm managed to get along for a couple of months longer and then went into bankruptcy.

In due time the truth came out, and what happened points my moral and adorns my tale.

A and B were arrested for false pretense and

(*Continued on page* 21.)

Manila Business Grows

PHILIPPINE SHIPMENTS

Comparative Statement Showing Cigars and Cigarettes Exported to the United States During the First Eight Months of 1916 and 1917.

	Cigars.		Cigarettes.	
Month.	1916.	1917.	1916.	1917.
January	4,506,224	12,943,106	255,000	201,000
February	9,857,689	11,022,952	987,750	395,000
March	5,619,246	20,157,629	340,000	807,500
April	7,369,630	12,971,206	716,250	570,500
May	7,581,073	15,803,910	500,250	249,000
June	7,958,154	19,673,334	50,000	787,500
July	12,485,366	17,221,377	925,000	890,000
August	10,181,510	27,393,719	330,250	135,000
Total	65,558,892	137,187,233	4,104,500	4,035,500
Inc. or dec.....	.....	71,628,341	67,000	.....

A. B. Powell.
Acting Collector of Internal Revenue.

PHILIPPINE TOBACCO.

COMPARATIVE STATEMENT SHOWING BY MONTHS THE QUANTITY OF LEAF AND PARTIALLY MANUFACTURED TOBACCO SHIPPED TO THE UNITED STATES DURING THE FIRST EIGHT MONTHS OF 1916 AND 1917.

Month.	1916 (Kilos).	1917 (Kilos).
January	207	101,480
February	19,881	205,228
March	17,306	327,353
April	7,193	126,414
May	9,332	513,660
June	12,302	250,151
July	223,279	142,709
August	10,110	383,611
Totals	299,610	2,050,606
Increase		1,750,996

(Not including chopped tobacco, which is subject to $0.08 tax per pound.)

FINEST MANILA TOBACCO

Cagayan and Isabela Tobacco

Stripped—Booked and Barreled

HORACE R. KELLY & CO.

Importers of Manila Cigars and Philippine Tobacco

69 Wall Street New York

"A Fellow Who Picks Up a Million"

Can Afford to Buy Good Cigars in Philadelphia—Arguments of Retail Dealers—The Tribulations of Small Manufacturers—Imported Goods Have Increased Sales—Higher Prices for Cigarettes

PHILADELPHIA, October 19.—All arguments on the part of retail dealers against passing the tax on to the consumer in so far as cigars are concerned went by the board this week. Having made up their minds that it is altogether unnecessary in these or any other days to continue doing business at a loss, the leading manufacturers of nationally advertised nickel smokes took the bull by the horns—this is straight stuff, however, and no bull—and tacked on a little increase of from $3 to $5 per, each and a thousand cigars. This brings the top price to $43 a thousand and about the lowest to $41.

Which brings us sadly to the singing of a swan song. Some time ago mention was made of the fact that the "little feller" is getting out of the cigar making business owing to rising prices, both of tobacco and everything else, not to mention the rising wages paid in the munitions factories. Now we hear that the said little feller is almost extinct for the simple reason that he cannot buy tobacco at prices that will net him a fair return on his money.

To the outsider it might seem strange that in this set of circumstances it is the little fellow who is now selling cheaper than the big manufacturers. Of course, the first answer is that the national advertiser sells something that sells quickly and gives the retailer a speedy turnover, and as a consequence the retailer won't pay as much for the little known brand. The other answer is that many small manufacturers still doing business at the old stand were well stocked up, and some of them make no secret of the fact that they will close up shop when that stock is exhausted, unless tobacco takes a tumble to itself.

It may be that there is a tumble in the offing, but if so we can't see it, nor can most of the shrewd buyers in this vicinity who keep their ears glued to the well known ground. It has been common knowledge for a long time that the cigar makers were holding off increases until they saw the amount of the tax, and, therefore, the jumps this week caused little surprise.

But a large howl is being made by the buyer here over the action of a few retailers in jumping ten cent cigarettes to 15 cents straight or two for a quarter, while the majority of dealers sell at 12 cents straight and some as low as eleven cents.

However, in spite of high cost of living the dear old American smoker who likes the fawncy brands and don't mind paying top prices for them is smoking more'n ever. Our authority is William Taylor, of the N. J. Dalton Co., perhaps the leading importing firm in this city. Although the Dalton Co. has no salesmen outside the city, its orders for the fragrant weeds at two bits a throw and up (and down, but not very far down, in these times), are on the increase.

Coates Coleman, who also caters to an exclusive box trade, is finding business on the increase. Perhaps it's because there are more smokers, but this increasing sale of high priced goods does not indicate falling off in the nickel smokes, meaning the six centers that used to be a nickel. J. L. Gaine, who has transferred his presence and affections from the Leach Co. to the Peermont Cigar Company's 11th and Market street store, remarked to us the other day that he has the solution. "A fellow who picks up a million or some little trifle like that in war brides stops smoking hava-necticuts," sez he, "but he still feels that he ought to buy the cheaper grades to show he's democratic and to pass off on his friends. Besides, he can accidentally light one, take a single puff and throw it away with a stage grunt of disgust. The grand old bluff, you know."

DESIRABLE STORE LOCATION IN WASHINGTON.

WASHINGTON, October 22.—The United Cigar Stores Co. will open another store here. The new store will be located at the corner of 11th street and Pennsylvania avenue, formerly occupied by a saloon. The site is a preferred one on the avenue.

PHILIPPINE NATIONAL BANK

THIS bank has been primarily established for the facilitation of trade between the United States and the Philippine Islands, and offers exceptional facilities in respect to the negotiation of Bills of Exchange, opening import and export Letters of Credit, transmission of funds, etc.

PHILIPPINE NATIONAL BANK

WOOLWORTH BUILDING

NEW YORK

Important Sales of Havana Leaf Reported

Commission Merchants Busily Engaged in Registering and Receiving Purchases —Very Little Remedios First and Second Capaduras on the Market—Vuelta and Partido Resagos in Fair Supply—Cigar Factories Working to Capacity on Holiday Orders.

HAVANA, October 19.—Owing to the registration and weighing of the previous purchases of leaf tobacco during the last fortnight, commission merchants here have been less regretful of the fact that only a few Northern buyers made their appearance. Otherwise they would not have known how to fill commitments and attend to their customers at the same time. Very little Remedios, first and second Capaduras, is offered for sale, unless the prospective buyer is willing to pay considerably higher prices for the lots remaining. Most dealers are unwilling to part with their holdings at the established figures. It looks as if the latecomers this year will find considerable difficulty in securing any considerable quantity of these grades. Of course, those manufacturers who are trading with their connections here for years may be sure of having orders filled to a certain extent, although they may not get the accustomed quantity.

Vuelta Abajo fillers and Partido resagos are still in fair supply, but the buyers must not be too exacting in their demands. Owing to the preponderance of the shade-grown Connecticut and other domestic wrappers in the United States there has been less inquiry for Partido resagos, and the crop this year furnished more than has been demanded so far. Colas of Vuelta Abajo and the low grades of Remedios are in demand by Havana cigarette manufacturers, and prices are not only stiff, but show an advancing tendency.

How the crop in 1918 may turn out finally depends on weather conditions during the next three or four months, and it would be unwise to make prognostications at present.

Sales of leaf tobacco during the past two weeks totaled 29,238 bales, or divided into: Vuelta Abajo and Semi Vuelta, 10,714; Partido, 3,004, and Remedios, 15,520 bales.

Buyers were: Americans, 16,360; Canadians, 2,887; exporters to South America, 1,664, and local manufacturers of cigars and cigarettes, 8,327 bales.

Exports of cigars from Havana, per Ss. Jalisco, totaled 501 cases, containing 2,105,340 cigars, which were consigned to the following countries, viz.; To the United States, 1,034,600; to Great Britain, 903,815; to the Argentine Republic, 58,500; to Canada, 45,500; to Australia, 30,000; to British Africa, 25,025, and to Portugal, 7,900 cigars.

Exports of leaf tobacco during the past week from the port of Havana, including some shipments not previously reported, totaled 12,893 bales, which were distributed to the following countries, viz: To all ports of the United States, 7,060; to Canada, 719; to Spain, 3,450; to the Argentine Republic, 1,634, and to Uruguay, 30 bales.

Among leaf buyers arriving in Havana were Ambrosio Torres, of Sanchez & Haya; Delfin Rodriguez and foreman, Isidro Grandazzo, of Salvador Rodriguez, all of Tampa; also Manuel Vega, of Manuel Vega, and C. Puente, of C. Puente & Co., both of Chicago.

Antonio Allones, of Allones, Lt., owners of the Ramon Allones factory, returned last week from his excursion to the United States and Canada, well satisfied with the kind reception he received everywhere, and bringing along quite a good number of orders. He was accompanied by Thomas F. Healy, who recently became the happy father of a charming girl baby, named Rose Margaret.

Business with cigar factories continues to be brisk, and there is no lack of orders on account of the approaching holidays, principally from the United States and Great Britain, as the orders from other directions are only of a secondary nature, with the exception of Spain, which still is calling for additional shipments of cigars.

J. F. Berndes Co., S. A., issued the following circular this month, viz.:

"Due to circumstances connected with the present European war, Charles E. Berndes, vice-president and a member of the executive committee of the company, has presented his resignation to a general meeting of shareholders. At the same meeting Jose R. Jurdan, a Cuban citizen, was elected to fill said vacancy.

"At present there are neither interests nor officers in this company of enemy nationality. (Signed) Rene Berndes, President."

During the past week the principal buyers were: Leslie Pantin, 4,457; Mark A. Pollack, 4,173; J. Bernheim & Son, 3,723; C. del Peso & Co., 2,891; El Cuno, 2,577; Cuban Land & Leaf Tobacco Co., 2,222; Walter Sutter & Co., 1,931; Jose Suarez & Co., 1,635; Havana Production Co., 1,591; Manuel Suarez Co., 1,257; Allones, Ltd., 798; F. Lozano, Son & Co., 750, and Calixto Lopez & Co., 637 bales of leaf tobacco.

The chief sellers were: Leon & Delgado, 1,980; Rodriguez, Mendez & Co., 1,800; B. Diaz & Co., 1,705; Garcia & Co., 1,591; Manuel Suarez & Co., 1,422; Ruperto Leon, 1,304; Selgas & Co., 1,277; M. Abella & Co., 1,148; Jose F. Rocha, 1,053; Jose C. Puente & Co., 1,017; Gutierrez & Foyo, 730; Tomas Benitez y Leon, 650; Suarez Hnos, 524; Herrera, Calmet & Co., 505; Peso & Co., 443; Miguel Gutierrez e Hijo, 428; Muniz Hnos, 400; I. Kaffenburgh & Sons, 300; Pastor Sanchez, 263, and Manuel Garcia Pulido, 229 bales of leaf tobacco.

Romeo y Julieta is as busy filling orders as never before since the year 1914.

Partagas is behind on orders for Australia and South America, as the American and British calls have the preference at the moment.

Hoyo de Monterrey continues to be working strong for New York and Spain.

H. Upmann does not complain, as orders are fully up to expectation.

Punch now hopes to be able not to reduce even the number of its cigarmakers in the new year to come.

Calixto Lopez & Co. report the same cheerful news of being busy to their full capacity, as the orders on hand are plentiful in every direction.

Belinda has excellent orders from its American customers.

ROSAM.

RECEPTION TO CESPEDES

Cuban Minister to the United States the Guest of Honor at a Well Attended Luncheon at the Biltmore.

Dr. Carlos Manuel de Céspedes, Cuban Minister to the United States, was the guest of honor Wednesday of the Fifth Avenue Association, at its luncheon for "our Cuban Allies," the first of the season, at the Biltmore. Each of these affairs during the coming months will honor one of the Allies, Cuba being first chosen by reason of her close proximity to this country, and her almost immediate entrance into the war against Germany following the United States. Accompanying Minister de Céspedes, who arrived from Washington Tuesday night, was Dr. Joaquin R. Torralbas, first secretary of the Cuban Legation here. A number of distinguished Cubans now in New York were at the speakers' table, and Mayor Mitchel was designated to welcome the Minister in behalf of the Association. Editors of numerous Latin-American publications likewise were invited by Chairman Joseph Osler, of the Luncheon Committee

An interesting feature of the luncheon was the singing of the Cuban national anthem, the "Himno Bayamo," by Senorita Adelina Aldred, of the Hippodrome Company. Those at the speakers' table were Minister de Céspedes, Vice-President Emilio Nunez of Cuba, Mayor Mitchel, Theodore Rousseau, President R. G. Cooke of the Fifth Avenue Association, Ancell H. Ball, Corporation Counsel Lamar Hardy, Dock Commissioner R. A. C. Smith, George McAneny, who was the toastmaster; Collector Byron C. Newton, Col. Cosmo de la Torriente, of the Cuban Army; Dr. Torralbas, Lieut.-Col. de Cardenas, Col. Aurelio Hevia, Senor Armando Andre, Dr. George Frederick Kunz, Louis Wiley, Sir George H. Reid, former Premier of Australia, H. B. Bond, of the Liberty Loan Committee. Dr. Leopoldo Dolz, Cuban Consul General, and Felipe Taboada, of the Cuban Consulate here.

UTILIZING LIBERTY BONDS

WASHINGTON, Oct. 22.—By a decision of the Treasury Department, liberty loan bonds will be accepted as security for payment of floor taxes on tobacco. Under the regulations issued by Secretary McAdoo, liberty loan bonds will be accepted at face value in amount equal to taxes due.

The decision to accept liberty bonds in equal amount to the taxes as security for payment of the taxes within seven months, not only saves taxpayers the cost of corporate surety bonds, but also enables them to draw interest uninterruptedly from the date of the liberty bonds.

Floor taxes are to be collected from all persons, firms, corporations and associations engaged in the sale of tobacco, cigars, etc., except in a few instances in which the law makes exemptions.

The decision, itself, sent to all collectors by Commissioner of Internal Revenue, Roper, is as follows:

Section 1002 of the War Revenue Act approved October 3, 1917, provides as follows:

"That where additional taxes are imposed by this Act upon articles or commodities, upon which the tax imposed by existing law has been paid, the person, corporation, partnership, or association required by this Act to pay the tax shall, within thirty days after its passage, make return under oath in such form and under such regulations as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe. Payment of the tax shown to be due may be extended to a date not exceeding seven months from the passage of this Act, upon the filing of a bond for payment in such form and amount and with such sureties as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may prescribe."

In answer to inquiries, collectors are informed that they may accept, in lieu of surety bonds, as security for the payment of floor taxes covered by Section 1002 of the act approved October 3, 1917, Liberty Bonds of the United States equivalent to the actual amount of the taxes due.

Henry Ford has taken $10,000,000 in Liberty bonds. This will help to get a good many men in the trenches by Christmas.

A Gentleman's Choice

Sterling Quality



EXACT SIZE 25c. PACKAGE, CORK AND PLAIN

Exquisite Throughout

The cigarette preferred by men of fashion and good taste.

It demonstrates the excellence of the choicest Turkish tobacco.

Ten for Twenty-Five Cents

Packed in Tens, Fifties and Hundreds

Among the Prominent Places Handling Strand Cigarettes

NEW YORK
- Knickerbocker Hotel
- Waldorf-Astoria Hotel
- Beaux Arts
- Delmonicos (uptown)
- Delmonicos (downtown)
- Juntine Johnstone Club
- Murray's Restaurant
- Midnight Follies
- Rectors
- Reisenwebers
- Woodmanston Inn
- Schulte Stores
- Susskind Bros.
- Tannenholz Bros.

GARDEN CITY, L. I.
- Garden City Hotel

ATLANTIC CITY, N. J.
- Atlantic City Country Club
- Hotel Alamac
- Hotel Chalfonte
- Hotel Shelburne

HOLYOKE, MASS.
- Nonotuck Hotel

DETROIT
- Detroit Athletic Club

Ideal Cigarettes for Gifts.

Strand Cigarettes *will please* your *customers.* Stock them now.

THE STRAND CIGARETTE CO., Inc.

17 West 42d Street, New York

Some Up-State Dealers Are Marking Time

Others Are Marking Up Prices—Albany a Big Buyer of Liberty Bonds—An Explanation That Is Not Quite Complete—A "General All Around Cleaner"—More Smoke in the Quinn Mystery—A Cigar Box Manufacturer's Troubles—Moe Blatner's Remarks in Munich—A Wet Road at Watervliet—The Increased Cost of Corn Cobs.

New York State Capitol District,
October 22, 1917.

Those quarter-horses, the poor sports of the cauliflower camouflage on the racing turf, are buying Liberty Bonds with their last Summer's ten-ter-two, earned on the slips and falls within the paddock! So, when even the down-an'-outers are doing their bits for the Secretary of the Treasury, some of the bigger boys have become ashamed of theirselfs, as Jim Irwin remarks, and they are coming to the stretch for the Liberty Loan with a "don't-know-what-you're-sellin'-but-I'll-take-two-boxes" sort of response.

This has helped to put Albany in the top of the list with that other live moneybund, Newark, N. J. For these two towns stood even last week for the entire New York district.

Troy was pretty well along, too, though Schenectady fell to the foot. But when General Manager Emmons, of the General Electric Works over there, threatened to expose the baidyabatis for the garter-snake slackers they were, many chaps came to the front with their dollars and sense.

So, you see, there's no doubt about the Capitol District comin' through the rye with more millions than either Uncle Sam or his nephew McAdoo actually wants from this footstool of Valhalla.

Business, of course, has been seriously interrupted by the drive of the determined collectors. Registers have become a trifle rusty, though the oil in the returned funds of the Liberty Loan will certainly produce quicker cash action than ever, just so soon as the folk recover from the phantasmagoria of five billion dollars!

When Judge Hylan, of New York, told the reporter to come back at 2 o'clock, he quite evidently got the habit from the Revenue Office. Two o'clock, though, is entirely too soon to return to the Federal bureau for information about some clauses of the war act. Even the Tsun Cheng Chop—or Chinese O. K.—of the Mohammeds of the force is impossible to obtain right now on these decisions.

"Trouble is," declared Jobber Fred Lewis, of Saugerties, N. Y., "this price adjustment business puts the trade all up in the air. Nobody knows just where things really are in the line of actual costs and selling figures. So we're simply marking time until conditions automatically return to something like normal understanding of the situation."

Six inches of solid type in Albany newspapers are devoted as a write-up about the price intentions of the local United stores. Whether or not the United management will fancy the assortment of facts and fictions in regard to their supposed policies announced by the press remains for the company to decide.

Such twisted talk as this was published Tuesday night in the Albany *Evening Journal:* "Cigarettes in the 5, 10 and 15-cent packages were increased 1 cent today, making the retail prices in the United Stores 6, 11 and 16 cents. Tobacco in 10-cent tins and packages increased 1 cent. *An exception to this increase is cigarettes in packages of 20, which will be sold at the old prices.*"

According to that explanation the cigarettes in twenties, like Camels, Fatimas, Meccas, Richmond Straight Cuts, Lord Salisburys and all the other large selling double packs would stand no advance whatsoever!

But the facts are different. Nickel, or 6-cent, cigarettes pay only four-tenths of a cent in the present 50 per cent inventories. Ten, or 11-centers, pay eight-tenths. After November 3 they pay full 80 cents per 1,000 increase, or $2.05 the 1,000, net. This places a one and six-tenths of a cent increase on cigarettes in packages of twenties, and the United will undoubtedly get 12 cents for these goods, just the same as everyone in the retail business.

Another interesting statement given out by the United is this: "Five-cent packages of tobacco remain unchanged." Very good. But practically all the larger manufacturers now obtain $7.20 the gross for this style of packing. Reduced to items, this is just 5 cents per package wholesale. Perhaps, though, the United intends to attract the consumer with the former price until the tobacco people issue the reduced sizes at the old standards, 4 and 5 cents.

Still another item of note: "Plans are being made to encourage the purchase of cigars by the box and tobacco by the pound. In this way it is believed that considerable labor costs will be saved in doing away with smaller packages."

Once more: "Cigars that sold three for a quarter are now 10 cents straight. By the box they will cost the consumer 9½ cents, and by the hundred 9 cents."

And in regard to candy: "With the growth of prohibition the United Cigar Stores managers have noticed an increased demand for candies. As a result, the stores are adding stocks of candies of the better grades."

"Looks as though every little thing is at a temporary standstill," sighed Melachrino Davis, as he buckled the flap on his order book and clipped his Faber in the proper place. "Why," sez he, "Royal Nestors and Melachrinos are selling with the best of their class, but that penny increase seems to have knocked the cigarette out around here during the past week or ten days. But the boys will be back, smoking more than ever before, within the present month, or I'll miss my guess."

That make-up man on the Albany Republican evening newspaper knows Gene Murray! How so? Take a look at the Monday issue, page 10. There is our old friend Gene in black and white half-tone, at a right-face to a movie ad about "Rasputin, the Black Monk—Thurs., Fri., Sat." And "The Soul of Satan—Mon., Tues., Wed." Overhead is a Sapolio cut, with the famous Monday-to-Sunday advice relative to the "General All-Around Cleaner."

Gene seems to be looking intently at this combination of Black-Monk-Soul-of-Satan-All-Around-Cleaner affair. He's looking so earnestly and interestedly that he attracts attention to the description of himself under his picture.

So, reading down, you'll find that Gene Murray—Eugene T. Murray, if you please—is the famed fellow who used to retail cigars and such on North Pearl street, near the New Kenmore. Now he's running—*running* is right—for re-election as Alderman of the Twelfth Ward.

And the reason he's the General-All-Around-Cleaner is just because he happens to be chairman of the city's northern street and sewer committee, and the lad, also, who's cleaning up Landside Park, more favorably known as Sheridan Park since Gene took hold of the cleaning thereof. No wonder, then, that this old-time cigar man, who smiles as he scrubs, is placed by the make-up artist right in the midst of a brand-new job—the All-Around-Cleaning, etc., of the Soul-of-Satan-and-the-Black-Monk!

"If it isn't scarce help it's shortage of cedar-veneer," observed H. A. Wolfram, the Watervliet cigar-box maker. "First one thing, then another, all the time, just now. One day we have the girls to paper and label the boxes, and then the Southern mills disappoint us with the wood. We can't turn out enough boxes for the Capitol District, and still we have daily inquiries from large New York City manufacturers endeavoring to secure outside assistance with their rush, especially the present holiday rush for fortieths. At the Watervliet plant we have eleven building lots, with tremendous floor space, but we can't deliver the goods just now. However, we'll take it calmly. I'll help some by smoking a pipe. I keep ten of them a-going in alternate laps all day."

Only two doors away from the North Albany cigar store of Frank Quinn, 1134 Broadway, is Engine 8 of the city fire department. Early Monday morning, however, the firemen were called to the store after $1,500 in damage had been done. Battalion Chief Shattuck thought the incident so peculiar that he started an investigation. Another incident which determined the action is the fact of a $300 judgment entered against Quinn by the owner of the building, J. A. Fisher. This occurred Saturday, and the store was then closed by a City Court marshal, who took a $500 fire policy on the stock and fixtures to protect the judgment.

Twice previously the store was raided by police, who charged Quinn with gambling. Meantime Quinn has evaporated, and Detective Bain is looking for footprints.

Paul is back! You remember he went away from a certain store at 2 o'clock last week. And he promised to return and finish his story at 4. Well, he's back!

He brought Department Sales Manager Lewis with him from the offices of the General Cigar Company, New York. For Paul, you know, is now selling Owls and White Owls.

"Yes, we're in good shape to turn out cigars like the Owl for a nickel, and the White Owl for six cents," assented Boss Lewis. "We have lots of Sumatra, fine Sumatra, at fairly reasonable prices, and we're going to push this White Owl proposition."

Then Paul quoted TOBACCO's comment upon the Leave-It-to-Jane Midnight Owl dinner, word for word, after which the Lewis-Wessels party adjourned to another meeting up the street.

Do you know Moe Blatner? No, he's not a cigar manufacturer, though he formerly leased a portion of his Green street premises to the J. W. Stevens factory. Well, Moe went to Europe before the soccer football tournament started over there, and he eventually landed in Munich, Germany. After enjoying a 25-mark lunch, Moe crooked his stick on arm and wandered into a cigar emporium.

"Give me some good cigars," requested Moe, and the dealer handed out a bunch of fried and roasted smokes which evidently came out of the Kaiser's kitchen.

"Nein, nein," says Moe, talkin' Amerikanischer-Schweizer. "Give me some that are not so hausfreund," or words to such effect.

So the patient Deutsche-Landwehrite put away the package numberer "47" and reached 'way up yonder for another lot labeled "49," or some other one of the 57 varieties.

"But these are just the same," objected Moe; "they're all too dry. Haven't you something else?"

"Na, na," denied the dealer, "dese seegar iss somedings elser. Dey haf kom py dot shelfer mooch lonker. Dey iss oldster!"

Without further kick Moe put down the four marks demanded for the tinder, and proceeded to leave Munich to the tune of "Yankee Doodle Dandy."

Those busy boys of the P. Lorillard Co. have produced an exceptionally handsome window design for the Branche Drug Co., 4 South Pearl street, Albany. It is centered with a large Murad girl, and it is surrounded with the other cigarette and tobacco brands of the old firm. Inside, business is fairly good just now, though price readjustments have retarded trade for a few days.

Some of the greater cigarette producers, figuring upon old prices, don't consider the tiny match box, free to all except dealers.

Gloomy Gus was a Laughing Looie in comparison with George Fox last Friday night. That's why Adjutant Wilson wondered what in the world had happened to George's Daikoku, or Jap-luck, to produce such a melancholy letter as was received by Wilson's staff at the W. D. C. pipe offices on Saturday morning.

Perhaps the weather in New York City wasn't quite as woeful as the six-inch snow in Maine, the bitter blizzard in Ohio, and the rotten rain in northern New York State on that terrible day!

For when George pulled into the Hotel Ten Eyck in Albany at 10:30 Friday night, even DeWolf Hopper, Willie Collier and Fatty Arbuckle pulling their snappiest stuff couldn't have produced a tiny titter from the once gleeful George!

Whazamatter? Howdithappen? Shucks, man, didn't you see that trail of juice up-the-steps and down-the-lobby to the elavator of the handsome hall of the Ten Eyck? And didn't you notice the once, twice and thrice-over the brilliant lobbyists of the haughty

(*Continued on page* 38)



JOSE GARCIA, A MISSIONARY PRIEST, WAS THE FATHER OF A GREAT INDUSTRY. ABOUT THE TIME OF THE WAR OF REVOLUTION IN AMERICA, A HUNDRED AND THIRTY-FIVE YEARS AGO, HE WAS DEVELOPING PHILIPPINE CIGAR LEAF FROM TOBACCO SEED GATHERED BY HIM AT SAN LUIS, CUBA. FATHER JOSE WAS THE FIRST TOBACCO PLANTER IN THE CAGAYAN VALLEY.

Today there are twenty-two thousand families cultivating tobacco in that wonderful and fertile country, AND THE MANILA FACTORIES ARE SHIPPING CIGARS TO AMERICA AT THE RATE OF TWO HUNDRED AND TWENTY MILLION A YEAR.

American cigar dealers and American cigar smokers like Manila cigars. They are Mild—They Burn Freely—They are Hand-Made.

THERE IS PROFIT IN MANILAS

A complete list of factories and distributers furnished on application

THE MANILA AD AGENCY 546 West 124th St., N. Y.

Minnesota Dealers Setting a Lively Pace

Business is Picking Up Splendidly in Minneapolis and St. Paul—Cigar Salesmen Fatten Their Order Books in the Twin Cities—Advances in Prices Cause No Diminution of Trade—What the Different Stores Are Featuring—Many Brands Obtaining Attractive Displays

MINNEAPOLIS and ST. PAUL, October 19.—Perceive the wealth of Minnesota. The crops this year have been the biggest in the State's history and prosperity is hitting everybody. Cigar men anticipate great holiday business. Several dealers, having already booked very handsome orders, are acquiring the arts and graces of multi-millionaires.

L. Altman, of R. Gangenie & Co., makers of Lucella mild Havanas, paid his customers his last visit of the year.

"Billy" Rosenfeld, the Charles the Great representative, was hustling things along for his house. He was showing the new Corona Chica size, 50 cigars packed in tins.

Ira Farr is now associated with Joe St. Marie in the candy jobbing business. But he continues to represent Garcia & Vega in Minnesota.

"Pipe" the lines carried by L. E. Carson at the West Hotel stand: Kingdale, La Integridad, El Planco, S. Palo and Apropo. These are Lester's leaders and are shown in many sizes.

N. R. Price, the owner of the popular cigar department in the Powers Mercantile Company store, is doing a good business on the Luciana brand, made by the Harris-Schwarz Co. of New York.

Brackett's, the high-class grocery store, is doing wonders on their Creswell brand of cigars.

At the Liggett store, 5th and Hennepin, they are selling cartons of 200 cigarettes—Camels and Lucky Strikes—for 90 cents, and Omars and Fatimas for $1.30.

In a lot of the down town stores are noticed very striking electric signs, featuring the popular brands on this market. This idea was originated by Louis Nathanson, head of the Louis Nathanson Co. stores.

Stone-Ordean-Wells, Minneapolis branch, reports a great shortage of Charles Denby's, one of the biggest sellers on this market. Manager Striblin just can't keep enough in stock to supply the trade.

The Personal Cabinet packing of Pall Mall cigarettes is now displayed by many dealers. It contained several sizes of the Pall Mall cigarettes and retails for $15. The small boxes of 10's, 50's and 100's are all packed in one large cabinet box that makes an attractive showing.

Ramon Dobler, representing Park & Tilford, was here on his way to the copper range in Michigan.

Frank Lopez, of Garcia & Vega, also looked the trade over, doing rather well.

Fred Suss, of R. Steinecke & Co., spent the week here. Fred does a business in the Twin Cities that reaches over the three-million mark each year. He had to stop taking orders, as his house is "sold up" and has standing orders that will carry them well into the new year. It has been a long time coming for Fred, but at last he has hit it lucky.

Max H. Grosse has a big display of Falk's London Sherbet tobacco.

"No. 25 A," the new 35-cent cigarette of S. Anargyos, is now being placed with the trade.

Tanforan quality smokers are making a hit. They are sold in many stores.

Dulce cigars from the newly formed Havana Products Co., of Key West, are carried by a lot of dealers. Ben Lesser makes this territory.

Camel cigarettes are now being packed without the tin-foil wrapping.

Carl Thomas has his new store in the Boston Block in full swing. This is store number two for Carl. It was formerly owned by Rex Lofgren, who went broke a few weeks back. Previous to Lofgren the Short Bros. Cigar Co. had the store.

Harry Alces, representative of Charles S. Morris & Co., came in, on his last trip this year. He has many good accounts here and got a fat bunch of orders.

The Andrews Hotel has a big showing of El Verso and Mi Lola cigars.

Joe Carlisle, Prince Hamlet himself, blew in with the first snow of the season. Joe came up from Iowa to see how the brand is going and, after a few days with his distributors, he left for Omaha.

Pinzon, from the factory of M. Perez & Co., Key West, is selling well at the several stores of Louis Nathanson Co.

The Americus brand of Francisco Torre & Cia is going fast. C. W. McFarlane and J. Patten are doing great work through the Western Grocery Co., the distributors of this brand.

Lucky Strike cigarettes are now packed one dozen packages to the carton. That is 240 cigarettes in place of 200.

Charlie Cameron, representing the Waldorf-Astoria Segar Co., was a visitor here, booking orders for imported cigars.

The New Optimo is in all the cases and has a seady sale.

The stores of Nathanson Bros. are showing in all their windows the Club Quality and Club Life brands of little cigars made by Harris-Schwarz Co.

Melachrinos have a great number of window displays. Herbert Coe, head of the sales force, is due here for a visit with the local salesman.

Tuvals and Romeo Garcia are the leaders with the Sweeny Cigar Co. at the Dyckman Hotel.

Ida Shook showed La Integridads in her display this week. It was put in in honor of Harry Alces, the factory representative.

Smokes for the soldiers are being collected by the Minneapolis Cigar Dealers' Association and the Minneapolis *Daily News*. Many large shipments have already been forwarded to France for the "boys in the trenches."

La Tudo, made by R. Steinecke & Co., is featured by W. S. Conrad & Co.

Carl Thomas, at Yerxa's, gave Fred Suss just before he left an order for 62,000 Normas, mild Havanas.

Themelis Rose Tip cigarettes are carried by a lot dealers. A nifty electric window sign is being used at present to advertise this brand.

Charlie Gleason, on Sixth street, is showing La Sultanas in his window.

Liggett's, on Nicollet avenue, has a big display of Black and White cigars, cigarettes and tobaccos.

Two brands that are heavily displayed at present are Cyro and Mozart. Both have a large following and dealers report them on the increase.

Harry L. Harris, of Chicago, became a member of the Minneapolis Cigar and Tobacco Dealers' Association on his visit here. So did L. Altman, of New York.

Carl's Havana Specials at 5 cents are selling strong at the Yerxa stand of Carl Thomas.

One of the biggest sellers on this market is the 10-cent Winecke & Doerr panatela. Every dealer, large and small, carries this brand. It is made in New York by the house of Steinecke.

Louis Nathanson Cigar Co. in its several stores are doing well with the Primanos of R. Steinecke & Co., carried in many sizes. Extra Value, a 5-cent brand made by Garcia Diaz & Co., of Tampa, is also selling well.

The Press Club and Francisco Gayo, made by Randall & Landfield, of Chicago and Benton Harbor, Mich., is sold by Brewster Smith.

Little cigars in packages have a big run in Minneapolis. All the dealers carry a full line.

Van B. Clark, the owner of the large cigar department in the Vendome Hotel, is a regular fellow. He is always glad to see you, and before leaving he "thanks" you for calling on him. It's not often you find a buyer like Van.

The Minneapolis Cigar and Tobacco Dealers' Association has a membership of several hundred retail and wholesale cigar dealers, salesmen, druggists and candy and fruit store owners. Several fine speeches were made at this meeting by the leading merchants of the city. Harry Alces, of Charles S. Morris & Co., New York, and Harry L. Harris, of Harris, Schwarz & Co., New York, also addressed the meeting. Until factory prices are settled or packages are changed, it was voted to sell at the above prices.

The Minneapolis Cigar and Tobacco Dealers' Association met last week at a luncheon in the Kaiserhof. Price conditions were discussed. The result of this meeting was that retail selling prices were advanced as follows:

5	cent	cigarettes	to 7	cents.
10	"	"	" 13 "	or 2 for 25 cents.
15	"	"	" 18 "	or 2 for 35 cents.
20	"	"	" 20 "	
25	"	"	" 30 "	
30	"	"	" 35 "	
5	"	Tobacco	" 6 "	
10	"	"	" 12 "	
5	"	Cigarette Papers	to 7	cents.

All Cigars costing up to			$37.50 M.	5 cents.
"	"	"	$37.50 up to $50.00 M.	6 cents.
"	"	"	50.00 " 75.00 M.	10 cents.
"	"	"	75.00 " 100.00 M.	2 for 25 cents.
"	"	"	100.00 " 115.00 M.	15 cents straight.

Over in St. Paul was found lots of exciting news. Also we found that it was dangerous to ride on street cars during the strike. We saw several wrecked in the heart of the city at night, and we watched mobs of strikers parading the streets. Business in St. Paul—as in Minneapolis—is hitting a high mark, and everybody is encouraged concerning the future of the cigar business.

Fraunce's Tavern, made by Ruy Suarez & Co., New York, is selling nicely in the N. St. Marie store.

The 6-cent Flora Mia of A. Santaella & Cia is hitting in the .300 class with some of the down-town dealers.

Marcus Feder, all the way from Cleveland, talked to the large dealers on the merits of a 2 for 15 cents cigar. Marcus found business good.

In the windows of several of Harry Johnson's stores is seen the Armor mixture, three-ounce package selling for 25 cents, made by Falk.

Art Drews, in the Arcade, says business is improving right along. Art is aiming to carry all brands asked for by customers.

At Winecke & Doerr's Roberts street cigar store is a very neat display of Demuth pipes. An electric display sign draws crowds to the window.

Riz La Croix and Zig Zag cigarette papers are being sold by the dealers for 7 cents.

Gus Kafka, in the Metropolitan Theatre building, says the Duc De Tampa of Garcia Diaz & Co., is making a big hit with his trade.

Ramon Dobler, the Middle West representative of Park & Tilford, spent almost a week making the rounds of the St. Paul trade. This being his first trip here he got many nice orders for Mi Favorita and the imported brands carried by his house.

St. Paul, like almost every city in the United States, is raising several funds and otherwise collecting smokes for the boys in France. The largest of these funds is the one started by the *Pioneer Press and Despatch*. Several thousand dollars has been contributed to the "smoke fund" so far.

Mozarts and Loveras are H. W. Johnson's big leaders. These brands have the call over all others at the down-town stores run by Johnson.

The St. Paul Drug Co., which operates a chain of stores, is featuring Websters, Lovera and Mi Favorita cigars.

All the brands controlled by Grommes & Ullrich of Chicago, are on sale at the St. Paul Hotel cigar stand. Harvesters and El Roi Tans also sell well.

Americus has made a big hit locally. McFarlane & Patten, of the sales force of Francisco Torre & Co. did great work here in the interests of this brand. They moved from here to Minneapolis.

Look them over—they all called on their last trip of the year: Fred Suss, Harry Alces, Frank Lopez, Harry L. Harris, L. Altman, Billie Rosenfeld and Issy Mayer.

At Short's, Sixth and Roberts streets, a sign painter has been busy painting Muriel, Coraza and Sigh Draft signs on the windows.

Garcia Grandes sell notably. Jack Dunnett, manager for Noyes Bros. & Cutler, surely picked a winner when he took this brand.

Star, the "standard for 46 years" and Bull Durham, the "makings of a nation," are being heavily advertised on the billboards and in the newspapers.

Two new sizes of the Romeo Garcia brand, selling at 2 for 25 cents, Queens and Aristocrats, are taking hold in great shape with R. R. Roberts' trade. Romeo

(*Continued on page* 20)

Patriotism and Profits

Many people believe that patriotism consists entirely of waving flags, cheering our troops and singing the National anthem. Patriotism—real patriotism—is something more.

President Wilson said, "Patriotism consists of some very practical things—practical, in that they belong to the life of every day and in that they are connected with commonplace duty."

It is our belief a good big measure of patriotism is in our commonplace duty to resist any temptation to exploit the purses of the people during these turbulent times.

We believe our practical and patriotic duty is not to exact undue profits nor to enact the role of profiteer.

We believe that commonplace patriotic duty should go hand in hand with common every day commercial practice, and the very fact that Congress is levying a tax on undue profits proves that the lawmakers of this country are of a like mind.

So, that as long as our manufacturing department, with its unrivaled resources and facilities, can hold the cost of production of our nickel line to its present basis, we believe it our duty to not deviate from our present price policy on our nickel product.

Under prevailing conditions we are making a fair profit on these cigars, and the distributor and dealer also obtain a legitimate return for their activities.

The consumer is not being mulcted, but is receiving the greatest measure of value and quality possible for us to produce at the price.

Now we do not pretend to be able to forecast the future.

We are not prophets.

We do not know what time and conditions over which we have no control may bring forth.

We may be forced to make some revisions in either our prices or sizes, but at no time, present or future, under no conditions, now or in the days to come, will we attempt to create a barrage of high price behind which we can safely hide and force the consumer to pay the limit.

The creating of high price without giving the consumer a corresponding increased value, is a bit of camouflage, and nickel cigars wearing a six cent mask have no place in our scheme of things.

The six cent cigars that we have produced are real six centers and carry every bit of value possible for the price.

If it comes to pass that higher prices must obtain for five cent or six cent cigars, we will make our product measure up to the price and not down to the market—but we will stay in the nickel market as long as our present quality can be legitimately maintained.

If circumstances make it inevitable that our nickel product must go to six cents, the trade and the consumer may rest assured that the cigars will be worth six cents.

If smaller sizes at a nickel are more desirable, the same assurance of value will obtain.

But we will not cross this bridge until we come to it.

KEEP UP THE QUALITY is one of the big important factors in preserving the principles embodied in the Policy of this Company.

In these days of rapid-fire changes in the cigar business, it needs not only a Policy to shape our course, but it is also essential that this Policy must have a *Conscience*.

This begets Confidence—the confidence of every man engaged in handling and marketing our product and the confidence of every man who consumes it.

We know what Consumer Confidence means—we know that confidence on the part of the public in our product and prices spells a healthy growing demand for all the cigars we can produce—honestly, honorably and with a conscience.

We are determined to deserve—and to that end, we have nailed our Flag of Policy to the mast of Public Confidence—now and for all time.

General Cigar Co., Inc.

119 WEST 40th STREET NEW YORK

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

GETTING THE MONEY IN MOBILE.

A dapper young man walked into a downtown cigar store the other afternoon, laid a thin dime on the counter and demanded a package of "Desert Pony" cigarettes.

Instead of getting the cigarettes he received an icy stare from the usually obliging cigar clerk, with the information that the cigarettes to which he referred were 12 cents.

"Since when?" demanded the H. C. L. victim.

"Today," replied the cigar clerk, haughtily convincing in his tone that no one but an ignoramus could have asked such a foolish question when it must be known by everyone that the tobacco companies of the country have been staggering for months under great burdens of losses, all on account of the war.

'Well, gimme," meekly exclaimed the young man, as if completely squelched by the dictatorial powers of the aromian world, "a package of the old reliable tobacco, the kind that you use with the 'makin's.'"

He laid a heavy jitney on the case and gazed triumphantly at the selling agent across the counter, pleased with himself that he was beating the tobacco magnates and doing himself a good turn in cutting down expenses.

"That tobacco, sir, is six cents. It also went up today," exclaimed the clerk in a tone as unsympathetic as that of a man pulling an ace from the hole.—*Mobile Item.*

TRADE IN THE TWIN CITIES

(*Continued from page* 18)

Garcia is the leading seller with the house of Roberts.

La Muna appetizers, packed 5 for 25 cents, made by Gans Bros., have a big display in the store of Gus Kafka.

Winecke & Doerr are showing the 10-cent Dutch Masters, made in Grand Rapids, Mich., by the Johnson Cigar Co. Their leading clear Havana, La Venga, is holding up well.

St. Maries News Co., on 5th street, is showing a large variety of sizes of the celebrated Tadema brand in a fine window display. A representative of the Tadema factory called on the trade during the past week.

Marks Bros. are putting to the front the Flor de Odin, made by Lubensky Bros. & Kleiner, of Grand Rapids, Mich.

Murads and Deities have a big space in all the window displays of Harry Johnson's stores.

At the Exchange Bank building a very fine retail stand, owned by Ed A. Luethge, is doing a big business. Ed is one of St. Paul's popular young men. He carries a big stock and features the goods of Ruy Suarez & Co. and Welcher Bros.

R. R. Roberts has a full window devoted to the London Life cigarette. "R. R. R. Specials" and La Donzella, from the factory of Harris, Schwarz & Co., are his leading five-cent sellers.

Garcia & Vega received a big boost when genial Frank Lopez circulated amongst the trade on his visit here.

The Coraza cigar factory, which was moved here from Milwaukee early in the year, has closed and will be moved back to the Cream City.

The St. Paul Cigar Dealers' Association got together and raised all cigarette prices. Goods are now being sold on the following scale:

All 5 cents cigarettes 10 cents or 2 pkgs. for 15 cents.
" 10 " " 15 " " 2 " 25 "
" 15 " " 20 " " 2 " 35 "
" 20 " " 25 "
" 25 " " 30 "
" 30 " " 35 "
" 5 " tobacco 6 cents.
" 10 " " 12 "
" 5 " papers 8 cents.

A. & S. Valentine & Son, of Philadelphia, have notified all their customers here of an advance in price on all the Valentine brands.

El Radio, controlled here by Noyes Bros. & Cutler and made by Gans Bros., is traveling at a great clip. In a short period of time it has become one of the staple 5-cent sellers in St. Paul.

A letter from Merriam Segars Inc. has arrived here stating that when the full tax goes into effect all Merriam brands will be increased in price. Hustling John Merriam makes this field and has a lot of customers here.

Tom Short pulled off a great cigarette sale a few days ago. He bought 230,000 cigarettes at the W. S. Conrad Co. fire sale and dumped them all in his window. Oasis, Nebo and Lucky Strike double packages were sold at 6 cents and Omars and Fatimas went at 10 cents. The lot lasted two days. While a few of the cigarettes were damaged, the greater part of the stock was in good condition, and the bargain hunters went to it with a rush.

All over town one sees nothing but Mozart, Coraza and Garcia Grande displays. A great deal of time and money has been spent on these brands to bring them to the front.

St. Paul and Minneapolis gave the First Minnesota Infantry a great send-off when it left for Berlin via Camp Logan, Texas, last week. Both cities were decorated in honor of the Boys of 1917, and the crowds that watched them depart were the biggest that ever turned out to review a parade in Minnesota.

Fred Forceen, who has been with Thos. Short for several years, has been drafted.

Falk's tobaccos and cigarettes are big sellers. Ernie Heyman, who has charge of this territory, now has a local sales force to help him take care of the large increase of business.

Short smokes, in packages of 10 for 15 cents and 10 for 25 cents, are fast becoming big sellers. Little Loveras of Jose Lovera & Co., La Real of Merriman Segars Inc., and Club Quality and Club Life of Harris-Schwarz Co., all have a big call.

Pete Reinhardt, formerly of Chicago, now residing in St. Paul, has deserted the cigar field and is doing well in the paper box board business. But he keeps in touch with all the boys that hit St. Paul and gets all the information he can about the trade in the Windy City. H. L. H.

As announced October 24, the United Cigar Stores Co. has redeemed coupons in the amount of $15,668.72 for the Sun Tobacco Fund and the Schulte stores $6,725.49.

ON PRICE MAINTENANCE

Hearing Resumed Before the Federal Trade Commission —Wise Argues That No Article of Merit Has Ever Suffered From Price Cutting.

WASHINGTON, October 24.—Hearings were resumed here yesterday before the Federal Trade Commission in the matter of the maintenance of resale prices. It is expected that the hearings will continue over several days.

During the morning session yesterday, Congressman Kelley, of Pennsylvania, Maj. G. P. Putman, of New York, G. H. Montague, of New York, and Jason Rogers, of New York, were the principal speakers.

At the afternoon session, Edmond E. Wise, representing the R. H. Macy Co., of New York, opposed the maintenance of resale prices. He took up, as before the Congressional Committee last winter, when the Stephens Resale Price Bill was under consideration, the Victor talking machine, Ingersoll watch, Arrow collars, and like commodities.

Mr. Wise argued that no article of merit has ever suffered from price cutting. He made the proviso, however, that the backers of the article had not stopped their advertising which, he pointed out, was a great factor in the case.

A DEAL THAT FLIVVERED.

(*Continued from page* 11.)

conspiracy to defraud. B because he was actually guilty of the fraud, and A because he concealed it after he knew about it. Neither has been tried as yet, but since the facts are admitted, it seems reasonably clear that both will be convicted. With some knowledge of the facts, I cannot see what possible defense either one can have.

There is another phase to the transaction. In making up the statement and giving it to the jobbers, B without doubt acted as agent of A, because he was his partner and that was exclusively his part of the work. In other words, *civilly* A was as culpable as B, and therefore when both men go through bankruptcy and ask the court for their discharge so they can engage in business again in their own names, the court will probably refuse discharge, not only to B, but to A, because A is legally as guilty as B. The result of which will be that A, who in a sense was innocent, at least until he knew of the fraud and concealed it, will for the balance of his business career have to hide behind somebody else's name.

The moral, if you are a partner, is not to give up so absolutely to your partner matters which, if not done right, can get you into difficulties, especially the making of representations about the firm's financial standing. And there is another moral, which I have so often taught before: put nothing in a financial statement but hard, cold, *present* fact.

Put some of those profits in Liberty Bonds. They're safe and sure.

"SMOKES"

There are good gifts and golden gifts and great;
And gifts that show a nation's pride and care,
And some that in a soldier's estimate
Are made for ornament and not for wear.
But here's a gift to send to "Over There"
That only honest gratitude provokes—
If you aim to really please the Sammies over seas,
Send 'em Smokes!
In the name of all things friendly,
Send 'em Smokes!

There are fine gifts and gracious gifts and good,
But here's a little gift of homeliness
That tells a man a mate has understood,
That makes the space between a trifle less.
It's like a cheering word in time of stress,
A whiff of old-time fellowship and jokes.
If you'd lend a bit of ease to a Sammy over seas,
Send 'em Smokes!
In the name of all things friendly,
Send 'em Smokes!

—THEODOSIA GARRISON in *The Ladies' World.*



Falk Tobacco Co.
56 West 45th St., New York

STANDARD
MEANS QUALITY AND PROFIT TO YOU

We are the Largest Importers of

"High Grade Turkish Tobacco In the United States"

BUY FROM THE STANDARD

It will improve your Cigarettes and in the meantime save you money.

WRITE OR PHONE

The Standard Commercial Tobacco Co., Inc.
15-25 Whitehall Street, New York

Phone Broad 6055 *European Branch: CAVALLA, GREECE*

Much Money Circulates in Chicago

Hold-Up Men Know Where to Go When They Want to Grab the Coin—Two Cigar Stores Raided by Bandits—Many Salesmen Busy—Dealers Mark Up Prices and Urge Factories to Rush Goods—Business Is Lively and Hope Pervades "the Windy City."

CHICAGO, October 20.—Everyone in the cigar trade here is hard at work adjusting prices and putting business on a more profitable basis. While it has been hard to get the consumer used to the odd-cent price, he is now aware of the fact that he has to pay more for his favorite smoke, be it cigars, cigarettes or tobacco. The trade of Chicago held off for some time in raising prices, but dealers finally were forced to it because most goods have been costing wholesale more than what they were selling for when retailed. Business is good and dealers are asking factories to rush on holiday orders. Salesmen are here in "droves" and things have been boosted since the war revenue bill became a law. All the dealers have their stock lists ready to fill just as soon as the Government sends them the second notice. While the larger dealers and jobbers will have to pay out quite a sum, they are not kicking, as they are passing the "buck" along to the smoker, who will have to stand the increases.

Issy Mayer has been here all week, cleaning up for the year. He has Gans Bros.' brands placed with several good houses. Mayer says they are now eating out of his hands, and that he has had a most wonderful trade. His Christmas packing of La Muna, both in the 1/40's and 1/100's packages has made a big hit, and he states his factory "is all sold out" for the holidays on these fancy boxes.

Starting October 15 all retail prices were boosted as follows: Five-cent tobaccos, 6 cents; 10-cent tobaccos, 11 and 12 cents; 5-cent cigarettes, 6 cents; 10-cent cigarettes, 12 cents; 15-cent cigarettes, 18 cents; 20-cent cigarettes, 25 cents; 25-cent cigarettes, 30 cents; 30-cent cigarettes, 35 cents.

To help the game along, United Cigar stores raised to the above prices, which will be a big help to the trade.

Things reached such a point that the dealers were forced to shove up the prices, and other raises will take effect very shortly. Riz La Croix cigarette papers are now 8 cents, while Zig Zag has gone to 10 cents. Cigars remain at the old selling prices for the present.

Fred Suss, representing R. Steinecke & Co., passed through on his way to West Baden for a rest. He is through for the year. His factory is all sold out and won't accept any more orders.

Gene Lilienfeld, of Lilienfeld Bros., has gone to Tampa to help arrange the new prices on Corinas.

In all of the stores of Albert Breitung are very neat little metal drums put out by the Women's Section of the Navy League, to help our sailors' fund. It stands on the counter of each store and is held in place by a strong chain. They are not taking any chances with the hold-up fellows on this deal.

A. A. Derrig, one of the "El Roi Tanners" here, is making them step lively at the wholesale house of Reid, Murdock & Co., distributers of El Roi Tans. A. A. is some hustler and he "sure has his brand selling big." Success is due him, as he is a real mixer and jolly good fellow.

Harry Loung, of Haas Bros., Cincinnati, is in town working hard on his various brands.

William Waldmann, of Francisco Arango & Co., Tampa and Key West, returned from a trip to Omaha and Kansas City. When we met him "Bill" was all wreathed in smiles. He landed some big accounts. Barkalow Bros., of Omaha, and Fred Lederman, of Kansas City, two of the best in the Middle West. And some orders he got. Cases of them.

Record was made during the week of a deed by which the Havana-American Co. conveyed to the American Cigar Co., the parent company, its property at the southeast corner of Twelfth and Robey streets. On the property is a modern cigar factory that covers a space of 504 by 124 feet of ground.

Hoosier Sweet Smokes, 2 for 5 cents, high-grade stogies, are selling big. This brand is owned by Harry Totten, who also is the owner of "It's a Bear," 5 for 10 cents stogie. They are made for him by Edwards & Kildow, of Alexandria, Ind. Harry was one of the first subscribers that TOBACCO ever had. The old firm of Totten & Flagg were the people who put "Battle Ax" plug on the market. Totten has been in the game ever since.

Clark Cutler, of the Preferred Havana Tobacco Co., has been showing the fine places some wonderful packings of the imported "Eden" brand. Boxes of 100 cigars that retail for $50. He is also showing their new Francisco A. Bauces, clear Havanas made in Tampa. Bauces is one of the highest price brands of clear Havanas made.

Harry L. Harris, of Harris-Schwarz Co., makers of Romeo Garcia, mild Havanas, has returned to Chicago headquarters.

Five bandits walked in on a friendly little game in Sol Van Praag's cigar store at 2226 Wabash avenue one day this week and walked away with full hands, about $850 in all. And the gamesters, putting on poker faces, stood pat and refused to report the loss.

The most important of outside leases this week covers the southwest corner of Michigan avenue and 18th street—Auto row—which has been leased to the Brown Cigar Stores Co. for 15 years from May 1 next at a term rental of $36,000, to be occupied as a retail cigar store. It will give the lessee four stores, the others being in the St. Regis Hotel, Clark street and Chicago avenue, and Clark and Kinzie streets.

Breitung's latest store at Washington and La Salle streets is now completely remodeled. The entire outside of the building is covered with handsome plate

(*Continued on page 27*)



HUMIDORS

We have added 10 new numbers to the line.

Please call and see them or write for catalogue.

Bubeck & Guerin, Inc.

161 to 163 West 18th St., New York City



No. 522. Capacity 50 Cigars and 100 Cigarettes

No. 524. Capacity Top 200 Cigarettes and ½ lb. Smoking Tobacco. Drawer 50 Cigars

LA FLOR DE INTAL CIGAR MANUFACTURING CO.

KUENZLE & STRIEFF, INC.

"LA FLOR DE INTAL"
"LA FLOR DE ASINGA"
"LA FLOR DE LAVINAB"
"LA UNION"
"LA FLOR DE CARITAN"
"LA FLOR DE MINANGA"
"EL TAMARINDO"
"LA HONRADEZ"



The cigar exceptional for Quality and Workmanship.

COMPARES FAVORABLY WITH THE WORLD'S BEST.

SIDNEY J. FREEMAN

United States Representative

123 Liberty St. New York

Introducing

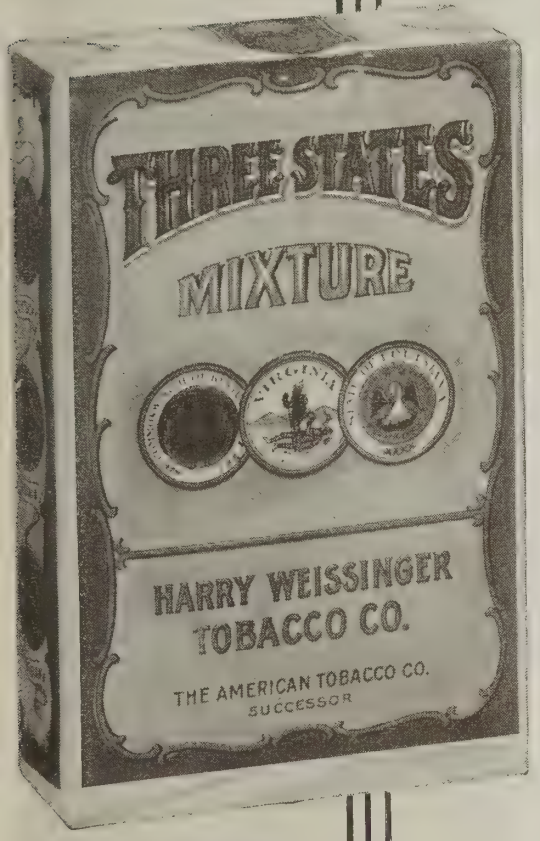
The New, Handy
Tea-Lead Pocket Packages
Of Three Famous High-grade Smoking Tobaccos

These new packings will supply a widespread existing demand among smokers of these high-grade brands for a convenient, practical pocket package. We will continue to market all the other styles of packing in which these brands have been previously put up. The Tea-Lead Pocket Packages will retail as follows:

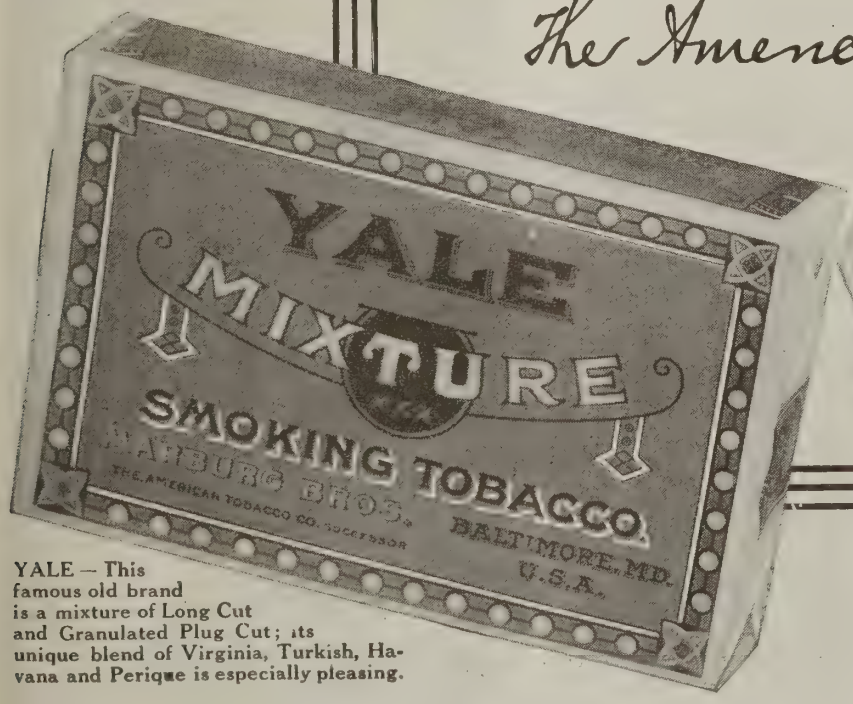
THREE STATES to retail at 20c a package
YALE . . . . to retail at 25c a package
GARRICK . . . to retail at 30c a package

These new packings will *double* your sales of high-grade tobaccos. Stock them without delay, and push them. Smokers of these brands can now *carry their tobacco about* conveniently, which means they will *smoke more* and *buy more* than formerly. Be the *first* to introduce these new Tea-Lead Pocket Packages in your community—order from your jobber today.

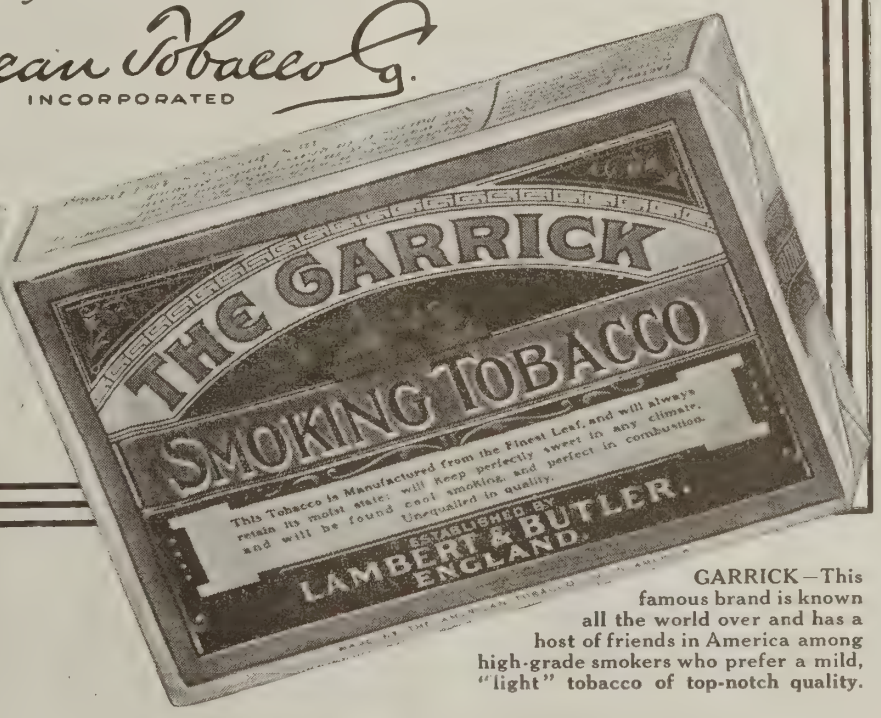
Guaranteed by
The American Tobacco Co.
INCORPORATED



THREE STATES—This is a favorite brand among smokers who insist on a High-Grade Mixture. It contains the very best grades of Kentucky Burley, Virginia and Louisiana Perique, and is made after an old formula that never fails to satisfy the demand for a blend of these fine tobaccos.



YALE—This famous old brand is a mixture of Long Cut and Granulated Plug Cut; its unique blend of Virginia, Turkish, Havana and Perique is especially pleasing.



GARRICK—This famous brand is known all the world over and has a host of friends in America among high-grade smokers who prefer a mild, "light" tobacco of top-notch quality.

Tampa Sees More Pleasing Prospects

Fear of a General Strike Has Been Dispelled—Wages Paid Cigar Makers in All the Factories Are Equalized—Hustling to Fill Holiday Orders—Saloons Again Opened—Humboldts Shipped to France

TAMPA, October 21.—Cause for fearing a general strike seems to have been dispelled by the settlement of differences last week, and the belief is growing that peace will reign for some time. Because of the unusual rush of holiday orders and extreme difficulty in filling them, the strike threats had worried manufacturers and citizens generally for some time. The fairness of the manufacturers to their employes is becoming more evident, as they have yielded a number of points to them during the present year in spite of the condition of the trade.

Alvarez and Mendez last week expressed a shipment of 10,000 of the Humboldt cigars to France, receiving the order from the government through the New York office. The cigars will be sold at the American army camps and this initial order is expected to be followed by many larger ones. The Tampa factories expect to do a good business with the troops in France after the holiday rush is over.

Jose Lovera states that the year has been an unusually good one at this factory, the output of the choice Lovera brands being larger than ever before.

Matthew W. Berriman, of Berriman Bros., is in receipt of a letter from his son, George, who is now in service abroad. "The letter did not indicate the country in which my boy is at present," said Mr. Berriman, "but it conveyed the pleasing information that the youngster is making good."

Jose Lozano, of the Lozano factory, is calling on the southern trade.

Gus Martinez has returned from a southern trip in behalf of LaNorma, Martinez and other brands of the J. M. Martinez Co.

For some time a hard fight has been waged to prevent the opening of saloons in the business center of the city, the county commissioners turning down the petitions of liquor dealers for licenses on the ground that they did not present a sufficient number of signatures to petitions. After repeated efforts, however, the liquor men won out, and their places are operating as usual.

Celestino Corral, of Corral, Wodiska & Co., was among the recent visitors from Havana. Mr. Corral, who buys all the leaf for the well-known firm, reports that prices for high-grade leaf are steadily advancing.

Business at the Salvador Rodriguez, Charles the Great factory, is rushing as usual, and Don Salvador and his force are experiencing difficulty in meeting the demands.

The local newspapers, the *Times* and *Tribune*, have for some time been waging successful campaigns for the "Smokes for Soldiers" fund. Contributions have been sent in from all sections of the State, and interest in the movement to give the boys the advantage of wooing My Lady Nicotine is steadily increasing.

WAR SAVINGS AND WAR LOANS.

The gross yearly income of the country's industrial population is commonly placed at $40,000,000,000. Estimates of the net income saved for investment, made at the recent meetings of the American Bankers' Association, ranged from $5,000,000,000 to $8,000,000,000.

These are figures applying to ordinary times and they are doubtless moderate. In these times of greatly increased wages they must fall below the actual mark, even in the face of the higher prices and under no great effort at individual economy. With a practised economy made general, the country should be able to take care of Mr. McAdoo's estimated total Government borrowings for this fiscal year of $14,000,000,000.

It used to be said of America that when it took to wearing its old clothes it could place the world under tribute. It can be said now that under a similar practice of economy America is equal to any Government borrowing required to escape falling under tribute to the Kaiser.

The immediate task in hand, however, is not to raise $14,000,000,000, but $3,000,000,000 as a minimum and $5,000,000,000 as a maximum. These are large enough figures for the moment. The rest will take care of itself in its own time. But individual economy is now the word, as it must be for future loans. As it is or is not practised we shall have the difference between easy success and comparative failure in the Government's war calls upon the people's savings. —*New York World.*

Several consignments of Strand cigarettes are on their way to "somewhere in France."

DECORATED METAL BOXES

FOR TRADE CANCO MARK CIGARS



CHANCELLOR

The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

Adjusting Prices Throughout the Country

At a meeting of the cigar manufacturers of Easton, Pa., the following increase was made: All 5-cent cigars will hereafter be $36 a thousand, and all 10-cent cigars $60 a thousand.

—

Nashville tobacco dealers have revised their prices on cigarettes again, so that consumers are only required to meet the war tax, instead of paying the dealers an additional profit.

—

After selling for three days at 6 cents a package, the price of cigarettes in Greenville, N. J., went back down to the old prices. The increased prices of 12 and 18 cents have been reduced to the old prices.

—

In Manchester, N. H., cigarettes that used to sell at 25 cents cannot be purchased at less than 30 cents. All the 10-cent brands will retail at 11 cents, and the 5-centers have gone up to 6 cents.

—

At Lancaster, Pa., a retail tobacco dealers' association was organized. Prices on all grades of cigarettes and tobacco were advanced. The advance on cigars will be determined when the retailers get the revised schedules of prices from the manufacturers.

—

In Charlotte, N. C., cigarettes and cigars that have in the past sold for 5 cents were advanced to 6 cents, while cigarettes and cigars which formerly brought 10 cents now bring 12 cents, and some special brands from 13 to 15 cents. Cigars which sold for "three for a quarter" were advanced to 30 cents, or 10 cents straight.

—

At Poughkeepsie, N. Y., cigarettes and cigars went up in price, following a meeting of retail dealers Friday evening in Columbus Institute at which a Poughkeepsie branch of the Retail Council of the Tobacco Merchants' Association was formed. About fifty dealers were present. John A. Sorg was elected chairman, James A. Kerr secretary, and John Rose treasurer.

—

Members of the Lansing, Mich., retail tobacco dealers' organization disclaim having signed any agreement to boost the prices of tobacco and candy. They do say, however, that at their meeting they came to a gentlemen's agreement after war taxes, increased cost of manufacture and tobacco and sugar, had compelled them to ask for increased prices or go out of business.

—

In Burlington, Vt., the Chittenden County Retail Tobacco Dealers' Association has been organized and the following officers elected: President, P. T. Donovan; vice-president, R. J. Blais, of Winooski; secretary, Sam B. Conant; treasurer, Edward Brown. Besides a committee was appointed to interview all the retail tobacco dealers in the county, with a view to their joining the new organization. The work of this committee will begin at once. Members of the committee will visit all the "little" dealers in tobaccos, with the object of getting them to adopt a uniform price in the sales of their goods. The price of a membership card is $1.

Elyria (O.) cigar dealers are seriously considering raising the price of the 5-cent cigar to 6 cents and a corresponding raise on all other grades.

—

In New Britain, Conn., a new schedule of prices was put into effect by the tobacco retailers. Goods that formerly sold for 5 cents now cost 6 cents, and 10-cent goods cost 12 cents.

—

Hazleton (Pa.) retail tobacco dealers have posted notices at their places of business notifying the trade of an increase in the prices of all brands of cigarettes. Other advances will be made in the various grades of tobacco.

—

In Webster, Mass., 5-cent packages were advanced to 6 cents, 10-cent to 12 cents and the 15-cent boxes go to 18. The rate isn't general, and in some stores the old prices still apply. It is expected that all will fall in line within a day or two.

—

Because the saloon keepers and the United Cigar store of Fort Wayne refused to sell cigars at 6 and 12 cents, instead of 5 and 10, all tobacco dealers and drug stores lowered their prices to the old standard. The present prices will remain until Nov. 3.

—

In Sacramento, Cal., all 5-cent cigarettes are raised to 8 cents a pack, or two for 15 cents; 10-cent cigarettes will sell for 15 cents, or two for 25 cents; 15-cent cigarettes will hereafter be sold for 20 cents for the small packs, or two packages for 35 cents.

—

In Albany, N. Y.: "Some brands of cigars that formerly sold for 5 cents have been advanced to 6; those that sold for 6 and 7 cents have been advanced 1 cent. Cigars that sold six for a quarter are now five cents straight. Cigars that sold three for a quarter are now 10 cents straight. By the box they will cost the consumer 9½ cents each and by the hundred 9 cents. The reduction on cigars will be noticed only in box or hundred lots."

—

In Aurora, Ill., it is said: "Probably the best way to remedy the matter will be to raise the prices of the 5-cent cigars to 6 cents, and so on. Ten-cent smokes at 12 cents and 15-centers at 18 would give us a margin with which to continue in the manufacturing business, otherwise we retire or go broke. When the smoker realizes that it is not a desire on the part of the manufacturer to increase his own margin of profit, they will readily see the necessity for some action."

LOOKS LIKE READY MONEY.

Declaring that Jacksonville looked like ready money to him, and that he believes the city is now on the home stretch which will put her in the lead of other Southern cities, Frank Paul, district manager for El-Roi-Tan, who is stopping at the Hotel Mason, says that his impression of Jacksonville has decidedly changed since his last visit, and that he foresees great prosperity in store for the city.

Mr. Paul travels over six Southern States, and is in a position to tell when a city has taken on new life or whether it is decadent or stagnant.



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

Mr. Dealer—This Sign on Your Window —



JOHN RUSKIN CIGAR 5¢

[Sign---red and white]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**---the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.

The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City. Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

Regarding the Outlook

Conditions in the tobacco trade are somewhat improved, this week. Retailers, finally forced to it, raised cigarette prices a cent and in some cases two cents. Most of the dealers followed the United. Some had previously taken the "bull by the horns" and put on the extra penny. No serious loss of business has been felt because of the advance in prices.

In New York City, The Cigar Makers' International Union has started a campaign to unionize all shops. Several manufacturers were hit by strikes, although they had only recently granted a wage increase. The threatened general strike in Tampa being averted, relief was felt throughout the country.

Now that cigarette prices have increased, cigar manufacturers and retail dealers are discussing the feasibility of advancing prices on cigars. Some maintain that there should not be a nickel cigar on the market, since the cost to the retailer now ranges from $37.50 to $42.50. Others contend that the smoker will not stand for an increase on all cigars. But the argument is used that a real cigar smoker will never switch to cigarettes, because he is asked a cent or two more on his favorite cigar.

With the revenue tax settled it is the general opinion that conditions should be practically normal in a short time.

There is a reported shortage of tobacco throughout the country, but the average manufacturer has a sufficient supply stored away to carry him over the critical period. Transportation, both on land and sea, is still retarded by war conditions and some manufacturers and leaf dealers are securing all the imported tobacco they possibly can, fearing the War Department will commandeer the ships now used in transporting tobacco from Cuba and other ports.

Christmas packings were discussed about town this week and it was the general opinion that there would be comparatively few special boxes for the holidays. The cost is prohibitive and in many cases the material is not available. Looking at it from all angles, the tobacco industry is no worse off than other lines of business.

WHAT FOOD CONTROL MEANS

(*Continued from page* 3)

retailer, the traveling salesman and the canned goods broker have gone to Washington in bodies representing the best men and the best minds in their respective trades and have conferred there not only with the Food Administrator himself, but with leading men in their own lines who are acting as volunteers on the Food Administration. Sometimes they have gone with fear in their hearts or resentment at the prospect of government interference in their business affairs. But there is something in Washington which quickly dissipates fear and resentment and leads these men to offer their unanimous support to food control measures.

"Whether we like it or it," they are told, "this is the situation. Business cannot go on as usual in war times because the law of supply and demand is thrown out of operation. These are the conditions, and here is the only remedy that has been found in countries with greater experience in war than we have yet had. What do you think about it, gentlemen?"

What the business men think is shown in every case by their action in recognizing the necessity for food control. They have promised their patriotic co-operation and are readjusting their trade organization and methods for loyal support of Food Administration policies.

With sensible food control it is possible to handle the other two outstanding problems of food supply in war. One is increased production, and the other is economical use of food. With stable prices, absence of speculation and the temporary surrender of individual trade advantages the farmer can have an assurance of prices ample enough to encourage larger planting and live stock raising. And by these same safeguards thrown round the food supply the consumer is made willing to economize in food and is also able to purchase the necessities of life at prices which are at least reasonable and, what is more important, do not suffer wild fluctuations.

This is food control in a nutshell. Whatever fear or hostility there may be in the country over food control arises entirely from misunderstanding of what food control really means, why it is necessary and how it is being carried out. In no case does this feeling persist after real food control has been explained.



The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE
General Representative for United States and Canada
115 Broadway New York

All Progressive Dealers Read TOBACCO

WE OFFER {Quality / Service} TO THE TRADE

The Finest Grades of

IMPORTED HAVANA CIGARS

SOLE AGENTS FOR
B. MURATTI, SONS & CO., Limited
LONDON, MANCHESTER AND CONSTANTINOPLE
TURKISH TOBACCO GROWERS and CIGARETTE MANUFACTURERS

G. S. NICHOLAS & SON, Ltd.
43 Beaver Street
NEW YORK TEL. BROAD 5221

ANENT "DEPRECIATION AND DEPLETION."

WASHINGTON, October 22.—Daniel C. Roper, Commissioner of Internal Revenue, has just sent the following communication to collectors relative to all dividends paid out of amounts set aside to cover depreciation and depletion.

Referring to the practice of certain corporations of declaring dividends out of reserves set aside to meet depreciation and depletion of property, and of advising stockholders that such dividends represent a distribution of capital assets, your attention is directed to the ruling made herein as follows:

All such dividends received by stockholders declared out of such reserves accumulated subsequent to March 1, 1913, constitute income to the stockholder under the Act of September 8, 1916, and must be accounted for in returns of net income.

A stockholder's investment is in the stock of a corporation. If he disposes of his stock for more than its fair market value on March 1, 1913, or its cost if acquired since that date, the profit realized must be returned as income; if he disposes of it at a loss, the loss sustained is deductible from gross income within the limits of the taxing act. In computing the profit or loss sustained there must be taken into account dividends paid from reserves accumulated prior to March 1, 1913, which were not returned as income for the year in which received, under the provisions of the Act of September 8, 1916.

All rulings in conflict herewith are hereby revoked.

CIRCULATING IN CHICAGO

(*Continued from page 22*)

glass signs, featuring his private labels, La Venda, Albreituna and Puritan Girl. The background is of black, while the text matter and trade mark are of rich gold, heavily embossed. No store in Chicago or the West has such a wonderful glass front as has this one.

Ed Stief, of the United Cigar Dealers Co., local jobbers of Cyro, was "skipping" around our loop. "Ed" has met with great success in planting Cyro with the out-of-town trade.

Now doth the price of waffles climb, that used to fill us for a dime. Now 15 cents—the thought is awful—a guy must pay to fork a waffle! Yes, and 20 cents—you said a jawful. They ought to make this thing unlawful.

Ben Rotchild, of the leaf house of Rotchild Sons & Co., is in Havana.

"Billy" Waldmann, of Pancho Arango fame, has left on a trip to Detroit and from thence to the Twin Cities.

J. E. Riordan, representing Grosvenor, Nicholas & Co., New York, was here this week showing a fine line of imported goods for the holiday trade.

Julius Fernbach, of Julius Fernbach & Co., makers of Cyrilla and Baron Forbes cigars, is in Havana "looking over the market."

The cigar and billiard room of Barney Ehrlich on West 12th street was "touched" Tuesday by six hold-up men, who got away with $450 in cash, four watches and a diamond "headlight" belonging to Barney.

John King, of the Havana-American Co., returned to Chicago headquarters this week.

The Reliable Candy Co. has started in business at 329 East 51st street. They will wholesale popular price package goods. The firm is composed of Phil Garber, one of the best known retail cigar dealers on the South Side, and Herman J. Glickman.

From the jobbing house of George C. Knight a new 7-center, labeled Senator, from Jeitles & Blumenthal, is being featured. Devosia, from Fromherz Cigar Co., Chicago, selling at 6 cents, has also been stocked. Cap and Gown smoking mixture in several different packings, made by the Falk Tobacco Co., is going along at a fast clip. Manager Al Lovedale reports business increasing very rapidly.

The United Cigar Stores Company has leased to Sam Limperus the store at 153 West Randolph street for a term of years.

Those dashing looking belts—on coats, men, "not on trousers"—are in for it now. The manufacturers, conserving cloth, are eliminating this unnecessary frill. If you must be a belted knight, join the army and wear a belt of cartridges. Call up Al. Korn at the Furgatch factory and ask him what he is going to do with that swell light "belted" suit he wore on his last visit here.

The liquor interests are going to drive out cabarets wherever liquor is sold. They have asked the city council to pass an ordinance abolishing all forms of amusements. Many of our well-known places will lose a lot of business if such a law is passed.

"No, Al, times are not hard here." Chicago still has plenty of money to spend. The season ticket sale of the Chicago Grand Opera opened this week and was the greatest in the history of grand opera in Chicago. Sim Deutsch is wearing a great smile. S. O. Deutsch & Co.'s store will reap a harvest when the songbirds open, as the store is located just across the street from the main entrance of the Auditorium.

Sweet Tips smoking tobacco, made by John J. Bagley & Co., is receiving a big boost right now. Electric flasher signs are seen in a number of store windows. They are very attractive and flash in many colors. Sweet Tips is packed in cans and retails for 5 cents.

Cliff George is securing fine orders in northern Illinois for J. & B. Moos. Cliff was for many years a city salesman for this firm, but resigned a few years ago to sell Muriels. He is much pleased to be back again with his "first love."

"Zig Zag" cigarette paper has been advanced by the jobbers to the local trade.

A new offering of the Ruhstrat-Cowley Co. is the Valentines 1848, a 5-cent cigar. All the sales force is busy placing it with the trade.

H. M. S., a new 7-cent cigar made by Samuel I. Davis and packed in boite nature boxes, is now being offered by Schermerhorn, Inc., in its chain of stores.

H. L. H.

According to Controller Williams, the wealth of the United States is $240,000,000,000 and the income $40,000,000,000. With such resources, a Liberty Loan of $5,000,000,000 ought not to be difficult to raise.

Vuelta Wrapper, Vuelta Filler
Vuelta Through and Through

H. UPMANN
HABANA

Because a cigar is a Havana cigar, it does not necessarily follow that it is remarkably good; all Cuban tobacco is not as fine as some Cuban tobacco.

But Cuban tobacco grown in the famous province of Vuelta Abajo is acknowledged to be supreme—the finest cigar leaf in the world.

Upmann Cigars Are All-Vuelta Cigars

No other kind of leaf is used in the UPMANN factory. Hence, the steadily increasing demand for UPMANN'S everywhere.

CHARLES LANDAU
82 Wall St. - - - New York

Sole Agent for the United States

THE CIGARETTE OF THE PERIOD



THEMELIS
ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.
NEW YORK MONTREAL, CANADA

GREENBERG SENTENCED

Hartford Dealer Who Bought 40 Bales of Stolen Tobacco Gets from One to Two Years in Prison.

Convicted of buying forty bales of tobacco stolen from Mrs. Mary Lassen, of Glastonbury, Conn., Jacob Greenberg, a tobacco dealer of Hartford, was sentenced by Judge William S. Case in the superior court at Hartford to serve a term in the Connecticut State prison from one to two years.

Isaac Moiger, Harry Friedman and Samuel Sinovsky, the three men who stole the tobacco from Mrs. Lassen's shed, December 8, 1916, were also sentenced—Moiger to jail for six months and Friedman and Sinovsky placed on probation.

B. M. Holden appeared as lawyer for Moiger, Jacob Schwolsky for Friedman, and Nathan O. Freedman for Sinovsky, who drove the taxicab in which the tobacco was transported.

The forty bales of tobacco which the three men confessed to have stolen belonged to Mrs. Mary Lassen, of Glastonbury. The tobacco was taken on the night of December 6, 1916. Moiger was the mover as to the stealing, and he engaged Sinovsky, who had a jitney, and Friedman was taken along to help. The tobacco was brought to Hartford. The next night it was taken to East Hartford and put in a shed near Greenberg's warehouse, and on the morning of December 8 it was moved from the shed to Greenberg's warehouse and Greenberg paid for it with a check for $140. Moiger at the trial testified that Greenberg had told him that he could take one or two bales from the sheds of different farmers, that the thefts, because of the small quantity thus taken, would never be noticed. Greenberg said: "You bring it to me and I will 'bury' it."

Greenberg stoutly made denial that he had knowledge the tobacco was stolen property, but the jury found against him.

Harry A. Bliss, of Hartford; former Selectman Charles E. Goodrich, of Glastonbury; Charles C. Donovan, of Hartford; Senator Herman P. Koppelmann, of Hartford, and Edward A. Buckland, of Manchester, spoke to the court in Greenberg's behalf, testifying to his good character.

The motion to set aside the jury's verdict which found Greenberg guilty of receiving property was argued before Judge Case by Senator Henry H. Hunt. Mr. Hunt reviewed the testimony and argued that the verdict was against the weight of the evidence. Mr. Hunt also argued that the verdict was the result of passion and prejudice. In reply to Mr. Hunt's argument Prosecuting Attorney Alcorn also reviewed the testimony and said it all showed the guilt of Greenberg.

The State's attorney said that in his opinion Greenberg should be sentenced to prison, and the judge asked if the State's attorney had any recommendation to make as to Moiger, Friedman and Sinovsky. The State's attorney said they had confessed and but for them Greenberg might not have been apprehended, and he considered Greenberg the more guilty of any, because if the others had not had a place to put the stolen property the likelihood was they would not have stolen it. They pleaded guilty and testified on the State's side of the case without any promise and they had no reason to expect clemency, but the State's attorney told the judge he thought the men were entitled to clemency.

Judge Case said he had a good deal of sympathy for Friedman and Sinovsky, and some for Moiger, but none for Greenberg.

The motion to set aside the verdict was denied.

The cigar store conducted by James J. McKeon, in New Haven, has been closed by attachment, the papers being served by City Sheriff John Allen. It is understood that claims amounting to $1,000 are involved. The heaviest creditors are said to be the New Haven Tobacco Company and Thomas J. Hine.

A. M. Magulsky, of the Maine Tobacco Co. of Waterville, Me., is in New York.

Buy a Liberty Bond!

THE STRIKE IN PATERSON

Union Makes Demand for an Increase of $1.10 per Thousand—Manufacturers Refuse—Men Out.

The Paterson, N. J. Cigar Manufacturers' Association held a meeting last Thursday night in the Branch Hotel, and decided not to grant the demands of the cigar makers for an increase of $1.10 per thousand cigars, claiming that their employes had not been fair in the manner in which they presented their demands, and that the increase was not warranted. The manufacturers decided to throw open their shops for the men to return whenever they saw fit. Their secretary was empowered to communicate with the secretary of the Cigar Makers' Union, to notify the cigar makers of this fact. The manufacturers will entertain a committee from the cigar makers' union at their meeting this Thursday evening, if the union so desires.

A meeting of the Cigar Makers' Union, of this city, was held Friday morning at 10 o'clock, and the members decided to remain firm in their demands for the increase over their old bill of prices. A committee was appointed to visit the labor organizers of Paterson, and make known to them their side of the issue involved. As a result of the strike, many of the local cigar makers are leaving Paterson, as there is plenty of work in other cities for men of their trade, the announcement made by the cigar makers states. The members who remain in Paterson will be cared for.

The purchase of what has been known as the Shattuck building on east Oak street, Sparta, Wis., by the Jefferson Leaf Tobacco Co., which has instituted extensive repairs and changes threin, for the purpose of installing a stemming department in their business, marks a decisive step forward by this enterprising and progressive firm.

Vice-President S. E. Applegate, of the Strand Cigarette Co., left for Baltimore Tuesday.

Varied Prices Confuse the Bostonese

But Retailers Are Doing Excellent Business Selling Smokes for Soldiers—D. H. Moulsdale Cashes Some Sizable Baseball Checks—Hi Hammer Isn't Knocking—Wammer Takes a Whirl Around the Hub—The Virtues of a Moistener—Hyneman Bros. Feature Hoffman House and Flor de Intal—Trade Buys Many Liberty Bonds.

Boston, October 22.—The varied prices that cigars, cigarettes and tobacco are sold at, in different parts of Boston, cause the consumers to be all "balled up." Ten cents straight, 9 cents, three for a quarter, 8 cents straight are what popular New England brands of cigars are sold for, and prices on cigarettes! Well, one can't keep track of them. They are changing every 20 minutes. By and by these things will be regulated and joy will reign again, but this "Where am I at?" game at present has every one in the trade, including the smoker, up in the air.

It seems that the jobbers are going to find collections "darn slow" from now until after the holidays. The trade is loaded up with stock; most of it not paid for yet, and they have to "cough up" to Uncle Sam for the revenue. Then, on top of that, there is always a lull before the holiday season gets under way. So it looks like tough sledding for Mr. Jobber. However, it may not be so bad this year, because mothers, fathers, wives, sisters, brothers and sweethearts are sending to France comfort kits, which include smokes. Signs are in the windows of all of the live retailers, reiterating what Uncle Sam says: "If you want to get the boy's Christmas gift to him in time, it must be mailed no later than November 15." This has stimulated business, and the retailers all say that they were agreeably disappointed in the way their sales have kept up. It was expected they would fall off, on account of so many boys being away, but the boys who are away are smoking more than they ever did, and most of the smokes are coming from home.

There will be a big shortage of 1/40s this Christmas. Many of the large jobbers have been advised not to expect their usual holiday allotment, as the factories are away behind on regular orders, and it is a physical impossibility to get out any more goods than they are producing.

The local factories are not promising anything, but the 1/40's is a very important bulk in their sales during the holidays, and special effort is being made to put these out.

Billy O'Brien, of the 7-20-4 fame, is the most popular man in town, on "occasions." These are when he can deliver to the hungry jobber a fair-sized shipment of 7-20-4's. Other times Bill cannot be found; he is "Somewhere in America."

Henry Wemmer, of Diesel-Wemmer, Lima, Ohio, makers of the famous El Verso and San Felice cigars, paid his initial visit to Baker Bros., the Boston distributors of his famous brands. All the factories of Diesel-Wemmer Co. are working to their limit, but are millions behind on orders for El Versos and San Felice.

Joseph P. Manning Co. is always up to the minute on merchandise. Manning salesmen are showing to the trade a 20-inch 2½ round clay moistener. It is made of Mexican clay especially for the house of Manning. It not only keeps the cigars in proper smoking condition, but the use of the moistener makes less the loss of broken cigars by handling, and the customer will go out of his way in the winter time to get a fresh cigar and one that won't break in his pocket. The salesmen are selling them fast.

Hi Hammer, representing Corral Wodiska, was in our midst, and Hi said that, after stopping off at Philadelphia, Baltimore and Washington, he was going to hike to the factory. His firm wrote him not to guarantee any deliveries for the rest of the year.

D. H. Moulsdale, of Sanchez & Haya, was here recently and received several checks, and good-sized ones, from a number of friends of his in New York City that were on the losing end of the World Series. Next to hunting, baseball is Moulsdale's choice of outdoor sports. Of indoor sports he declares himself in on everything except knitting.

Hyneman Bros., the Federal street retailers and jobbers, have a full window of Hoffman House Bouquets and another of the Flor de Intal brand of Manila cigars, that they control for this section. Both of the brands mentioned are big sellers.

The trade has subscribed very liberally to the Second issue of Liberty Bonds. Chairman Ellis, of the Cigar and Tobacco Dealers' Liberty Bond Committee, says that the subscription so far totals more than the previous issue, and many jobbers have contributed large amounts, in excess of the first issue.

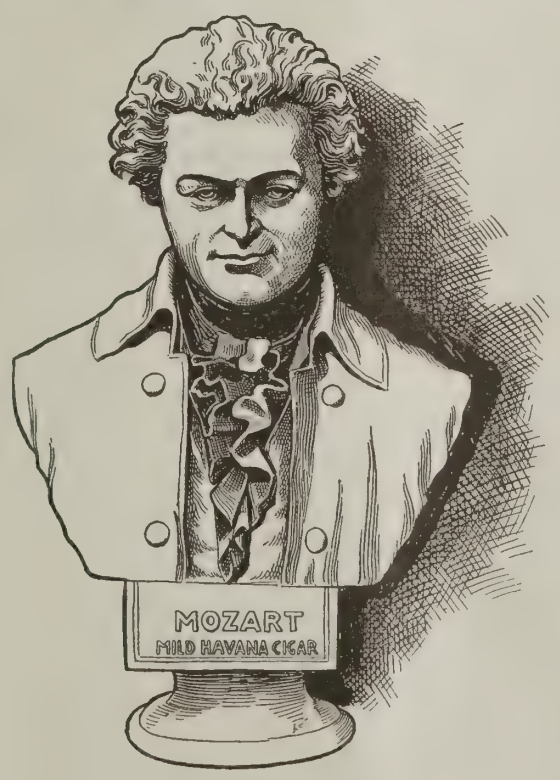
Ensign Ahearn, formerly manager of the cigar department of G. W. Armstrong Dining and News Company, is now serving on the transport St. Louis. He was in Boston for a day last week, after completing his first trip across.

The United Drug Company is holding its annual convention in this city. All of the Rexall agents in the United States and Canada are attending.

Hubbell & McGowan, the Back Bay druggists, are featuring a one-cent sale, and are offering some attractive buys in cigars, cigarettes and pipes.

All Progressive Dealers Read TOBACCO

SHADE-GROWN HAVANA



E. M. SCHWARZ & CO.
East End Ave. and 81st St. NEW YORK

By Special Appointment
To the Late King Edward VII

Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK

BIG HOTEL EXECUTIVES

Promoted and Changed Around—An Official Re-Arrangement in the Bowman System—Good Work Rewarded.

A reorganization of the executive departments of several hotels controlled by John McE. Bowman, of New York City, has been announced with an explanation that the changes were with a view to strengthening the organization.

The principal change was the appointment of Geo. W. Sweeney as managing director of the Hotel Ansonia, New York City. Mr. Bowman is president of the company operating the Ansonia, which for some time past has been conducted under the active management of Frank W. Harriman and Gustav Oberndorfer. Mr. Oberndorfer has been made assistant manager of the Hotel Manhattan.

Ray S. Hubbell, a well-known young hotel man who was formerly with the Waldorf-Astoria and the Hotel Gotham, New York City, and more recently with the Carls-Rite, Toronto, and the Gratiot Inn, Port Huron, Mich., has been added to the executive staff of the Ansonia. He will be assistant manager, and Hiram Cavanagh, who has been with the hotel for some time, will fill a similar post.

Mr. Sweeney is vice-president and managing director of the new Hotel Commodore and has been superintending the construction work on that hotel for almost a year past. He will continue to look after the Commodore in addition to his new duties.

It is also reported by *The Hotel World* that the Hotel Pontchartrain at Detroit has become a link of the Bowman chain and that Mr. Harriman will be manager.

Returns on Playing Cards

WASHINGTON, D. C., October 22.—Daniel C. Roper, Commissioner of Internal Revenue, has sent the following order to collectors in connection with the regulations of tax imposed on playing cards, the affixing of taxpaid stamps of the old rate, and assessment and collection of additional tax due on and after Oct. 4, 1917.

Title VIII, Schedule A, Act of October 3, 1917 imposes upon every pack of playing cards containing not more than 54 cards, a tax of five cents in addition to the tax of two cents per pack imposed by the Act of August 28, 1894, which becomes effective and such additional tax attached to all playing cards manufactured or imported and sold or removed for sale on and after October 4, 1917. This additional tax does not apply to cards manufactured and removed taxpaid prior to October 4th in the hands of the jobbers and retail dealers, unless the packs to which the stamps affixed have been broken and the cards repacked in new cases, in which event the dealer so packing same would be liable to the tax as in the case of an original manufacturer under the provisions of T. D. 1100.

Section 1001 provides that any person, corporation, or association liable to any tax imposed under this Act, or for the collection thereof, shall keep records and render under oath such statements and returns and comply with such regulations as the Commissioner of Internal Revenue with the approval of the Secretary of the Treasury may prescribe.

Section 1006 provides that where a tax imposed under this act, payable by stamps, is an increase over existing rates, stamps on hand in the offices of collectors and the Bureau of Internal Revenue may be used until the supply is exhausted, and manufacturers or importers having such stamps on hand may use same, and the additional tax due under this Act shall be assessed.

Under authority of the above sections, the following regulations are hereby promulgated:

Every manufacturer and importer of playing cards will render to the collector of the district wherein the factory is located, a sworn inventory in duplicate on or before October 31, 1917, showing the number of packs of playing cards, entering separately the number of stamped and unstamped packs on hand at the beginning of business October 4th, and likewise the number of attached and unattached stamps at the rate of two cents. These inventories may be rendered on Form 215, modified to suit the nature of the article, or in typewritten form.

On October 31st, or within ten days thereafter, every manufacturer or importer will render under oath in duplicate, a return covering the period October 4th to 31st inclusive, showing the number of packs of cards manufactured or imported; the number withdrawn taxpaid; the name and address of each person, firm or corporation to whom such cards may be consigned or sold; the number and total value at the rate of two cents of stamps affixed, and the additional tax of five cents per pack due thereon.

This return will be rendered for each subsequent month on the last day thereof, or on the tenth day of the succeeding month, until the supply stamps at the old rate on hand is exhausted.

This return will be rendered for each subsequent month on the last day thereof, or on or before the tenth day of the succeeding month, until the supply stamps at the old rate on hand is exhausted.

Forms for rendering these returns may be obtained upon application to the Collector of the district; or manufacturers or importers if they so desire, may make up such monthly return upon the typewriter, provided it conforms in detail with the prescribed.

Collectors will carefully verify these inventories and returns and enter for assessment on their lists, Form 23, the additional tax at five cents shown due from manufacturers or importers until the stock of stamps at the rate of two cents held by the taxpayer has been exhausted. Thereafter every manufacturer and importer will be required to render such return for each month during continuance in business, but the additional tax will not be noted thereon as all stamps purchased from the collector on and after October 4th will be sold and accounted for at the new rate.

One copy of the inventory and of each monthly return will be forwarded to this office by the collector and the other copy retained in his office.

On and after October 4th collectors selling stamps on hand of the rate of two cents, will overprint same, require payment and account therefor at the rate of seven cents per pack, as outlined in Mem. 1621 of September 20, 1917.

BENEFITS OF BASKETS.

A great improvement has recently been made in the handling of tobacco on the warehouse floors of the Smithfield market. Instead of piling the tobacco on the floors as has been the custom heretofore, baskets are used and the tobacco is never put down on the floor. It is placed on the baskets when unloaded in the packing house of the buyer. By using this method the tobacco is kept clean, there is no waste, and a great saving is made in handling it. Since every buyer knows he is going to get what he buys he can pay a slightly better price for it.—*Smithfield Herald.*

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice

TWO STANDARDS for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO CO., Richmond, Va.

Trade News from Near and Far

John A. Colgrove, a cigar manufacturer, 65 years old, died after a brief illness Saturday morning at his home, 101 East Kentucky street, Topeka, Kan.

—

A. & N. Silverman, wholesale tobacco and cigar dealers at No. 606 Ninth avenue, New York, have filed schedules showing liabilities $10,647 and assets $3,505.

—

Peter Ray, who forsook the cigar business with Hart & Murphy to launch in the clothing game, has returned to tobacco. He is handling Montana for Stone-Ordean-Wells.

Edward Wise, president of the United Cigar Stores Co., has called attention to the fact that Liberty bonds are acceptable as security for payment of internal revenue taxes, making it possible for taxpayers who own such securities to dispense with surety company bonds and deposit their own securities, which continue to pay them 4 per cent.

—

Booth Brothers, tobacco growers living in the Eighty district near Clarksville, Tenn., lost a three acre crop of tobacco when the barn in which it was housed was destroyed by fire. The loss was covered in part by insurance. The fire originated while the tobacco was in process of curing. The barn of Edward Bussell also was burned, destroying and damaging a lot of tobacco.

—

Losses to tobacco growers in Nicholas County, Ky., from the frosts occurring during the past week, have been the heaviest in many years. Much tobacco had not been housed and that now remaining out is reported ruined. The crop was later than usual and freezes being earlier caused heavy damage. While prices are high it is said the quality will be poorer than last year.

—

Robert Wilkes, of the Cleveland Athletic Club, has secured the cigar stand privileges for the new Hotel Winton, located at Cleveland, to be opened in December. Marcelino Perez & Co. will make the Winton Cigar, a private brand for this hotel, in twenty sizes. Marcelino Perez & Co. will also continue to make the private brands of the Hotel Pontchartrain at Detroit, in thirty sizes. The latter hotel recently changed management.

—

Harry Taylor, formerly employed as a clerk at the American House, Ann Arbor, Mich., recently disappeared with $185 and two grips of cigars and cigarettes belonging to the hotel. He was later arrested at Akron, Ohio, and brought back to Ann Arbor. The cigars and cigarettes and $171 in cash were recovered. Taylor is said to have admitted the thefts after his arrest.

—

At a meeting of the executive committee of the Hudson County Tobacco and Newsleaders' Association held Monday night in the home of Elias Jacobowitz, at 748 Bergen avenue, Jersey City, it was decided to incorporate the association and make a permanent organization of it. The association comprises about 70 per cent. of the dealers in the county and it was said by members of the executive committee that within a few weeks over 90 per cent. of the trade would be enrolled on the books of the organization.

—

In their stores, at Broadway and 86th street, New York, and Broadway and 101st street, Park & Tilford have placed splendid window displays. The cigar featured is the Telegrafo, made in Key West. With a background of red velvet, the display is set off to the eye. Two miniature telegraph poles, exact copies of the "regular" ones, appear at the lower part of the window, together with leaves of tobacco. And above, set in a circle, are boxes of Telegrafos. The display is one of the most attractive seen in some time.

MANILA CIGARS



La Emperatriz

A New Brand in this country but well known in the Philippines.

—

Open Territory

—

Write

HENRY OTTENBERG, Importer, 146 Front St., N. Y.

New OPTIMO

BEST OF THE BEST



BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

ROCKY FORD

HAND MADE →CIGAR← DELICIOUS FLAVOR

Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c.—4 for 10c.—2 for 5c. and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices PITTSBURGH, PA.

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY
111 FIFTH AVENUE, NEW YORK

FROM THE FIRING LINE

Personals and Trade Jottings

Stein will operate a cigar factory at Pittsville, Wis.

—

Benito Rovira, of the Benito Rovira Co., goes to Cuba this week.

—

Frank Bailey, representing the M. Perez Co., is in Minneapolis.

—

J. W. Roberts & Son bought 250 bales of leaf tobacco in Havana recently.

—

Al. Korn, representing Sol. Furgatch & Co., is visiting the dealers in Ohio.

—

W. M. Simpson, representative of Wm. Glaccum & Sons, is in Arizona.

—

Jacob Sturm has bought the cigar store of Nicholson & Van at Kaukauna, Wis.

—

Al. Metzger, representing Berriman Bros., is calling on the up-state trade.

—

W. Rosenfeld, representing Salvador Rodriguez, is visiting the Chicago trade.

—

Jess R. Batt, vice-president of Simon Batt & Co., is visiting customers in Pittsburgh.

—

The factories of Cuesta, Rey & Co., in Tampa, are producing more than 100,000 cigars daily.

—

H. I. Schacklett, representing the Gene Vall Cigar Co., is calling on the Philadelphia trade.

—

Peter D. Matson has engaged in the cigar business at 26 West Montcalm street, Detroit.

—

The Cuban Land & Leaf Tobacco Co. in Havana, recently purchased 2,629 bales of tobacco.

—

The E. H. Gato Cigar Co. has just bought 1,219 bales of Vuelta Abajo and Partido tobacco.

—

Leslie Pantin in Havana registered and received 3,097 bales of tobacco during the past two weeks.

—

E. H. Goldwater, representing the E. H. Gato Cigar Co., left for the South, Monday evening.

—

Cifuentes Pego & Co. purchased 1,800 bales of Vuelta Abajo for the Portagas factory in Havana last month.

—

E. P. Oakes, representative of the E. H. Gato Cigar Co., is in Kansas City; from there he will go to Denver.

—

D. Emil Klein, of E. M. Schwarz & Co., who is in Tampa at present, is expected back the latter part of this week.

Tom Gray, of Ruy Lopez & Co., is still in New York, but expects to leave for one more trip before the year ends.

—

In Havana, during the past two weeks, Walter Sutter & Co. purchased 713 bales of leaf tobacco, for account of clients.

—

During the past month, Manuel Lopez purchased about 2,000 bales of Vuelta Abajo for the Punch factory in Havana.

—

While in Havana, Fred Davis bought some 3,500 bales of Vuelto Abajo and Partido tobacco for El Sidelo factory in Tampa.

—

E. A. Hecht, representative of Jos. Berran & Co., is in Cleveland. He is expected to return to New York in a week or two.

—

Ernest Ellinger & Co. in Havana, have closed out their famous "La Salud" escogida, excepting only a few of the top wrapper bales.

—

Henry Brady leased the northeast corner of Seventh avenue and 23d street, New York, to Morris Statter for a cigar store.

—

Hija de Jose Gener, manufacturer of the Hoyo de Monterey brand in Havana, bought 1,959 bales of tobacco during September.

—

H. A. Rovira, of the Benito Rovira Co., is expected to return to New York this week. His trip to the Pacific coast was very successful.

—

The office of the Havana Production Co., at present located at 88 Fulton street, New York, is being moved to 166 Front street.

—

President Edward Wodiska, of the Havana Production Co., is in Dallas. R. U. Falkner is in Tennessee and Ben Lesser is in Chicago.

—

As a result of collections taken up in their various vaudeville theatres, the B. F. Keith Co., to date, has turned over $75,000 to the Army Girl's Transport Tobacco Fund.

—

The strike at the factory of Marcelino Perez & Co. was settled last Thursday and things are once more running smoothly. The strikers accepted a dollar increase.

—

An advance in prices on cigarettes of from 20 to 50 per cent. was unanimously decided upon at a meeting of 75 of the more than 1,000 retail cigar dealers and tobacconists of Pittsburgh.

—

The Schulte Store at 97th street and Broadway, New York, is introducing the E. Z. Clean Pipe, retailing at $1. The pipe has an inner tube which can be removed for cleaning purposes.

—

B. Strauss and E. H. Caro, representatives of A. Santaella & Co., returned to New York, last week, after completing their trips. R I. Ellis is working the territory around Chicago.

—

The Hygrade Wine Store at Broadway and 98th street, New York, will bring out a new electric display of La Muna brand, made by Gans Bros. The display will be placed this week.

—

The new shade grown wrapped El Arabe, made by the Benito Rovira Co., is being placed throughout the city with excellent results by five new salesmen under the direction of W. W. Weeks.

—

Sam. Silver, New York City representative of the Old King Cole Co., has announced his engagement to Miss Estelle Brande, of Brooklyn. The date of the wedding has not been set.

—

A. J. Mitchel, representing Julius Klorfein, is in New York this week, having come on from Cleveland. He is looking for more cigars, and will probably return to Cleveland next week.

—

Kohlberg & Co., manufacturers of the Ko-Co and La Encico, have leased an additional floor in the building located at 223 East 80th street. The new space is needed because of a general increase in business.

—

Eugene Stoltz, representing Simon Batt & Co., is in Tacoma. F. Peterson is in Des Moines and Tom Torbert is still in San Antonio, where he is securing large orders from the army camp there.

—

The A. H. T. Cigar Co., of Lakeland, Fla., doesn't seem to be bothered by the government tax, and all their cigars are selling at 5 cents each. This company now sells goods in 127 towns in Florida.

—

President Goldberg, of Simon Batt & Co., is expected to return from his trip, this week. Business increases constantly for Simon Batt & Co., and this month's business is far ahead of the same period last year.

—

The Romeo y Julieta cigar factory in Havana, acquired, in the month of September, 4,028 bales of Vuelta Abajo tobacco, including receipts on account of previous purchases, and including a few vegas bought in Havana.

—

J. Amron will open a new high class restaurant at 1487 Broadway, at the corner of 48th street, when alterations are completed. The restaurant in the Hotel Marlborough is under the same management.

—

E. Kleiner, chairman of team 9 of the Cigar Manufacturers' Teams of the Liberty Loan Committee, has secured one $25,000 subscription, a thousand dollar one and several smaller subscriptions amounting, in all, to $27,100.

—

S. Monday & Sons have begun a campaign to place R I M cigars in districts out

of town. Heretofore the brand has been placed mostly in metropolitan territory. The new campaign is producing the desired results.

—

A Retail Tobacco Dealers' Association has been organized in Fresno, Cal. The officers of the association are Bert Maul, president; R. L. Hefflin, vice-president; E. F. Brown, secretary; Nat Peoples, treasurer, and L. C. Duus, A. E. Bowen and L. Winding, directors.

—

Isaac Regensburg, of E. Regensburg & Sons, has gone to French Lick Springs, Ind., thus taking the first vacation he has had in twenty years. His wife accompanied him. Jerome Regensburg, who is at the factory in Tampa, will remain there until the end of the year.

—

The Stickney-Hoelscher Cigar Co., of St. Louis, is now pushing Tuvals, with great success. The account with this company was opened by G. W. Stocking, Western representative of Marcelino Perez & Co., three weeks ago, when he was working his way east to New York. Repeat orders have been received ever since.

—

Displayed in the window of the United Store in the Flatiron building, last week, was the handkerchief purchased by President Edward Wise last August, at an auction for the benefit of the Sun's tobacco fund. Mr. Wise paid $500 for the handkerchief, which was embroidered by Mrs. Woodrow Wilson. The display attracted great attention.

—

The cigar makers employed by Sol. Furgatch & Co. went on strike last Thursday, asking for an increase of $2 per thousand. It was only two weeks ago that they received a dollar increase. In addition to the increase, the hands want the shop unionized. A meeting of local unions was held last Sunday and it is expected a general demand for unionized shops in New York, will follow. Furgatch is holding out.

—

J. B. Back, the Brooklyn manufacturer, is settling down to work in his new factory at 449 Fulton street, Brooklyn. At the present time he has 18 cigar makers at work, but so soon as the factory is in full operation he will employ additional hands. A constant increase in business made it necessary to secure more factory space. Back continues to operate his retail store on Court street.

—

Retail dealers in Brooklyn put up cigarette prices Monday a week ago. Brought to realize that they must either advance prices or go out of business dealers have added a penny to the amount charged for a package of cigarettes. With few exceptions the consumer is paying the new price without a murmur. He is not so hard to deal with as a great many retailers supposed he would be.

—

Otto Eisenlohr & Bro., of Philadelphia, have leased from Harry Elston, of Norristown, for a period of five years, five stories in what is known as the Elston Building, in Norristown, Pa., and plans are being perfected for turning the building, with the exception of the first floor, into a cigar manufactory. It is expected that operations will commence about November 1. The number of hands may reach 400.

—

When Leo Lehman, New York salesman for Salvador Rodriguez went after the Washington Heights trade some months ago, he found most of the dealers opposed to selling, as they expressed it, "Stuff in cans, what do you think this is a grocery store?" But Sam Baron, located at 3667 Broadway, agreed to take a thousand Charles the Great. Now Baron has sales of Charles the Great cigars amounting to $700 a month. His shipments come direct from Tampa.

R. McClemens, of Reymer & Bros., of Pittsburgh, visited New York this week, calling on Julius Klorfein. Reymer & Bros. need more Garcia Grandes than they have been receiving, as the demand is continuous. Mr. Schwarz, of Wallace & Schwarz, Cleveland, also came to New York this week in an effort to secure additional deliveries of Garcia Grandes. Because of the demand for his cigars, Klorfein has issued orders to all his salesmen not to accept any new accounts until after January, 1918.

—

John J. Flaherty, manager of the Flatiron store, received a card from a soldier in France on which he wrote: "I'm almost afraid to write your name on this card, for fear the censor will not pass it." Nothing German about my name, replied John J. The selling of Liberty Bonds at the Flatiron store has been a remarkable success and on several occasions, the supply was sold out. The demand was not only for $50 bonds, but for $100 bonds also. "No red tape; give us your fifty dollars and we will give you a bond," the sign says. John J. finds that business shows no let up, these days.

—

Meeting Thursday night at Odd Fellows' Hall, members of the Hoboken Tobacconists' Association decided upon a scale of prices which will for the time being, at least, continue in effect in Hoboken as concerns smokers' articles. A copy of the list is to be mailed to every retail tobacconist in the mile-square city. President Silverman said that the scale of prices decided upon last night was only temporary and due to the unsettled condition of the market. Some of the cheaper cigarettes will continue at five cents per package, but none will retail at ten cents, excepting one or two brands. Fifteen-cent cigarettes will sell at seventeen cents. R. Grippe was elected vice-president of the association, in place of E. Kaplan, the former incumbent.

—

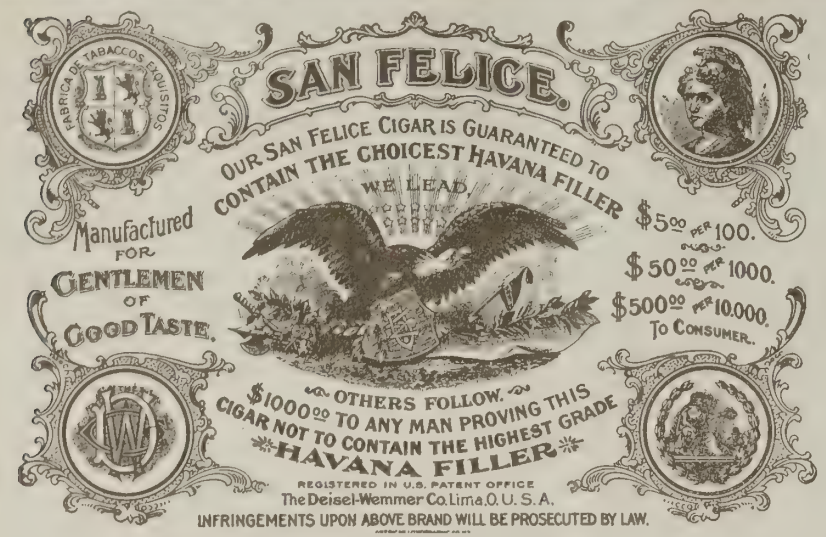
Jacob Sitzer, a jobber of Millerton, N. Y., is visiting the Metropolis.

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*



Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Office
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

GRAVELY'S
CELEBRATED
Chewing Plug

BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.

P. B. Gravely Tobacco Co. Danville, Va. ESTABLISHED 1831

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

A SURE WINNER
EL CAVALO
MILD HAVANA CIGAR
An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.
HERMAN BAUM
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BINDERS FOR "TOBACCO" Common Sense Kind
Sent by Mail $1.25. Delivered at Office $1.00
Tobacco Trade Journal Co., 10 E. 39th St., New York



A. WINTER, President M. WINTER, Sec'y and Treas.
PINZON
HAVANA CIGARS
BONDED **FACTORY**
M. PEREZ CO.
168 Water Street New York
Factory: Key West, Fla.
Warehouse: Industria 114, Havana, Cuba

NOTES AND QUOTES

J. M. Lanfield, representing Mendel & Co., is in San Francisco.

—

Florida sand is full of potash says Prof. S. E. Collison. We knew all that lie about Florida sand would have some effect sometime.—*Tampa Tribune.*

—

Governor Philipp, of Wisconsin, who signed the Anti-Trading Stamp and Coupon law, is the thirteenth Governor to sign a bill doing away with trading stamps and coupons.

—

The Stewart County Tobacco Warehouse Co. has been incorporated at Nashville, Tenn., with a capital of $2,500. The incorporators are Ed Walters, J. T. Reynolds, F. C. Ezell, W. E. Robertson and W. E. Swann.

Around Lancaster, Pa., practically all of the 1917 tobacco crop has been harvested and as a whole, it is one of the best ever raised in the country. Many of the buyers have been withdrawn from the field. Tobacco farmers will not listen to offers at this time, expecting to see much higher prices later on than have been offered.

"Business papers of the progressive type have undergone great changes and developments in the past few years. In the olden days the trade journal was considered almost a parasite. Today it is a necessary adjunct both as a disseminator of news and general information and as a valuable auxiliary in the merchandising end of business."—*Class.*

—

A heavy, warm rain in Paducah, Ky., is hoped for, it is needed to bring tobacco in order before the sap is thoroughly dried out so the colors will be more uniform. Large buying interests are going ahead with preparations for handling the crop. Farmers generally are talking and expecting high prices, but little trading is being done in Paducah. Buying likely will not start before the middle or latter part of November.

—

Highest prices in the history of the Rocky Mountain, N. C. market were paid for the golden weed during the past week, the average being $30.06 per hundred pounds. The sales for the week were 1,800,000 pounds. The total sales for the 1917 season to date have been 12,600,000 pounds, at a price average of 27.23 cents per pound, another record breaking price. The total sales in pound for the season are also the greatest in the history of the market.

—

J. P. Morgan says: "The loan is going to be a success. Of course, it means a great deal of hard work—hard work right up until October 27. But if this hard work is done; if the American people understand the size of the task, then there should be no doubt that the Secretary of the Treasury will receive subscriptions to the amount that he is seeking. We started with a much better organization than we had three months ago. We have a right to expect a much larger number of subscribers, and that is just as important as the total amount subscribed."

—

According to the current issue of the *Iron Age* one million base boxes of tin plate will be used by the tobacco manufacturers during the coming year in the production of receptacles. This will be about the same amount used by these concerns during the current year, it is estimated, and will fall short of what the tobacconists would take if they could get the plate. In view of the shortage of tin plate vitally affecting the packing of food products, it is felt that 1,000,000 base boxes of tin plate or virtually 4 per cent. of the production this year, will be all that is available for tobacco.

—

The necessity of work is getting legislative recognition. West Virginia has declared it the duty of every able-bodied male resident within its borders, and between 16 and 60 years of age, to be habitually and profitably employed during the war, and undertakes to have the sheriff see that this duty is fulfilled. In June Maryland followed suite, and requires every man to show good cause if he is not at work; he has to show a card which bears a more intimate and detailed analysis of his personal affairs than a certificate of exemption from military service. Kansas puts in jail people who do not quickly find "visible means of support." New Hampshire will not tolerate during war, persons who influence workers to leave their employment. Minnesota and Idaho have given attention to sabotage and the like.

SHOTS AND JOTS

James E. Cryan, a cigar merchant, has asked for bids for the construction of four apartments, to be erected on his lot on Bissell avenue, Richmond, Va.

—

John Ackerman, aged 84, for many years engaged in the tobacco business in Newport, Ky., died Sunday, at the home of his daughter, Mrs. Carolyn Cheney, 726 Overton street, Newport. He leaves two daughters, Mrs. William Purser and Mrs. Cheney.

—

The United States War-Risk Insurance Bureau, since war was declared, has issued over 7,500 policies of insurance on American vessels and their cargoes, valued at well over half a billion dollars, the premiums collected amounting to nearly $25,000,000.

—

When you purchase Liberty Loan Bonds you do your country good, you do the cause of liberty and justice over the whole world good, you do yourself good, you do harm to the enemies of liberty and justice and civilization, and harm to the enemies of your country.

—

The dates for the opening of the loose-leaf warehouses in the Bowling Green district of Kentucky have been fixed as follows: Scottsville will open Tuesday, November 13; Franklin, Wednesday, November 14, and Bowling Green, Thursday, November 15.

—

If Uncle Sam doesn't send on a few carloads of pennies Pittsburgh, the home of the stogie, may have to stop smoking. When dealers added pennies to the price of cigars, tobacco and cigarettes, Pittsburghers were willing to pay the additional pennies, but the dealers did not have the coppers to make change.

—

Stockholders of the R. J. Reynolds Tobacco Company will vote at a special meeting in Jersey City, November 1, on a proposition to increase the capital of the company to $40,000,000. The new financing is intended to meet the demands of the company's increasing business.

—

Romano E. Weaver, formerly the owner of a cigar factory in Traverse City, has started a cigar manufacturing establishment in Grand Rapids, Mich., at 659 Shawmut street, S. W. He expects to employ about ten men. Weaver for several years was employed by George H. Seymour & Co.

—

The five-story cigar factory at 114 South Second street, Philadelphia, has been sold and is to be converted into a paper storage warehouse. The conveyance was made by Morris Rosenbaum to Harris Kardon, who will take possession very soon. The building is on a lot 20 by 97 feet and is assessed at $14,000. The purchase price was not discolsed.

—

Internal revenue stamp sales at Winston-Salem, N. C., during September amounted to $1,948,316.31; and customs duties collected on foreign goods shipped through this "port of entry" during the same period were $124,648.58. The figures in both cases show a slight decrease compared with receipts for August, which, however, was an abnormally big month.

—

The leading firms engaged in the manufacture of paper cans and containers were in conference with the United States Food Administration during the week, discussing the possibilities of substituting fiber or paper as a material for containers, usually made of tin. The shortage of tinplate is becoming a serious matter, especially as there is a great demand for tin at the front, where it is used to contain oil, gasoline and other materials necessary for war purposes, and in this country it must be used for canning perishable food products. It was shown that paper containers made by any of a number of companies can be used as well as tin for such commodities as coffee, tea, tobacco, toilet powders and many others. These men will take steps toward creating a permanent organization of the paper can manufacturers.—*Modern Merchant.*

WM. GLACCUM & SONS, Inc.
Established 1872
MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.
CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.

El Leon Invincibles
Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
JOSEPH P. MANNING CO.
BOSTON, MASS.



BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA
S. H. FURGATCH Y CA. 75th Street & Avenue A. New York

REX
WINDOW ADVERTISING CO. INC.
SPECIALISTS IN WINDOW ADVERTISING
LITHOGRAPHED WINDOW DISPLAYS IN ANY QUANTITY
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WINDOWS TRIMMED BY MAIL
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CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

DIAMOND JOE
TRADE MARK
CIGAR FACTORY
ESTABLISHED 1850

Preeminently in a class of its own
H. Fendrich, Maker, Evansville, Ind.

5c.
CIGAR

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

STENOGRAPHER WISHES POSITION.—Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Integrity, care Tobacco.

WANTED — SECOND-HAND STRICKLER Scrap Machine. Address The J. F. Cherry Co., Newark, Ohio.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN—Fully posted in all grades of cigars, clear Havana, seed and Havana and nickel, including Manilla. Thoroughly acquainted with the best jobbers in all sections of the country. Highest reference. Address A. M. H., care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

FOREMAN WITH 20 YEARS' EXPERIENCE DESIRES POSITION. Address Foreman, care Tobacco.

Judge Anthracite ruled last week that every woman has it within her power t' make at least one man happy—by remainin' single!

Record Tobacco Sales in North Carolina

North Carolina tobacco sales for September broke all previous records. The forty-five markets reported the grand total of 84,806,700 pounds. It is 26,000,000 more than September of last year, which was itself a record-breaker. In money there is no way to reach an estimate, albeit the Eastern farmers have been making an average of more than 25 cents a pound on many of their big breaks. The tobacco market was rushed the past month as it never was, and in some of the best tobacco towns the warehouses were busy every day in the week.

The sales were so enormous that a report went out that the crop is nearly all in, but the comparative unimportance of the Winston-Salem market during that month shows the miscalculation. The September sales represent nearly 40 per cent of a normal North Carolina production. The estimate—or, rather, guess—for next year is 210,000,000 pounds, with about 304,800 acres in cultivation. Greenville, Rocky Mount and Wilson far outdistanced the great Winston-Salem market, often the leader of them all in leaf and never worse off than second. It means that the Piedmont markets will spread themselves later. Winston-Salem sold a big lot of the weed and claimed a fine month, but Farmville, next door to Greenville, came near Winston-Salem's figures, while Greenville was going nearly a million better.

The prices justify the estimate that $25,000,000 went to tobacco farmers during the last month. They warrant the prediction that North Carolina will again lead the union in prices and in gross receipts. The conditions at the close of the harvest were as nearly perfect as it is possible to make them. There was some wilt in the Granville belt, but that is the solitary shortcoming.

The figures for 1916, the same month, were 59,498,064. The individual markets are reported thus:

Towns.	Total.
Ashoskie	790,312
Apex	660,602
Ayden	749,090
Burlington	475,678
Creedmoor	164,734
Carthage	182,173
Durham	1,630,092
Elkin	250,213
Farmville	4,319,690
Fuquay Springs	778,095
Goldsboro	2,042,205
Greensboro	774,695
Greenville	6,560,946
Henderson	2,389,965
Kinston	8,259,294
Lumberton	7,280
LaGrange	2,518,290
Leaksville	86,392
Louisburg	753,830
Madison	673,567
Mebane	654,668
Mt. Airy	843,572
New Bern	1,129,166
Oxford	1,638,851
Pine Tops	799,328
Reidsville	1,459,517
Robertsonville	1,334,722
Richlands	651,015
Roxboro	1,171,781
Rocky Mount	8,119,555
Stoneville	360,108
Smithfield	1,976,995
Spring Hope	561,841
Snow Hill	647,770
Vanceboro	308,211
Washington	2,340,702
Winston-Salem	5,773,510
Wilson	13,136,353
Wendell	1,150,674
Warsaw	1,352,420
Williamston	1,663,835
Wallace	718,083
Warrenton	564,044
Youngsville	628,81[illegible]
Zebulon	1,082,02[illegible]
Total	84,806,70[illegible]
Pounds reported for September, 1916	59,498,064

They call old squire Chase th' banker "Limburger" 'cause he's so strong for a cent. He chews his tobacco all day, drys it th' next an' smokes it on th' third.

WINDOW DISPLAYS

Edw. Greger, 125th street, near Eighth avenue, New York, has a display of Charles the Great. Although the show window is not very large, the display is so arranged as to attract the eye at a distance. The posters are in blue, yellow and white.

—

Packer Bros., Eighth avenue & 125th street, have a general display of Manufacturer's Club, Flor de Mendel, Armuletta, Harvard, Adlons, Lipschutz 44 and Dubonnet. The posters are in blue and white.

—

The Alexander Humboldt is featured in a large window display at the store of Ph. Stern, Broadway & 121st street. The posters are made of the usual Humboldt yellow and black.

—

Oppy's, Broadway & 109th street, is prominently featuring the Duke of Amboy cigar. Oppy has a remarkable sale on this cigar and since putting them in a few weeks ago, the sales have constantly grown.

—

The Hygrade Wine Stores along upper Broadway this week feature the Jean Valjean.

The Flower of Tobacco

well cured and skilfully used has maintained




MI FAVORITA

at the forefront of all brands




The Park and Tilford Standard is the warrant of their excellent quality

MI FAVORITA CIGAR CO., Inc.

KEY WEST, FLA. 529-549 West 42nd St., NEW YORK

Cable Address: Karnak, New York Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS

14-16 SOUTH WILLIAM STREET - - - - NEW YORK

Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St.
New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in All the World's Markets

U. S. REPRESENTATIVE

WM. T. TAYLOR - 140 East 34th Street, New York

Waldorf-Astoria
WA
Segar Company, Ltd.

We carry in stock all popular brands of Imported segars in all sizes. Also invite attention to our special lines.

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York



Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

RAILWAY OPERATING COSTS.

"The railways of the United States in the calendar year 1916 paid a higher average wage per employee, a greater amount per mile in taxes, and handled freight at a lower rate per ton per mile, than at any period in their history," says the *Railway Age Gazette* in its current issue. "These facts are disclosed by a compilation made by the Bureau of Railway Economics of the returns made to the Interstate Commerce Commission by the so-called Class I roads—those having annual operating revenues exceeding $1,000,000. These returns for the first time are for the year ending on December 31, according to an order of the Commission making the fiscal year coincide with the calendar year, and they cover railways having 89 per cent. of the mileage of the country and receiving 97 per cent. of the total operating revenues.

"Compared with a similar compilation on returns for the year ended on June 30, 1916, the average wage per employee of these roads shows an increase from $840.62 to $868.69, or $28.07. This is exclusive of salaries to general and division officers.

"In the same period taxes increased from $631.29 per mile to $680.63 per mile, or $49.34; and the average freight rate per ton mile decreased from 7.07 mills in the year ended on June 30, 1916, to 7.06 mills in the year ended on December 31, 1916. Passenger rates increased slightly as between the two periods—from 1.995 cents in the year ended on June 30, to 2.042 in the year ended on December 31.

"The mileage included in the two compilations is substantially the same, being 231,246 miles in the statement for the former fiscal year and 231,179 in the statement covering the new fiscal year.

"The increase in the volume of service performed in the two periods under comparison was from 339,883,000,000 to 362,134,000,000, or 22,251,000,000 ton miles of revenue freight; and from 33,783,000,000 to 34,573,000,000, or 790,000,000 passenger miles.

"The average number of employees, exclusive of general and division officers, increased from 1,563,928 to 1,626,103, or by 62,175; and their aggregate compensation increased from $1,314,665,664 to $1,412,579,190, or $97,913,526. The increase in number of employees was 4 per cent. and in their compensation 7.4 per cent.

"Total operating revenues increased from $3,381,945,764 to $3,592,591,023, or $210,645,259, equal to 6.2 per cent. Operating expenses increased from $2,211,071,443 to $2.354,548,724, or $143,477,281, equal to 6.4 per cent. Taxes increased from $145,536,535 to $156,875,396, or 7.7 per cent.

"Investment in road and equipment showed an increase for the year ended on December 31, as compared with the year ended on June 30, of $198,658,088."

It seems like an age since a Missouri country banker passed t' th' Great Beyond gold-brickless.

—

When a good man works hard t' make better better, an' his wife industriously labors t' make worse worse—look out for th' inevitable snap in th' hawser!

A Cigar of Reputation



UNITED STATES REPRESENTATIVE
August Kuttnauer
235 5th AVE., NEW YORK
Telephone, 5633 Madison Square

Proprietor
Manuel Lopez
28 Rayo Street
HABANA, CUBA

HIJA De JOSE GENER
HABANA, CUBA
Manufacturer of HAVANA CIGARS
"HOYO de MONTERREY" "LA ESCEPCION" "EL VINYET"
VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.

A trial advertisement in TOBACCO *will convince you of its merits. Let us send you rates.*



E. C. McCullough & Co.
IMPORTERS OF
MANILA TOBACCO and CIGARS
20 Broad Street
New York, N. Y.

ARE AFRAID OF FREEZES

Wisconsin Tobacco Farmers Are Hustling as They Handle the Uncured Leaf—Inquiries Numerous.

EDGERTON, Wis., October 19.—The present week has brought several ideal Indian Summer days that have been of great assistance in the curing of the late harvested portion of the tobacco crop. A few growers, we understand, are preparing to introduce artificial heat in their curing sheds should weather conditions not continue as favorable. We are getting close to the date when heavy freezes are liable to come to injure the uncured leaf, and much of the late shedded crop is yet as green as when harvested. What the final fate of such tobacco will be is uncertain. The most of the early fields are so well cured down as to be beyond any danger from this cause.

The sampling of last season's packings is now practically completed and the amount of damage found is exceptionally small.

There seems to be plenty of inquiry for old leaf which leaf packers are mainly unable to consider because of empty warehouses. Never before were so little leaf carried by local dealers. Stemming is the only business carried on in the packing points at present.

The shipments out of storage reach 300 cases and two cars of bundles from this market since last report.

W. J. Holman, with Hart & Murphy, St. Paul manufacturers, was in this market last week sampling the 1916 packing purchased of A. Jenson & Sons.

E. G. Beinhart, with the U. S. Department of Agriculture in charge of tobacco experiments, has been in the State during the week checking up some data relating to the investigation of black rot. Mr. Beinhart has been stationed at Suffield, Conn., the greater part of the year.—*Edgerton Reporter.*

The war will have no effect on the Government's prosecution of the anti-trust suits now pending in the Supreme Court. The Government has reached an agreement with attorneys of the International Harvester Co. whereby the dissolution suit brought against the company will not be considered by the court until after the arguments in the Steel Corporation suit, which will be called in January. The coal companies' cases will come up late in November.

UP STATE ECHOES

(*Continued from page* 16)

hotel radioed in the specific latitude and longitude of George's just-out-of-the-ocean drip, drip, drip?

Even the bell-bandit, elevator-extorter, and all the rest of the busy boys backed away from George's wet, very wet, raiment. But George should kabibble! What difference did it make *now* about his appearance? Wasn't he at last in his very own bath-and-bed, after consuming 25 grains of quinine, six lemons, a bucket of hot water and a pint of uno?

Next A. M. George felt better! Then he told the story—the awful, astounding story! Which is this: Returning to Albany from Troy in the pouring, roaring rain, George squinted through his periscope spot on the windshield and immediately noted the fleeting shores and sidewalks of Watervliet.

"I'd better be careful here," thought George, "for it was somewhere along this coast that I observed a bad break in the ocean of mud and water on my way up."

So George was extremely cautious for several knots. And, just then, George supposed he heard the storm-siren on the Watervliet Arsenal blow five bells of the dog-watch, or approx 6:30 P. M.

Also, at the same instant, George actually heard a crash! At starboard and stern! And the hilarious helm instantly shot to port, with George almost completely covered with an extremely choice assortment of W. D. C. pipes and other samples of the Demuth cargo!

Well, George stopped the ship in a sea of suds and waded forth. Back and forth, back and forth, from six-thirty till nearly ten of the clock, George Fox labored in the dunder and blitzen to mount a demountable rim on a mounting of the worst muck the storm could produce!

All things come to an end. So did George's job. But the War Department wants to understand that faulty track crossings in the street, right in front of its big gun shops, should not cause a gay and genial gentleman like George to say, under his dripping hat, such things as "Dwom panom nie mozia sluzyc."

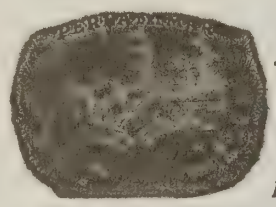
"No kick," acknowledged Harry Stearns. "Business on the Estabrook & Eaton line, particularly Rockefellers, is very good indeed. I'll see you again in two or three weeks with holiday sizes."

"Cob pipes are now somewhat expensive for their comparative class," admitted our old friend Herschel when here t' other day from Mizzori, "but that is practically nothing to what they eventually will be, providing conditions continue as they are. Why, everything we use in our Washington, Mo., factory has advanced 'way out of sight! This is my semi-annual trip to New York, and I'll be back in the Spring, tra-la, but if there's anything you need in cobs you'd better anticipate and buy now against a rising market."

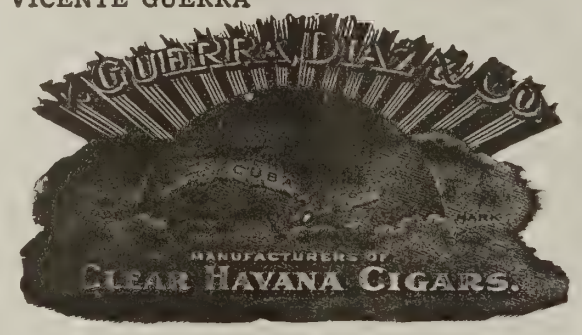
Those little things called "shop expense, overhead and Sumatra Sorrows" appear not to bother manufacturer and retailer W. G. Spatz, of 255 Lark street, Albany. To positively prove that they don't affect his daily life Brother Spatz has just published a price-card for his Capitol Hill nickel cigar. "Six-for-a-quarter, not six cents," says the window card.

"These are advance packings for the holidays," confided Phil Wilkinson last week, showing up a ten-box of El Ginero cigars for Bennett, Sloan & Co., New York. "They cost $5 per 1,000 more to put up, but the popularity of the style will sell them at a retail advance. Try 'em out."

Along about the first of November every business house will, under the revenue measure, be compelled to put three-cent stamps on ordinary mail. But the Government, says Joe McElveney, will continue to sell thirteen two-cent stamps for a cent and a *quarter*. So it isn't as bad as it seems! THE SMOKER.

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality

HAVANA CIGARS


Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

VICENTE GUERRA


FRANK R. DIAZ
La Flor De V. Guerra Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedore, La Duse, Mannatia, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO FLOR DE NARVEZ VICLO — TRADE MARK — WALLS COURT EL LESSERO CALATRAVA
REG. U. S. PAT. OFF.
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

A Mild Aromatic Smoke


S. PALO Y CA.
SIMON BATT CO., Prop.
Office and Factory: Nos. 469-471 Broome Street, New York

L. KEHLMANN CO.
229-239 WEST 28TH STREET
NEW YORK CITY
PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 3. NEW YORK, NOVEMBER 1, 1917. PER ANNUM, $2.00 SIX MONTHS, $1.00

Can't Manufacture Them Fast Enough

American Tobacco Co. Receives Orders for 55,000,000 Cigarettes a Day Besides Making 175,000,000 a Month for the British-American Tobacco Co. —Plans for Increasing the Capacity of Plants—Making New Sales Records —September Gained $1,600,000 Over Last Year.

Sales of the American Tobacco Co. in September gained $1,600,000 over September, 1916.

This September gain compares with an increase in August over last year of $700,000 and in July of better than $1,000,000.

The American Tobacco Co. is receiving orders for 55,000,000 cigarettes a day. Inasmuch as the company's capacity is less than 35,000,000 a day it has been found necessary to take steps toward an increase in plant capacity.

This company is also manufacturing 175,000,000 cigarettes monthly for the British American Tobacco Co. This is over and above the orders for 55,000,000 cigarettes now reported as the daily average. The British American company, of which James B. Duke is the head, has been totally unable to take care of its cigarette business and is turning to the American Tobacco Co. for assistance.

Probably the most remarkable sales record ever established for a new cigarette goes to the credit of the American Tobacco Co. Only last February this company brought out the Lucky Strike cigarette. The company is manufacturing 13,000,000 of these cigarettes daily, although its orders are considerably above this amount. Figuring 300 working days to the year, this is at an annual rate of 4,000,000,000 cigarettes and places this brand second among the cigarette brands of the country, although it has been in existence less than a year.

The Wall Street Journal estimated some weeks ago that sales of the American Tobacco Co. and its subsidiaries in the current year would run in the neighborhood of $130,000,000. Recent results indicate that the total for the year should be considerably above this figure. Sales in 1916 were $110,000,000 and in 1915 totaled $99,000,000.

Sales of the American Tobacco Co. proper should run well above $82,000,000 in 1917, a new record for the company since the dissolution of the tobacco combination. This will compare with the previous high record of $70,009,437 last year and $64,710,287 for 1915.

The American Cigar Co., of which the American Tobacco Co. owns a majority of both common and preferred stocks, is likewise having a big year. In fact, the cigar subsidiary is many millions of cigars behind in its orders. The Cigar Co. earned $12.67 a share for its $10,000,000 common stock last year. Of the $10 000,000 common the American Tobacco Co. owns $7,000,000.

The American Tobacco Co. is making large shipments of cigarettes to the war zone in Europe. Some of these orders are placed through the Red Cross, some with our Government direct and others through the newspapers.

The new war tax will probably cost the American Tobacco Co. more than at first believed. The extreme possibility is $1,000,000 a year, and net earnings are being estimated on this basis. It is good opinion, however, that the final result will be considerably below this figure.

For the full year the company should show a large surplus over dividends. An estimate of $25 a share for the $40,242,400 common stock is a fair one to make at this time, although a slight revision either way may later be necessary. These earnings would compare with $22 a share earned in 1916 and $20.05 a share in 1915.

U. S. TOBACCO HOLDINGS

WASHINGTON, October 29.—A preliminary statement was issued to-day by the Director of the Census covering the leaf tobacco held by manufacturers and dealers on October 1 for the years 1915, 1916 and 1917, and on July 1 of the present year. The aggregate of leaf tobacco on hand October 1, 1917, was 1,154,056,034 pounds, an increase over the returns for the same date in 1916, which amounted to 1,033,018,715 pounds, although not up to the aggregate for 1915, which totaled 1,205,762,948 pounds. The aggregate on July 1, 1917, was 1,266,778,903 pounds.

Returns for October 1 of the present year included 748,864,154 pounds, for which the "marked weight," which is the weight at the time it was packed or bailed, and 405,191,880 pounds reported at the "actual weight."

A sub-division of the aggregate figures shows a total of 840,678,229 pounds of chewing, smoking, snuff and export types on hand October 1.

The returns for burley amounted to 207,592,654 pounds, as against 199,321,165 on the same date of 1916. For dark districts of Kentucky and Tennessee there was a total of 212,479,081, sub-divided as follows: Dark fired of Clarksville, Hopkinsville and Paducah districts, 128,010,509 pounds; Henderson, 16,422,702 pounds; Green River, 49,484,116 pounds; One Sucker, 18,561,754 pounds.

The quantity of Virginia sun dried on hand October 1 was 4,863,174 pounds, as compared with 7,285,760 pounds on October 1, 1916, and 9,464,287 pounds on October 1, 1915. Under the head of Virginia dark there has been a steady increase from 28,655,831 pounds in 1915 to 38,756,459 in 1916, and to 45,236,108 in 1917. An increase is also shown for the bright yellow districts of Virginia, North Carolina and South Carolina. The returns for Oc-

(*Continued on page 9*)

SEPTEMBER PRODUCTION

WASHINGTON, Oct. 30.—Deputy Commissioner of Internal Revenue Gates late this afternoon gave out the monthly statement in connection with the cigars, cigarettes, snuff and smoking and chewing tobacco manufactured in September with comparisons for the same month of last year.

In September of this year there were 637,299,017 large cigars manufactured as against 664,082,110 for the same month of last year and 72,356,000 small cigars were manufactured this year as against 67,096,507 for September of last year.

The figures show that the manufacture of large cigarettes increased from 1,604,550 in September of last year to 2,067,075 this year and the manufacture of small cigarettes increased from 2,276,201,680 in September of last year to 2,896,386,240 in September this year.

The manufacture of snuff increased from 2,630,928 pounds in September, 1916 to 3,034,834 this year but the production of smoking and chewing tobacco decreased from 37,740,262 pounds in September last year to 35,683,351 this year.

There were only 2,930,428 packs of playing cards manufactured this year in comparison with 3,179,884 in September of last year.

Porto Rican imports for September this year included 12,966,200 large cigars; 80,000 large cigarettes, and 800,000 small cigarettes. Philippine imports for August this year included 21,586,413 large cigars and 110,160 small cigarettes.

BANKERS MAY RETIRE

From the Directorate of the Tobacco Products Corporation—Steps Considered to Promote Operating Efficiency.

An ever increasing output, associated strictly with the maintenance of high standards, calls for expert knowledge and practical experience as well as general business efficiency. As a very important factor in the present tremendous expansion of the cigarette industry, the Tobacco Products Corporation aims in future to have a directorate composed entirely of tobacco men.

"Furthermore," says the *Wall Street Journal*, "all will be operating tobacco men with the possible exception of W. H. Butler, formerly connected with the American Tobacco Co., and whose advice in the building up of the Tobacco Products Corporation is earnestly desired.

"The plan to have a real operating directorate will probably be consummated at the annual meeting next month when the directors representing large banking interests will retire.

"Daniel G. Reid, who was made president of the Tobacco Products Corporation at the time of its formation, and who recently gave way to George L. Storm as president, will probably also retire as a director. Mr. Reid has been of great assistance in placing the company on its present sound financial basis, but he has practically no knowledge of tobacco manufacture, and there are going to be no exceptions to the new order of things.

"In fact it is said that there has been an understanding ever since the formation of the company that when the common stock was placed on a dividend basis the bankers would retire from the board."

UNION MAKING PLANS

To Organize So Many Cigar Makers in Greater New York as Possible—Propaganda Work.

The Cigar Makers' Union in Greater New York had another joint meeting last Sunday at Bohemian Hall, 523 East 73d street, New York, to further discuss the problem of unionizing the shops in the metropolis. More than 100 delegates were present. At this meeting a committee of 25 was appointed to go over the entire field in New York to secure information concerning non-union shops and to push plans for the organization of all open shops.

Literature is being printed for distribution to all cigar makers not members of the union to bring before them the knowledge of what the union is planning to do. Secretary Brown, of Local 144, expressed the opinion that the plan to bring all workers together had been started at the proper time. "There is no need," he said, "for cigar hands to work at the old scale of wages any longer. It is a fact that increases in wages have been made in most all shops, but the increases have not been enough to meet the costs of living to-day. To those who have no knowledge concerning our plans, we will supply information."

Another meeting will be held at the same hall next Sunday, when the committee will report as to the progress of its work.

AS EXPLAINED TO A TOBACCO FARMER.

WASHINGTON, October 29.—The following interpretation of the Child Labor Act has been made by Miss Julia Lathorp, chief of the Children's Bureau, in a letter to a tobacco farmer. She says:

"In your letter you ask whether the United States Child Labor Act covers the industry of grading tobacco. You state that this work involves selecting, sizing and grading, which is done in single building set aside for that purpose by the farmers who raise the tobacco, using their own farm labor and such other labor as may be required.

"In the opinion of this Bureau the work of grading, selecting and sizing tobacco by the farmer who grows it is not within the scope of the provisions of the United States Child Labor Act."

MORE SUMATRA SALES

Buyers in Amsterdam, Representing American Houses Secure Specially Fine Tobacco, But Pay Steep Prices.

Frank W. Mahin, American consul at Amsterdam, reports that the third public tobacco sale this year in Amsterdam, where foreigners were purchasers, was held September 21. Altogether 18,650 packages (one package = 179 pounds) of Sumatra were sold. Buyers for American firms took 2,575 packages and paid very high prices, ranging from 3.75 to 5.81 florins ($1.51 to $2.34) per half kilo (1.1 pounds), the average being 5.20 florins ($2.09).

The average price of Sumatra sold at the two preceding public sales this year was only 2.40 florins ($0.96½). But the price paid by American buyers at the second sale, held July 13, 1917, averaged 4 florins ($1.61) per half kilo.

The high prices at the third sale were due to the excellent quality of the kind specially desired by the United States, and also to the relatively small quantity offered and the doubtful prospect of the receipt of further supplies in the near future.

Other kinds were sold to buyers of other nationalities at prices ranging from 2.10 to 4.40 florins ($0.84 to $1.77) per half kilo, the average being approximately $1.20.

KEY WEST'S BIG OUTPUT

Cigar Industry in the Island City Shows Great Growth Since 1911—Clear Havana Production of Various Years Compared.

The output of cigars and the increased demand for workmen in the factories since 1910 show conclusively the continual growth of the cigar industry in Key West. The year 1917 more than promises the greatest output of cigars since 1911. Two new factories have moved to Key West, and it is reported from an authoritative source that a new factory working several hundred will open shortly. The number of smokes manufactured in the first nine months of the successive years from 1910 to 1917 show the increased production in that length of time. This period includes the year of the money panic. The figures do not include the entire output of cigars for each year; they give only the number manufactured in nine months of every year. The figures include the great part of the different years' output and give an accurate and satisfactory statement of the substantial growth of the industry in the past eight years. For the first nine months of each year since 1911, the number of clear Havana cigars manufactured in the Island City are:

1910	53,744,000
1911	69,787,000
1912	44,986,000
1913	44,078,000
1914	35,997,000
1915	23,320,000
1916	37,038,000
1917	50,180,000

The figures for 1917 show an increase in production over the year 1912 by 5,194,000 cigars. This year's increase over last year's registers a still greater increase in the number of 13,042,000.

Sergeant Eugene F. Page, an Ogdensburg, N. Y., boy, who enlisted in a Canadian regiment and went to the front in France, has "done his bit" in the war. Coming home badly wounded, he has sufficiently recovered to open a cigar store. He purchased the shop of Patrick Lang in Ogdensburg and after renovating and refurnishing the place, he is now prepared to do a good business.

WELL SITUATED NOW

E. A. Condax & Co. Obtain a Large Supply of U usually Good Turkish Tobacco—Reorganization a Step to Prosperity.

Rehabilitated, reorganized, amply financed and po sessing a big supply of excellent Turkish tobacco, A. Condax & Co. now are in a position to increa their business greatly. Arrangements made recent enable them to compete strongly for high honors manufacturing fine cigarettes.

Since "how it happened" is a long story, it suffic to say that E. A. Condax & Co. are well prepar now to go ahead. Difficulties that previously exist have been swept away. For the Condax brand, whi always had a quality reputation, there is a future th seems bright indeed.

Because, primarily, it has been the good fortune E. A. Condax & Co. to acquire a large stock of Tur ish tobacco, enough to last them for years, allowi for a greatly increased output. Part of this tobac is of the crop of 1908. Having been carefully stor it is in prime condition. If put on the market, would be scrambled for; perhaps $4 per pound wou be a low estimate of its value. Some of it, because is exceedingly good, and because extra choice Turk tobacco is correspondingly scarce just now, might sold for $10 a pound.

Amply supplied with unusually good Turkish bacco and having a well equipped factory, men expe enced and expert in cigarette manufacturing can results. E. A. Condax & Co. will engage in the m ufacture of high grade cigarettes on a much lar scale than aforetime. And the Condax standard excellence will be maintained rigidly.

The distribution of Condax cigarettes will be larged and accelerated by a sales force that thoroug covers the entire country.

The factory at 57 West 19th Street, New York being renovated this week, preparatory to starting business in a big way. Basil, Nicholas and Elias C dax will continue to be actively associated with management of E. A. Condax & Co. Other part previously connected with the enterprise, have reti

STRIKE IN MILWAUKEE

Employees in the Cigar Factory of Louis Kindlin & Co. Quit Work When Their Demands Were Refused.

Employees in the cigar factory of Louis Kindlin Co., in Milwaukee, went on strike late Thurs Over 70 men are out, with nine women workers

The employees ask an increase of from 5 to 7 cent. in pay, amounting to about $1 per 1,000 cig and claim they cannot exist and maintain an Am can scale of living on the money they have been e ing. It is said that many cigarmakers have gone other lines because they can make more money work under better conditions.

The strikers met Friday morning and voted to out until they get their demands. They say with Christmas season coming on and a scarcity of ci makers the firm will be forced to make concessio

The trouble started Thursday when a petition an increase was signed by all employees and ha in by a committee. The superintendent turned d the demand and when the committee reported to the employees they laid down their work walked out.

REFUNDS TO TOBACCO MANUFACTURERS

WASHINGTON, October 29.—The Interstate C merce Commission has allowed the following bacco reparations during the past week:

R. J. Reynolds Tobacco Co. vs. the Sout Railway Co. et al. A refund of $334.59 was allo because of the unreasonable charges collecte four carloads of packing boxes forwarded New Haven, Conn., to Winston-Salem, N. C November and December, 1916.

The Imperial Tobacco Co., Ltd., vs. the Ch peake & Ohio Railway Co. et al. A refun $124.24 was allowed on account of exce charges collected on 24 cars of leaf tobacco warded from Newport News, Va., to Philadel on September 27, 1916.

NEW REVENUE RULINGS

Pertaining to the War Tax—Interpretations of Law That Are of Interest to Tobacco Dealers.

WASHINGTON, October 29.—The Commissioner of Internal Revenue has just published the synopsis of some decisions on questions relating to the War Revenue Act. The gist of decisions pertaining to the tobacco trade is here given:

Floor Tax—Sections 600, 601, 602:

2. Where a corporation operates one or more retail stores and under the same name, but separately as far as bookkeeping and stock keeping are concerned, the corporation's inventory return of stock on hand should include only that in the wholesale department. Where the bookkeeping and stock keeping of the wholesale and retail departments of establishments are kept separate, they will be regarded as if they were separate and distinct departments, and the retail stock will not be subject to the floor tax.

3. Goods shipped and invoiced prior to October 4 are the property of the consignee, and if shipped to a wholesaler are subject to the floor tax. If, however, title is reserved in the manufacturer, he is subject to the manufacturer's tax and the wholesaler is relieved from the floor tax. The time when title passes depends upon the intention of the parties. In the absence of an intention to the contrary, title is assumed to pass from the seller to the buyer upon the delivery of the goods to the carrier.

4. Where a manufacturer consigns his entire product to a retailer, retaining ownership in the same until disposed of by the retailer, the manufacturer is required to make return, under oath, of all goods sold to the retailer from and after October 4, and to enable him to do so he must secure monthly returns from the retailer of the goods sold.

Sales, Excise Taxes On—Sections 600, 601 and 602:

1. Are goods manufactured in the United States and sold to persons in foreign countries subject to the tax?

There is no exemption in favor of goods which are to be exported. The United States Supreme Court in numerous cases has held that such a tax does not constitute a tax on exports or on articles exported within the meaning of the Constitution. "A general tax, laid on all property alike and not levied on goods in course of exportation, nor because of their intended exportation, is not within the constitutional prohibition." (Turpin vs. Burgess, 117 U. S. 504.)

2. In computing the price at which goods are sold may the usual trade discounts be deducted from the price thereof for the purpose of ascertaining the tax?

The amount of tax is determined by the price at which the goods are actually sold by the manufacturer, producer or importer. Hence discounts would be deducted from the list price.

3. Are net or gross sales to be reported? That is, may there be deducted from the sales of each month merchandise which has been sold in a previous month and which is returned during the month in which the report is made?

The merchandise becomes taxable when the manufacturer parts with his title in it, and all taxable goods actually sold should be reported. However, goods which are delivered to the buyer subject to his approval or to other conditions, and the property right to them is reserved to the seller, are not to be reported until the completion of the sale.

5. A manufacturing company disposes of a portion of its output through a selling corporation of which it owns all the capital stock. Is the transfer by the parent company to the subsidiary a sale within the meaning of the act subjecting the parent company to the tax?

The transfer from the manufacturing corporation to the selling corporation is a sale provided the price at which the article is sold or charged to the distributing corporation is no less than is charged to the independent outside distributors under similar conditions. The selling corporation is liable to the floor tax on all articles subject to tax which have been charged and delivered to it prior to October 4, 1917, and thereafter the manufacturing company should pay tax upon delivery of all articles to the selling corporation as upon sales, the price fixed in no case to be less than the price at which the taxable article is sold to independent distributors under similar conditions.

Thirty Days After Passage of Act—Sections 400, 401 and 404:

These sections take effect on the thirtieth day after October 3, viz., November 2, 1917.

Withholding of Tax on Income of Foreign Corporations on and After October 4, 1917:

Paying agents of interest on bonds of domestic corporations owned by foreign corporations not engaged in business in the United States and having no office or place of business therein are required to deduct and withhold the tax of 6 per cent on and after October 4, 1917.

AN EMISSARY OF EL ARABE

Ability may be demonstrated in a thousand ways. Talent is attested through development. Expertness comes, partly, from practice. By sticking stubbornly to a difficult task until he succeeds, a man can prove how competent he is.



W. W. Weeks, Who Works

By what he does, a man best shows where he stands, in a field of special endeavor. By results rather than by time is measured the importance of toil. Whether the labor be for a day, a month, a year or longer, the test of efficiency, the question of value, is answered according to the things accomplished. Though aptitude sometimes may be revealed in making estimates, exactitude is desired in computing returns. A task of magnitude, selling cigars in big quantities, in fact is the work of Weeks.

W. W. Weeks, capable representative of the Benito Rovira Co. isn't exactly like other weeks. On the calendar, his patronymic may bespeak more than one lucky seven day combination. But for him, Monday isn't a headache with blue embroidery. It's a day inaugurating effort that continues until late, Saturday night. Weeks works.

And the work of Weeks helps appreciably to accelerate sales of El Arabe. He prefers to be on the road. He travels much and happily. Because shrewd dealers won't let Weeks go by, without ordering.

Fate made him a native of Jersey City, which naturally developed a desire to travel. Weeks came to New York. Obtaining employment in the grocery house of William A. Leggett, he made good, was promoted and soon had charge of the cigar department. There for five years he continued. Then in 1907, he transferred his allegiance to R. C. Williams & Co., another big New York wholesale grocery firm. Again, in charge of cigar sales he worked up excellent business and otherwise added to the cheerfulness of the situation for six years. Next, in 1913, he appears on the sales force of the Benito Rovira Co.

It is satisfying to be a salesman for the House of Rovira. The goods are all right. The brands have long established and high reputations. The company is well and favorably known from Coast to Coast. But that is not all. The Roviras themselves, though famous cigar manufacturers, are great salesmen. And they know precisely the difficulties a traveler encounters. Years ago, Benito Rovira was described as one of the ablest cigar salesmen in the United States. His sons, J. B. and H. A., make long trips and come back with fine orders. Most capably they cover big stretches of territory. It is a distinction to travel in such company. It is an honor to be a representative of the Benito Rovira Co.

Weeks calls on the trade in New York State, New Jersey, Pennsylvania, and Ohio. He is making his tour joyfully just now. For he is introducing the reliable El Arabe in a new dress.

FEARFUL OF FAT STEMS

Wisconsin Tobacco Men Are Hoping for Plenty of Indian Summer Days—The Harvest Is Prolonged.

EDGERTON, Wis., October 26.—The week has brought so little weather that would be classed as suitable for the curing of tobacco that growers as well as dealers have commenced to wonder what is likely to be the final outcome of the 1917 crop. The harvest being prolonged until near October, some weeks later than usual, with warm days since so scattering that November will find much of the later tobacco still uncured. If the coming month should give plenty of Indian Summer days, then all right and well. But the average November generally brings heavy freezes that penetrate the interior of the curing barns, and should these overtake us serious damage to the green tobacco will result. The situation, therefore, is not assuring and dealers are fearful there will be plenty of fat stems to contend with later at the delivery of the crop.

Out-of-town buyers continue to frequent the State looking for old stock, unwilling to believe there is little to be found in local warehouses. Another sale of contracts on the 1917 crop is reported by a small dealer.

The shipments out of storage reach 200 cases and three carloads of bundles to all points since last report.—*Edgerton Reporter.*

TOBACCO
· ESTABLISHED · 1886 ·

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, NOVEMBER 1, 1917.

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"CARRY ON"

Not yet, in its entirety can be told the story of the success achieved in securing a great oversubscription of the second Liberty Loan. Not until the figures, showing what was done by millions of Liberty Bond buyers, are completely totalled, will it be shown how splendidly the American people have responded.

Among those who "did nobly" must be numbered thousands of men in the tobacco industry. The showing made by the energetic committee that represented the tobacco trade in Greater New York, is indeed a cause for satisfaction and congratulation.

But, successful as it was, oversubscription of the second Liberty Loan is not all that is required to win the war. Nor, by buying bonds alone, may the every-day American do his whole duty. Manfully, in other ways besides, we should attest our loyalty.

As the war progresses and war conditions add to difficulties, increase expenses and make inconvenience more acute, devotion to our country should cause us to make other sacrifices if need be, to endure privation cheerfully that the United States more quickly and surely may obtain victory.

Patriotism demands more than lip service. The citizen at home should not be less loyal than the soldier on the battlefield.

THE VALUE OF SILVER.

If you should visit Virginia City or the ancient mining camp of Pioche, Nevada, forgotten these thirty years; if you should stroll into Leadville, Colorado, Park City, Utah, or Wallace, Idaho, you will notice that the ineffaceable smile of the mining man has of late approached half an inch nearer to either ear. This extension of the facial contortion denoting satisfaction is due to the fact that silver after forty years is coming into its own again. In September the insatiable demand of five continents caused silver to come so near to 16 to 1 that Colonel Bryan blew the dust off the manuscript of his once famous Cross of Gold speech.

What does the magic formula of twenty years ago mean, anyway?

When you carried a handful of "iron men" in your southeast pocket three years ago, you really did not have as much money as you thought you had. Three years ago bar silver in the open market was worth 50 cents an ounce. The silver dollar in your pocket contained .70 of an ounce of metallic silver. If you had melted down the dollar and sold the metal at the market price, you would have received just 35 cents. To put it in another way, the value of the silver in the dollar had nothing to do with the value of the coin as money; if Uncle Sam had preferred to cut the disc out of iron or printed the magic words on a piece of paper, the exchange value would have been there just the same. When the government put a bar of silver through the mint machinery, it did the same thing as Villa with the little printing press upon which he printed his currency: it decreed that this piece of silver should be worth not thirty-five but one hundred cents, just as the imprint of the United States Treasury makes a piece of paper worth from one to a few hundred dollars.

It was not always thus. In 1792 Congress decreed that 371¼ grains of silver, properly stamped, should be equal in value to a gold dollar containing 24¾ grains of metallic gold. A given quantity of gold was then worth fifteen times as much as the same quantity of silver.

In 1834 silver became more plentiful. Gold on the other hand, did not increase as rapidly as the world's industrial expansion required, hence Congress cheapened silver by making the gold dollar slightly lighter. But silver remained legal tender. Under the law an ounce of coined silver was worth as much as one-sixteenth of an ounce of gold.

Later in the sixties and early in the seventies Nevada, Colorado and Mexico enormously increased their silver output, while the world's gold production fell off. Recognizing the danger in the changed relationship of gold and silver, Congress in 1873 placed the country on a gold basis and demonetized silver. If this step had not been taken, the country by-and-by would have had all silver and no gold money, and the momentous step was justified by the continuous drop in the price of silver from 1873 until 1916. In 1873 an ounce of silver was worth $1.29; in 1915 it brought only 49 cents; in September, 1917 it passed the dollar mark again and it is liable to stay around a dollar an ounce for several years unless the high price and peace stimulate the Mexican production. "And," says the Sunset, "If silver remains high, half a dozen dead silver camps in the West will come to life again."

A "TASTE OF TOBACCO" IN POETRY.

What is patriotic verse that so little of it is poetry? Poetry must intrigue the imagination through the senses. Perhaps the trouble comes, then, from the fact that we never hear, see, taste, or smell "patriotism," "democracy," "liberty," or any of the staples of the too-ambitious poet-patriot. How refreshing to come upon this definition of "love of one's native land":

It is a certain roof under a certain sky,
And the perfume of the dust in the road.
It is the taste of tobacco and the taste of bread,
The shining of leaves, the odor of the wind,
The familiar noises of the village.
It is that which reminds us of our dead
And makes us desire our children.
It is the color of our life,
It is the savor of our songs,
'Tis the sweet folly
Of reaping what we sow,
The absurd passion
Of having what we love. . . .
It is all that we cannot say
And all that we feel
But can translate
Only in singing.

What does this sound like—the patriotism of complaisant conceit or a love of country sharpened by exile, tested by disaster? The above is our own rough version of lines from a recent poem called "L'Amour de la Patrie," by Emile Cammaerts. Emile Cammaerts is a Belgian.—*Collier's.*

Patriotism is not a thing that means proclaiming from the housetop "I am a patriot." The war can never be won by millions of citizens *shouting* their patriotism. Patriotism means active service involving sacrifice.

SINCERE CONGRATULATIONS

To Our Committeemen and Co-Workers:

It is with unmeasured pride that I state that the tobacco industry has acquitted itself in the Liberty Loan campaign just brought to an end in splendid fashion.

Eleventh in the line of American industries in point of trade and commerce, the tobacco industry has fully demonstrated that it is second to none in point of patriotism and fealty to our country.

Having started our compaign with a determination to raise $3,000,000, the quota fairly fixed for our industry according to its commercial size, we exceeded that amount in the first three days of our active work and we have since added nearly $8,000,000, making our total subscriptions $10,800,000, which amount, as compared with the amounts subscribed by industries much larger than ours according to commercial measurement, entitles our industry to a seat of honor among the industries of the Nation.

And it must be remembered that this campaign came to us at a time when the industry was subjected to the severe strain occasioned by the readjustment made necessary by the additional $70,000,000 tax burden imposed upon it by the new Revenue Law. Indeed we may well congratulate ourselves upon the magnificent showing thus made. We may now point with pride to the record made by our industry.

We were all engaged in performing a patriotic duty. Each of us has cheerfully done his bit in response to the Call of the Nation, and no one of us has looked or is looking for any reward, or for any honor or distinction as a result of his labors. The self-satisfaction that we have done our duty to our country will sufficiently compensate us all. But let me at the same time express my genuine gratitude to our Committeemen and to our Captains and Co-Workers, and to each and all of them, for their generous support and co-operation, and for their enthusiastic and untiring labors in making this campaign such a glorious success.

I thank you one and all!

Respectfully yours,

EDWARD WISE, Chairman.

LIBERAL BOND BUYERS

Residents of Cuba Subscribe Fifty Per Cent. More Than the Expected Maximum, and Exceed Porto Rico and Hawaii.

The Republic of Cuba News Bureau announces the Liberty Loan campaign in Cuba resulted in subscriptions from patriotic residents of the island republic in excess of $1,500,000. Both Cuban and American citizens joined enthusiastically in the campaign for the loan, which was conducted from Havana headquarters by Capt. Osgood Smith, Havana and New York attorney, designated by Governor Benjamin Strong of the Second Federal Reserve District to supervise the work. With a Havana committee of Americans and Cubans, organized less than a month ago, Capt. Smith made a canvass of the island republic, and when "Liberty Day" was celebrated on Friday in Havana he was able to assure President Menocal that the million-dollar mark had been passed.

Every bank in Cuba volunteered its services as a depository for loan applications, and the bonds sold ranged in denomination from the small allotment to the Cuban working classes to big subscriptions by "sugar millionaires."

Gratification was expressed at Liberty Loan headquarters here over Cuba's practical sympathy with the cause of her ally. It was pointed out that on returns so far received Cuba's subscription was in excess of that from Porto Rico or Hawaii, though no obligation, save that of patriotic sympathy, attached to any of the Cuban subscribers. Dr. Carlos Manuel de Cespedes, Cuban Minister to the United States, subscribed for $5,000 of the bonds when in New York Wednesday.



MARCELINO PEREZ, JR.

Though recruiting officers rejected him twice, Marcelino Perez, Jr., was determined to serve his country. After going to a hospital to have an operation performed on his nose, he applied again and was enlisted in the Naval Reserve. Numbered among the bluejackets assigned to patrol duty, he made good and was transferred to the U. S. S. *Druid* as Yeoman. Before his ship sailed he was promoted to be chief Yeoman.

Which shows how the youngest son of Marcelino Perez is "doing his bit." Marcelino, Jr., was in Cuba for eight months, in 1916, being sent there to become better acquainted with the cigar and tobacco business. But his personal preference was for newspaper work. Returning to New York, he was on the staff of the Brooklyn *Times* for a while. Later he was in the editorial department of the *Queens County News* at Jamaica, L. I.

But, as soon as war was declared, he was eager to fight for his country.

INSURING U. S. SOLDIERS AND SAILORS.

A division of military and naval insurance of the Bureau of War Risk Insurance has been organized as a part of the Treasury Department and is in active operation. A number of policies on the lives of soldiers have already been issued, aggregating nearly $25,000,000 in insurance. The benefits of the law are available to all of the members of the United States Army, Navy and Nurses' Corps.

A short summary of some of the main features of the law follows:

Premiums for a $10,000 policy begin with $6.30 per month at ages 15, 16, and 17; increase to $6.40 per month for the ages 18, 19 and 20; to $6.50 per month for the ages 21, 22 and 23; to $6.40 per month for the ages of 24 and 25; to $6.70 per month for the ages of 26 and 27; to $6.80 per month for the age of 28; to $6.90 per month for the ages of 29 and 30; to $7 per month for the age of 31, with progressive increases for ages above those given. The minimum amount of insurance that may be taken out is $1,000.

The compulsory allotment to a wife or children, which is separate from the insurance, shall not be less than $15 a month, and shall not exceed one-half of a man's pay. A voluntary allotment, subject to regulations, may be as large as the insured desires, within the limits of his pay.

In addition the government will pay monthly allowances as follows:

Class A.—In the case of a man to his wife (including a former wife divorced) and to his child or children:

(a) If there be a wife but no child, $15.

(b) If there be a wife and one child, $25.

(c) If there be a wife and two children, $32.50, with $5 per month additional for each additional child.

(d) If there be no wife but one child, $5.

(e) If there be no wife but two children, $12.50.

(f) If there be no wife but three children, $20.

(g) If there be no wife but four children, $30, with $5 per month additional for each additional child.

Class B.—In the case of a man or woman, to a grandchild, a parent, brother or sister:

(a) If there be one parent, $10.

(b) If there be two parents, $20.

(c) For each grandchild, brother, sister and additional parent, $5.

In the case of a woman, to a child or children:

(d) If there be one child, $5.

(e) If there be two children, $12.50.

(f) If there be three children, $20.

(g) If there be four children, $30, with $5 per month additional for each additional child.

If the man makes an allotment to certain other dependent relatives the government will also pay them an allowance which may equal the allotment, but this shall not be more than the difference between $50 and the allowance paid to the wife and children.

The increased compensation in case of death runs from a minimum of $20 monthly to a motherless child, or $25 monthly to a childless widow, to a maximum of $75 monthly to a widow and several children. The widowed mother may participate in the compensation.

In case of total disability the monthly compensation runs from a minimum of $30, if the injured man has neither wife nor child living, to a maximum of $75 if he has a wife and three or more children living, with $10 a month extra if he has a widowed mother dependent upon him.

The maximum is enlarged still further, for when the disabled man constantly requires a nurse or attendant $20 monthly may be added. If the disability is due to the loss of both feet, both hands, or total blindness of both eyes, or if he is helpless or permanently bedridden, $100 monthly is granted.

The law contemplates future legislation for re-education and vocational training for the disabled. It gives them full pay and their families the same allowance as for the last month of actual service during the term of re-education.

A DUTCH AND GERMAN AGREEMENT.

WASHINGTON, D. C., October 25.—The Department of Commerce has just received a report to the effect that as a result of a difference between the Dutch Industrial Commission and the German Zentral Einkaufsgesellschaft, concerning the price which Germany should pay for manufactured tobacco, the Dutch Government has prohibited the exportation of this kind of tobacco to Germany.

How the Tobacco Trade Has Been Affected

Figures Showing the Variations in Imports and Exports

WASHINGTON, October 29.—The many ways in which war may affect commerce is, perhaps, nowhere better exemplified than in the tobacco trade. As an illustration: A year ago during the seven months of the calendar year the United States imported $6,782,997 worth of cigar leaf tobacco, of which almost the entire value, or $6,679,707, represented the value of the importations from the Netherlands. This year not only were the total imports for the corresponding period reduced to $4,725,968, but out of that total only $898,567 came from the Netherlands.

During the month of July we imported 1,893,928 pounds of cigar leaf tobacco at $2,254,542, as against 725,433 pounds at $1,090,704 in July, 1916. Of the July importations in 1916 we received 714,790 pounds, valued at $1,071,449, from the Netherlands; during July last the receipts from that source only amounted to 352,211 pounds at $573,834; from Canada, 2,873 pounds at $2,520; from Cuba, 4,122 pounds at $8,217, and from other countries, 1,534,722 pounds at $1,679,971.

The importations of all other leaf tobacco during the month of July amounted to 1,825,073 pounds at $1,154,629, as compared with 3,531,951 pounds at $1,592,698 for July of 1916. For the seven months there was a decrease in quantity from 26,761,568 pounds to 23,657,782 pounds, accompanied with an increase in price from $11,135,094 to $12,543,776. Cuba, the main source of supply, furnished 1,490,838 pounds at $1,047,277 during the month, as compared with 1,872,227 pounds at $1,000,444 in July, 1916.

Our importations of manufactured tobaccos are on the increase. In July, 1916, we imported cigars and cheroots from the Philippines to the amount of 58,129 pounds at $68,335; this year the quantity from that source was 269,091 pounds at $313,118. The importations from other sources, however, decreased from 43,524 pounds at $259,970 to 30,671 pounds at $197,816. The importations of cigarettes from the Philippines amounted to 441 pounds at $392, and from other sources to 1,737 pounds at $4,302, as against 1,820 pounds at $6,519 last year. In all other manufactures there was a decrease for the month from $13,881 to $8,954, and for the seven months from $94,269 to $86,381. The total value of the manufactures of tobacco imported during July was $524,582, as against $348,705 in 1916, and for the seven months there was an increase from $2,846,887 to $4,096,243.

The total exportations of unmanufactured tobacco during the month of July were reported as 19,340,128 pounds at a value of $3,283,310, as against a total of 58,484,708 pounds at $8,270,119 for July of last year. For the seven months there was a decrease from 239,571,360 pounds at $31,130,570 to 129,444,693 pounds at $23,302,574. It is in these exportations that the greatest changes are seen as the result of the present conflict in Europe. For example: Our largest market in July of last year was found in the United Kingdom, which received a total of 32,192,583 pounds at $5,098,107; in July last the exports to that market only totaled 388,580 pounds at $61,810. Denmark, which, in July, 1916, received 1,652,749 pounds, has dropped entirely out of the market, in so far as July of the present year is concerned. France has increased its importations from 4,629,777 pounds at $333,835 to 5,198,604 pounds at $873,810; the exports to Italy have increased from 2,076,539 pounds at $219,816 to 5,323,123 pounds at $917,404; the exports to the Netherlands decreased from 8,601,317 pounds at $959,799 to 1,359,367 pounds at $178,239. The only other country showing importations of over a million pounds was Argentina, with receipts of 1,212,270 pounds at $172,795, as against 1,161,469 pounds at $203,578 in July, 1916.

Other countries showing up with increased importations of unmanufactured leaf during the month of July, as compared with July of last year, include: Norway, from 289,796 pounds at $35,873 to 792,001 pounds at $137,974; Spain, from 833,071 pounds at $71,507 to 962,895 pounds at $128,529; Switzerland, 386,455 pounds at $58,619, against nothing in July of last year; Mexico, from 12,590 pounds at $1,577 to 218,518 pounds at $29,661; other countries, from 370,477 pounds at $49,172 to 524,384 pounds at $78,086.

Decreased exportations, other than those already referred to during the month, include: Portugal, from 794,205 pounds at $84,855 to 589,746 pounds at $151,971; Sweden, from 35,660 pounds at $7,132 to nothing; Canada, from 759,932 pounds at $179,127 to 734,964 pounds at $160,362; China, from 633,643 pounds at $90,276 to 461,272 pounds at $115,939; Hongkong, from 853,257 pounds at $157,768 to 309,139 pounds at $75,302; British West Africa, from 1,288,432 pounds at $172,616 to 605,562 pounds at $99,533, and French Africa, from 370,477 pounds at $48,922 to 273,248 pounds at $43,276. Japan, with receipts of 339,575 pounds at $76,698, and Australia, 1,570,270 pounds at $290,348 in July of last year, are entirely out of the market for July last past.

Our exportations of cigarettes for the month totaled 192,992,000 at $370,521, as against only 69,553,000 at $139,114 in July of last year. For the seven months there was an increase from 1,617,641,000 at $2,731,781 to 3,934,870,000 at $7,557,466. As usual, our largest market was found in China, the receipts by that country amounting for the month to 141,925,000 at $276,360, and for the seven months to 2,962,753,000 at $5,915,739.

During the month of July there were no exportations of stems and trimmings, of which in July, 1916, we exported 514,246 pounds at $16,156.

Exports of cigars and cheroots during the month amounted to 139,000 at $2,376, as against 193,000 at $2,762 in July of last year. The exports of plug tobacco also decreased from 468,374 pounds at $123,185 to 179,784 pounds at $49,519; and of smoking tobacco from 233,693 pounds at $123,828 to 77,177 pounds at $46,783. Of all other grades of manufactured tobaccos there was an increase from $14,931 to $26,187. While the returns for the month, as above shown, display decreases almost all along the line, still the returns for the seven months show very gratifying increases in our export trade. For example, where the exports of cigars and cheroots for the first seven months of 1916 amounted to 882,000 at $16,245, for the seven months of 1917 they reached a total of 1,427,000 at $32,102. Exports of plug tobacco increased from 2,801,494 pounds at $786,332 to 2,899,405 pounds at $819,379, and smoking tobacco from 1,141,682 pounds at $581,742 to 1,208,882 pounds at $679,961. Of all other grades there was a slight decrease, from $297,448 to $296,814.

The total value of the exports of all classes of manufactured tobacco from the United States in July of last year was $403,820; in July last it was $495,386. For the first seven months in 1915 the value reported was $3,858,563; in the seven months of 1916 it had increased to $4,513,848, and in 1917 there was an increase of almost 100 per cent, the reported value being $9,385,722.

WISCONSIN'S SHOWING

A State Experiment in Obtaining Fire Insurance—A Significant Comparison of Costs—Experience Since 1903.

MADISON, Wis., Oct. 29.—Fire insurance companies that have been making a desperate but apparently losing fight to abolish the Wisconsin fund in which the State insures its own buildings have been confronted with a significant comparison of costs.

The fund has been in existence since 1903. In the fourteen years ending January 1 last the fund collected premiums totaling $609,486, and paid out in losses on State property $532,930.

The premiums were collected on a rate which was 60 per cent of that charged by private companies, making a saving to the State in premiums of over $400,000 in addition to the surplus of $26,100 now on hand. The expense of administering the fund for the fourteen years was but $11,467, or less than 2 per cent of the premiums collected.

The expenses and profits of private insurance companies on the fire insurance business of the whole State of Wisconsin for the last ten years are shown to have been approximately 56 per cent of the premiums collected.

DAVIDSON IS CHOSEN

As Metropolitan District Sales Manager for the Benito Rovira Co.—Will Accelerate Sales of El Arabe.

A. M. Davidson, formerly of the sales force of M. Melachrino & Co., is the new metropolitan district sales manager for the Benito Rovira Co. His big work will be to make New Yorkers better acquainted with El Arabe, which reliable brand, long a favorite in many localities, now is offered to the trade in a Connecticut shade-grown wrapper. It comes in three popular sizes. And "the prices are right." On its merits, deserving a bigger distribution in Greater New York, El Arabe is hailed as a winner.

And Davidson has a record as a trade getter. Confident that he can induce many dealers to see how desirable the brand is, Davidson plans to make a campaign worth while in behalf of El Arabe.

That there will be a notable acceleration of El Arabe sales is not doubted by any one who knows Davidson.

NOT AN EXCUSE FOR EXEMPTION.

Ownership of a hotel does not constitute sufficient cause to exempt a man from service in the new National Army, according to a recent ruling of a district draft board at Harrisburg, Pa. The case was that of Abraham Moyer, proprietor of the Mansion House, Watsontown, Pa., who claimed exemption, asserting that his hotel, one of three in the town, is necessary for the welfare of the community. Local citizens, however, objected to the district board, saying that two hotels were enough for the town, and the board refused to exempt Moyer.

The Union News Co., having cigar stand privileges in the stations of the New York Central Railroad and the N. Y., N. H. & Hartford Railroad, increased prices on Royal Nestor cigarettes, Egyptian Straights, St. Leger little cigars, and Between the Acts, from 10 cents to 12 cents, Monday a week ago. The two-cent increase caused some surprise as the average consumer expected the general increase would be one cent. A peculiar feature of the Union News Co. is that they do not sell Lucky Strike cigarettes although they have repeated requests for them.

Detectives are still looking for auto bandits who have committed the boldest hold-up yet in Cleveland, and in which a cigar merchant and his customer were the victims. The merchant was J. T. Martin, 1102 Superior avenue. The robbery occurred early in the evening as the crowds were going into the theatres. The loot amounted to $150, taken from the store, and $140, taken from the customer. T. J. Martin, a brother of the proprietor, entered the store while the robbers were relieving their victims at the point of revolvers, and he, too, lost several articles of value.—*Tobacco News.*

PIPES IN THE MAKING

The manufacturing process which every ipe must go through are many, but they are omparatively simple as seen in the factory f L. & H. Stern Co. In general, the methods ere are representative of pipe manufactur-ig everywhere. Every pipe, from the one nat sells at ten cents to the most expensive, oes through thirty-five different processes efore it leaves the factory. This is not quite s complicated as it seems, for many of the rocesses are very similar, varying only in ome minor detail. All but two or three are one by electrically operated machinery, only he final inspection, some parts of staining nd packing being done by hand. Consider-ig these operations in groups, there are the utting and shaping machines; those that ore the bowls and stem holes; the sand-apering lathes, and the machines for stain-ng and polishing.

The wood comes to the shop cut in rough locks. Twenty-five automatic turning athes, run by electricity, take these blocks nd shape them into bowls of varying sizes nd designs. Then comes the boring of holes or stems. Between thirty-five and forty nachines do this in the Stern factory, all un-ler electric power.

The war has so raised the cost of briar that pipes of this wood are now in the luxury class. There is a big demand, however, for well-colored dark pipe at a moderate price, and to satisfy this market the Stern Com-pany has originated a special staining process. The bowl is subjected to a heating, staining treatment under electrical force, which produces the uneven coloring and tones of briarwood. This process has re-sulted in a pipe, moderate in cost, that has proved its popularity by wide sales.

South Africa, Russia, China, Europe, the entire world enjoys its smoke, and the odds are great that it is through an American-made pipe. From the Stern factory ship-ments go to all quarters of the globe. Freak styles are made up largely for foreign trade: Queer bowls carved in the shape of a man's head, others to represent a pistol or any other fantastic idea. Americans seem more con-servative in their tastes, liking the plain un-adorned bowl best. More than five hundred different style pipes have been made by this one concern at one period or another.

An interesting feature of the Stern fac-tory is its system of keeping the air clear. In this it has shown itself to be heartily in sympathy with a growing number of dust-producing industries which have adopted blower systems of special types recommend-ed by safety experts and organizations whose researches have qualified them to ad-vise to advantage on industrial health meas-ures. Each of the several floors of this progressive establishment is equipped with blowers which absorb the wood dust, draw-ing it up to the roof, where it is stored and sold to a chemical company. By these means the factory is kept clean and healthful, and an otherwise useless product made to yield revenue.

Formerly blowers and all other machines were run by steam power, but recently, after an investigation of costs, a change was made to electricity, the New York Edison Co. sup-plying the current for motors totaling 30 horsepower and 90 incandescents.—*The Edison Monthly.*

The guest of honor at the luncheon given by the Fifth Ave-nue Association at the Biltmore Hotel, October 24



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DR. CARLOS MANUEL DE CESPEDES
Cuban Minister to the United States

How the Trade of Cuba Grows

As reported by *The Americas*, "during the calendar year of 1916 Cuba's total foreign trade amounted to $604,849,629—imports being $248,278,279 and exports $356,571,350."

The total increase of the value of merchandise exported in 1916 over that exported in 1915 is $102,279,000 (28.7 per cent) as will be seen by the following table:

	Value.		Difference in 1916.	
	1915.	1916.	Absolute.	Per Cent.
Raw sugar	$193,477,000	$266,615,000	$73,138,000	27.4
Products derived from its manufacture, molasses, rums, liquors and sweetmeats	4,044,000	8,090,000	4,046,000	50.0
Leaf and stripped tobacco	15,232,000	16,156,000	924,000	5.7
Manufactured cigars, cigarettes, etc.	9,181,000	9,732,000	4,551,000	5.7
Woods, textile fibers, dye woods and tanning woods	888,000	934,000	46,000	4.9
Animals and hides	3,123,000	3,365,000	242,000	7.1
Honey and wax	605,000	702,000	97,000	13.8
Iron, copper, manganese, gold and sulphates	4,259,000	11,399,000	7,140,000	62.6
Sponges, etc.	208,000	256,000	48,000	18.7
Other products	792,000	306,000	486,000	158.8
Re-exportation of foreign goods	751,000	1,070,000	319,000	29.8
Money	18,063,000	34,781,000	16,718,000	48.0
Total	$254,292,000	$356,571,000	$102,279,000	28.7

TOBACCO HOLDINGS

(*Continued from page* 3)

tober 1 were 349,936,059 pounds, as against 268,129,978 pounds on the corresponding date of last year. Maryland shows an increase from 10,644,472 to 18,226,868 pounds. Eastern Ohio (export) from 1,890,371 to 1,939,089. Perique, Louisiana, shows an increase from 360,473 to 404,196. This is, however, below the returns for the corresponding date of 1915, which were 503,022 pounds. Of all other cigar types the returns show 262,705,269 pounds on hand, as compared with 270,275,297 pounds on October 1 of last year. New England tobacco, including Connecticut, shows a slight decrease, from 54,528,973 to 54,040,903; this includes broad leaf, Havana seed and shade grown. New York shows a slight decrease, from 3,989,282 to 3,088,689 pounds. Pennsylvania, which in October 1, 1915, was 105,460,066 pounds, decreased in 1916 to 79,294,496 pounds, and in 1917, on the same date, to 76,502,712 pounds. Ohio was 64,378,753 pounds, as compared with 59,913,485 pounds on October 1, 1916. This, however, is a material decrease from the amount on hand October 1, 1915, which was reported as 74,329,126 pounds. Wisconsin, which on October 1, 1915, showed stock on hand of 78,891,003 pounds, fell to 59,783,228 pounds on October 1 of last year and still further to 53,050,557 pounds on October 1 last. Similar decreases are shown for Georgia and Florida stocks, which on October 1, 1915, were reported as 8,515,339, October 1, 1916, showed 7,697,077, while October 1 last showed 6,298,105 pounds. Porto Rico was reported at 4,842,631, and all other domestic at 502,219 pounds.

In addition to the forgoing the returns show that the quantity of imported types on hand October 1 was 50,672,536 pounds. On October 1 of last year the report showed 58,290,911 pounds, and on the same date in 1915, 63,658,729 pounds.

The Decimal System Is Advantageous

Jos. P. Whitwell, president of the North Star State Tobacco Co., of St. Paul, thus voices a demand for "an efficient American system for marketing American merchandise":

"In these days when the added war tax is forcing manufacturers to make many changes in the size and style of packing their merchandise, and when the government of our country requires the services of so many of our experienced men from our factories and our offices the question of conservation and of efficiency is of necessity brought to the mind of the business man more strongly than at any time in the past. We may safely assume that much of the trouble in the offices of wholesale and retail merchants arises from the fact of a lack of uniformity in prices and method of billing merchandise.

"The tobacco business especially is a striking example of the accuracy of this statement, as is easily made manifest when the statement is made that tobaccos are billed to the wholesale merchant by the manufacturer by the gross at prices ranging from $5.00, $5.25, $5.76, $6.10, $10.90, $11.52, $11.96 and at many intermediate prices per gross and all the way up as high as $20.00, $25,00 and $30.00 per gross, which, while apparently simple in itself, makes an almost insurmountable obstacle in the training of new office help and an absolutely impossible accomplishment even for old and trained help to memorize all prices when it is remembered that while the wholesale merchant buys all such merchandise as smoking tobacco and other package goods by the gross as above stated, he must in turn bill them all out at prices figured by the dozen and the half dozen to the small and the large retail dealer.

"The system of billing merchandise by the gross and the dozen is old, and like many other things, that is its only merit, for it is unscientific and entirely out of accord with our money system.

"How gladly will merchants, both wholesale and retail, welcome the day when units of ten and one hundred will be adopted in the packing of all merchandise, in the quoting of prices and in the preparing of printed price lists.

"At this time when tobacco manufacturers are perforce changing the size and style of their packings and also the prices of all their merchandise may it not be the psychological moment and the wise thing for them to consider the packing of their tobaccos in cartons of ten and twenty packages and in cases of ten cartons? The result is obvious that if I can buy merchandise at a list price of $4.00 per hundred or per case I know immediately, and the merest tyro in billing would know also, that the billing price would be $4.00 per case, 40c. per carton, 4c. per package. Should the price be $6.50 per case, immediately the result is known and that the billing price would be $6.50 per case, 65c. per carton, 6½c. per package and no mental gymnastics would be required or loss of time involved in figuring a gross and dozen system of merchandise into a decimal system of money.

"We have already excellent examples of the desirability of this system in the instance of the P. Lorillard Co. of New York City, who now are billing the well known brand of plug chewing tobacco, "Climax," at 24c. per plug, $2.40 per box of ten plugs, $24.00 for ten boxes or $240.00 for one hundred boxes. Also in the instance of Weyman-Bruton Co., also of New York City, who pack their well known brand of Copenhagen Snuff in rolls or cartons of ten packages to the roll and ten rolls to the case, thereby giving a simple billing price of $400 for one hundred cases, $40.00 for ten cases, $4.00 for one case, 40c. for one roll, 4c. for one package.

"This may seem a small matter to the initiate at the first glance but to the office man the advantage will immediately become apparent. May we not look to some of the larger corporations or up to date tobacco manufacturers who have made their own offices so efficient and effective, to add to the efficiency of the office of every wholesale and retail merchant throughout our entire country, and to pioneer the way of all tobacco manufacturers, into the day when we may see all package tobaccos packed and sold in units of ten and hundred packages, thereby making our merchandising system conform with our money system; also adding our efforts to those of the government for efficiency, economy, standardized merchandise, machinery and system, for by such a system we could reduce office work by at least twenty per cent and enter upon a truly scientific method of marketing our products.

"I do not doubt but that when the benefits of the system adopted by tobacco manufacturers become known it would quickly be the means of inducing manufacturers of all other forms of merchandise to adopt the same system, so that we should quickly see the manufacturers of canned foods quoting a price of $12.50 per hundred, $2.50 per case of twenty cans, $1.25 per half case of ten cans or 12½c. per can, and there would be no loss of time or waste of mental effort or the necessity of looking through innumerable price lists. Following out the same system a little further the merchant would require the farmer or dealer to furnish him eggs packed in containers holding ten eggs and in cases holding ten containers so that a quotation of $6.00 per hundred would immediately convey to the mind of the enquirer that the price of one egg was 6c. and of one container 60c. in the same manner that a quotation from a merchant to a customer today of $6.50 per hundred pounds of sugar conveys instantly to her mind the fact that one pound would cost 6½c. or ten pounds, 65c. What good purpose could possibly be served today if a merchant were to tell his customer that sugar was selling at $9.36 per gross pounds or that she could purchase one dozen pounds for 78c. and how long would he last.

"As one who feels that much good, much economy, much simplicity, much efficiency, and much accuracy and speed can be derived from a system of merchandising based on units ten and one hundred I personally appeal to every tobacco manufacturer to carefully consider and to adopt such a system at this time when so many necessary changes are being made. And in case they approve of this plan I would suggest that every retail and wholesale dealer should take some steps to insure its adoption in this and all other lines of business."

REGARDING THE OUTLOOK

Business along the line is still picking up. The pessimist's prediction that the retailers would not hold out on increased prices is not made so confidently as before. While it is a fact that several dealers in the city are cutting prices, such a condition was expected. But the price cutters are in the minority.

While American manufacturers, with few exceptions, will not get out holiday packings, imported packings will be abundant. An excellent sale on Christmas goods of the imported variety is anticipated.

Manufacturers and salesmen returning from the West and South this week state that conditions are anything but hopeless. That the future holds only good things, is the verdict of the average cigar man. Discussion on increasing the price on cigars is heard. Several large manufacturers have jumped prices on their brands without hesitation. And the retailers and jobbers have accepted the raise without quibbling. There is some talk that dealers in certain districts stated they would prefer smaller sizes rather than an increase in prices. Usually, however, the opinion is that reducing sizes is not the proper way to meet conditions; "raising prices is the only thing to do," many say.

Strikes are still simmering throughout the city. The Cigar Makers' Union is continuing the campaign to organize all New York shop

Prices of tobacco continue to rise. So do the cost of cigar boxes. This is used as strong argument that manufacturers must sen the prices up without delay. "The sooner th better," is the slogan. The average New Yor manufacturer this week could foresee prosper ity. Of course there were a few who looke at the dark side of the situation. But cheerful ness predominated.

INCREASED POSTAGE

Don't forget that increased postage rates on letter and postal cards will go into effect on November 2 The rate on letters, except drop letters, will be thre cents for each ounce, instead of two cents as now Drop letter postage will be two cents. Souvenir posta cards will require a two-cent stamp. The presen Government postal card bearing a one-cent stamp must have a one-cent stamp added.

All letters which do not bear the three-cent stamp will be returned to the writer for an additional cent in case the sender's name is known. If the sender's name is unknown the letter will be dispatched to its destination and the addressee must pay the deficient postage.

Letters addressed for delivery in the following named foreign countries will on and after November 2 be subject to the rate of three cents an ounce instead of two cents: Bahamas, including Fortune Island and Inagua; Canada, Cuba, Barbados, British Guiana, British Honduras, Dominican Republic, Dutch West Indies, including Aruba-Bonaire, Curacoa, Saba, St. Eustatius, and the Dutch part of St. Martin; England, Ireland, Scotland, Wales, Leeward Islands, Mexico, Newfoundland, New Zealand, Panama and Shanghai City, China.

The postage rate on letters for foreign countries other than those named above remains as at present, five cents for the first ounce or fraction thereof, and three cents for each additional ounce or fraction thereof.

Postal cards and post cards, private mailing cards, for all foreign countries will be subject to two-cent postage unless they fulfill the conditions for prints, in which case they will be mailable for one cent each. Cards which bear no more writing or typewriting than is authorized upon printed matter will be subject to the one-cent rate as prints.

WHEN STAMP TAXES BECOME EFFECTIVE.

WASHINGTON, October 29.—Collectors of Internal Revenue have just been notified as follows, relative to the dates on which certain stamp taxes become effective:

"You are advised that Title VIII, Schedule A, Act of October 3, 1917, imposing stamp taxes upon bonds of indebtedness, debentures or certificates of indebtedness, bonds of indemnity and surety, capital stock issues, capital stock sales or transfers, produce sales or exchanges or boards of trade, drafts, checks and promissory notes otherwise than payable at sight or on demand, conveyances, deeds, instruments conveying lands, tenements or other realty, entry of goods at custom house, entry for withdrawal of goods from customs bonded warehouses, passage tickets, proxies, powers of attorney, and parcel post packages, becomes effective on and after December 1, 1917.

"The additional tax of 5 cents per pack upon playing cards, imposed under sub-division 13 of Schedule A, became effective on and after October 4, 1917, but this additional tax attaches only to playing cards manufactured or imported and sold, or removed for sale, on and after that date, and is to be paid by the manufacturers or importers.

"This additional tax does not apply to tax-paid stocks in the hands of wholesale or retail dealers, and such dealers may sell all cards tax-paid at 2 cents under the original Act of August 28, 1894, which they had on hand on October 4, without incurring liability to the additional tax of 5 cents per pack."

World Sugar Production and Consumption

The United States is the world's greatest consumer of sugar, despite the fact that the per capita consumption has decreased about 10 per cent. as the result of the high prices. A compilation by The National City Bank of New York shows that the consumption of sugar in the United States for the fiscal year 1917 was but 82 lbs. per capita, against 89 lbs. in 1914 (the year preceding the war). The total quantity consumed in 1917 was, however, 8½ billion lbs. and we also exported 1¼ billion lbs.., or twenty-five times as much as in the year before the war.

The bank's compilation shows that the world's sugar production is now about 12 per cent. below that of the year preceding the war. Beet sugar production in Europe has fallen 43 per cent., but cane production in the tropics has increased about 25 per cent. The beet sugar of Europe, which was 18½ billion lbs. in the sugar year 1912-13, was but 10½ billion lbs. in 1916-17, and the world cane production, which was a little more than 20 billion lbs. in 1912-13, was over 25 billion lbs. in 1916-17; world production of cane and beet sugar in 1913-14 was 42 billion lbs.; in 1916-17, 37 billion lbs. Beets produced one-half of the world's sugar prior to the war, but in 1916-17 supplied only one-third of the world's total.

In the United States and its Island possessions there has been a rapid increase in production. In every one of the sugar areas under the American flag—Porto Rico, Hawaii, the Philippines, and the cane and beet fields of continental United States—there has been a marked increase, the aggregate product of these areas having grown from about 4 billion lbs. in 1912-13 to practically 5 billions lbs. in 1916-17. The share of our consumption drawn from foreign countries has fallen from 75 per cent. in 1897 (twenty years ago) to 48 per cent. in 1917.

In consumption of sugar the United States stands at the head of the list of the world countries, our total consumption being 8½ billion lbs. in the fiscal year 1917, against approximately 5 billions in Germany, 5 billions in the United Kingdom, and 2 billions in France, the figures for the European countries being those for normal years. Our per capita consumption, however, is less than that of certain other countries, Denmark's consumption being 93 lbs. per capita, England 90, United States 82, Germany 75, Norway and Sweden 60, Netherland 73, France 40, Russia 30, Spain 15 and Italy 10. About 25 per cent. of our consumption is drawn from our own fields, 27 per cent. from our Islands, and 48 per cent. from foreign countries, chiefly Cuba. The value of the sugar entering continental United States was, in the fiscal year 1914, $155,000,000 and in 1917 $348,000,000, the average import price per pound (including that from the Islands) having been, in 1914, 2.3c., and in 1917, 4.6c.

Our exports of sugar have grown very rapidly during the war, having been, in 1914, 50 million lbs., in 1915, 550 millions and in 1917 1,250 million lbs., the value of the exports increasing from less than $2,000 in 1914 to over $77,000,000 in 1917. Of the 1,250 million lbs. exported in 1917, 450 millions went to France, about 150 millions to Great Britain, 50 millions to Italy, 250 millions to neutral Europe and about 150 million lbs. to South America.

The world's chief producers of cane sugar are Cuba, India, Java, the Hawaiian and Philippine Islands, and Porto Rico; and the chief producers of beet sugar are Germany, Russia, Austria-Hungary, France and the United States, Cuba, from which we draw our chief imports, is now the world's largest producer, her crop in the sugar year 1916-17 having been 6,730,000,000 lbs., India 5,882,000,000, Java 3,575,000,000, Hawaii 1,288,000,000 and Porto Rico 1,006,000,000 lbs., while German's beet sugar production in 1913-14 (the latest peace year) was 6,093,000,000, Russia, 3,898,000,000, Austria-Hungary 3,774,000,000, France 1,749,000,000, the United States in 1916-17 1,646,000,000 lbs. of beet sugar and 613,000,000 lbs. of cane.

The world's sugar production, as far as can be statistically stated was in 1870 5,000,000,000 lbs., in 1880 7,000,000,000, in 1890 13,000,000,000, in 1900 20,000,000,000, in 1910 33,000,000,000, in 1914 42,000,000,000 and in 1917 37,000,000,000 lbs., this fall off in 1917 being due to a reduction of product in the beet fields of the European countries at war. Our own consumption has about kept pace with this rapid growth in world production, since we consumed in 1870 23 per cent. of the world's output and in 1917 21 per cent. of the world total.

THE ADVANTAGE OF THE CONSIGNMENT PLAN

Shown by a United States Supreme Court Decision

(*Copyright by Elton J. Buckley.*)

Few business men know, apparently, that the United States Supreme Court has legalized a plan of consigning goods to a buyer instead of selling them outright, which plan leaves the title to the goods in the seller, and permits him to take them back in case the buyer goes into bankruptcy or gets into trouble.

The decision in which this was handed down was Ludvigh vs. Woolen Co., 231 U. S. 522, recently decided. The plan can be best explained by a little history of that case. A manufacturer had a chance to sell a certain dealer, in whom, apparently, he had no confidence. Instead of selling him outright, therefore, he devised a plan which he thought would enable him to play safe. He *consigned* goods to the dealer upon the following arrangement, which I quote from the history of the case:

> Goods were to be consigned to H. & Son, the title of the merchandise, or its proceeds, to remain in the Woolen Co. until fully accounted for, all bills of such consigned goods to be payable to the Woolen Co. and accounts of sales to be rendered to that company at least once a month. The goods shipped were not kept separate from other goods in H. & Co.'s store, but the Woolen Co.'s tags were left on them. The H.'s were also to give security to protect the Woolen Co. from any failure to perform the contract; the profit of the H. firm was to be the difference between the invoice prices and selling prices of the goods; they were to have a trade discount for payment within a certain period, and any increase in profits made by varying the terms of trade was to go to them. The H. Co. was to hold and care for the merchandise as the property of the Woolen Co., the title thereto or proceeds therefrom being vested in the latter company and the merchandise being at all times under its control. The title to the merchandise was to pass directly from the Woolen Co. to the purchaser. The property was to be insured for the benefit and in the name of the Woolen Co. The H. Co. agreed to sell the merchandise to such persons as they thought were of good credit and business standing, collect for same in behalf of the Woolen Co. and immediately pay over to the Woolen Co. any amount so collected, *less* the H. concern's profits. The H. firm guaranteed the payment of all bills by people it had sold to and agreed to pay such bills itself if its customers did not pay them.

In other words, the Woolen Co. shipped the H. firm goods precisely as it would have done had the transaction been one of bargain and sale. The H. concern, doing business under its own name, put them in stock, exactly as if they were its own, and sold them over the counter or through salesmen, exactly as if they were its own. Whether it gave receipts in its own name or the name of the Woolen Co. is not stated. When a bill was paid the H. concern held out the difference between the invoice price to them and its own selling price, and remitted the balance to the Woolen Co.

I would have believed that this scheme was uncertain—very likely turned down by the courts. Yet here is the United States Supreme Court upholding it. Before I tell what that court said about it, let me tell what happened under it.

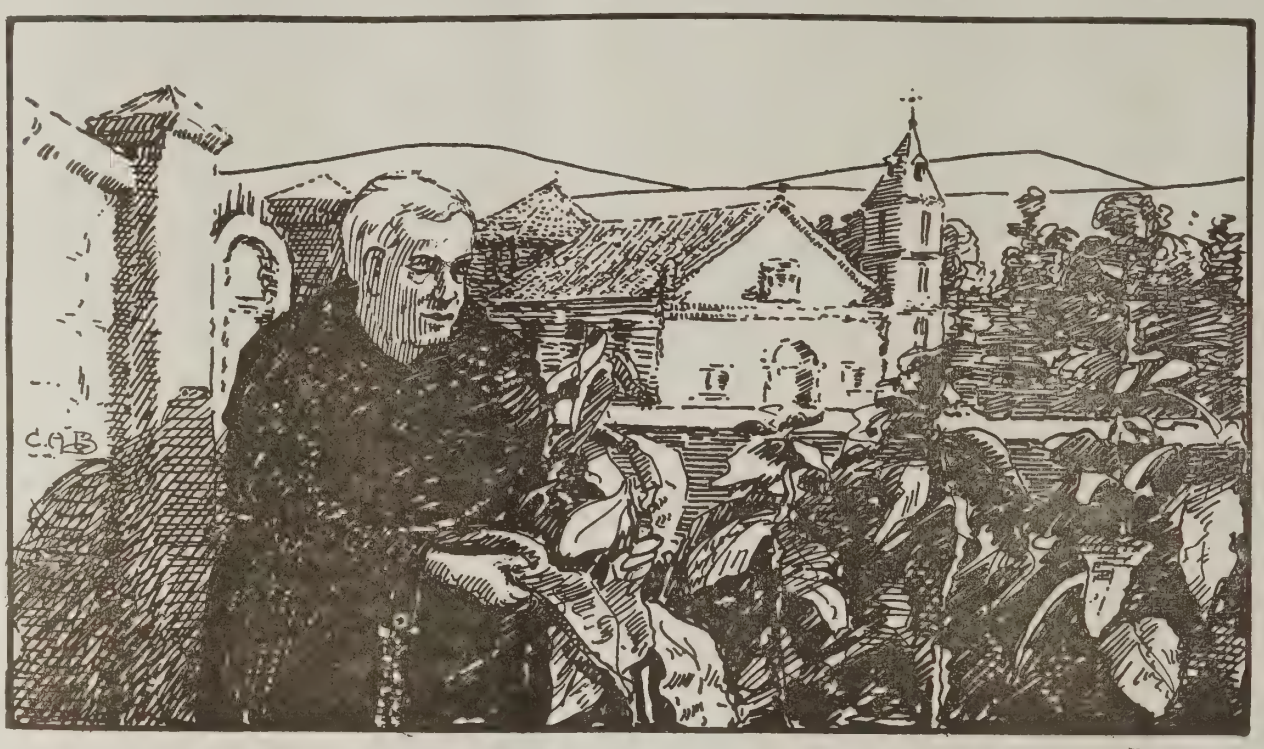
The H. Co. got into difficulties and went into bankruptcy. The Woolen Co. swooped down under its agreement and took back several hundred dollars' worth of goods on the ground that title was still in itself. Suit was begun by the trustee in bankruptcy to get this back, but when the matter got into the Supreme Court, that court said the scheme was legal and the company did not have to give the goods back. This is the core of the Supreme Court's decision:

> We find that the agreement was really one of bailment for the purpose of sale, with the right to return the unsold goods. There is nothing illegal in such contracts when made in good faith. If there are no other circumstances controlling the situation and establishing the fact that this contract was a mere cover for a fraudulent or illegal purpose, there is nothing in its terms operating to transfer the title to the goods of the H. Co. or to prevent the return of those unsold to the Woolen Co., or their being retaken by the latter company if the H. Co. went into bankruptcy.
>
> We are unable to find that the contract was either actually or constructively fraudulent, and hold that it was what it purported to be, a consignment arrangement with the net proceeds to be accounted for to the consignor and with the right to return the unsold goods.

It has been recognized that this almost makes some new law, and I find other cases decided subsequent to it emphasizing very strongly that such agreements must show all the earmarks of the utmost good faith or they will not be upheld. For instance, the United States District Court of New York recently had a case in which a shoe jobber sold a retailer under this scheme. But the retailer did not account for the proceeds, in fact, did not do any of the things which would have established the jobber as the real owner, and when asked for a financial statement he included the "consigned" goods among his assets. Of course, the court held that the whole thing was a subterfuge.

This is really nothing more than appointing a dealer your agent. It is an absolutely safe way of controlling your goods until they reach the consumer, and of safeguarding them not only against the possible bankruptcy of the buyer, but also against the chance that the buyer may cut the price and so upset the trade. A dealer to whom goods are consigned in this way must sell as the consignor dictates. This is respectfully referred to manufacturers who think there is no way in which they can prevent price cutting on their goods.

One particular thing about the man who never "makes good" otherwise is his ability to "trump" up excuses showing why he could not. The man who tells you he will meet you at a certain hour and is not there will see you next day with a blanket of finely woven excuses which would do justice to an attorney attempting to get a new trial.



JOSE GARCIA, A MISSIONARY PRIEST, WAS THE FATHER OF A GREAT INDUSTRY. ABOUT THE TIME OF THE WAR OF REVOLUTION IN AMERICA, A HUNDRED AND THIRTY-FIVE YEARS AGO, HE WAS DEVELOPING PHILIPPINE CIGAR LEAF FROM TOBACCO SEED GATHERED BY HIM AT SAN LUIS, CUBA. FATHER JOSE WAS THE FIRST TOBACCO PLANTER IN THE CAGAYAN VALLEY.

Today there are twenty-two thousand families cultivating tobacco in that wonderful and fertile country, AND THE MANILA FACTORIES ARE SHIPPING CIGARS TO AMERICA AT THE RATE OF TWO HUNDRED AND TWENTY MILLION A YEAR.

American cigar dealers and American cigar smokers like Manila cigars. They are Mild—They Burn Freely—They are Hand-Made.

THERE IS PROFIT IN MANILAS

A complete list of factories and distributers furnished on application

THE MANILA AD AGENCY 546 West 124th St., N. Y.

Watching the Other Fellow in San Francisco

Jobbers Doing Fairly Well—Retailers Having Rather More Than the Usual Trade—Price Advances Have Not Retarded Business—Wm. Cluff Co. Has Excellent Reports to Make Concerning the Valkyrie Brand—Tom Keene and Tom Moore Are Favorites in Nevada.

San Francisco, October 24.—Some of the local jobbers are inclined to think that retailers, to a certain extent, are holding up orders, more or less, with the idea of letting the jobbers carry most of the goods until the operations of the tax law become a little clearer. Some jobbers are also curtailing operations somewhat for the same reason. Most of the wholesale houses on the Coast are, however, reported to be busy, and the retailers are having rather more than the usual Fall trade.

Not a great deal has yet been given out as to publicity campaigns for Fall, and some men in the trade are inclined to think that the present season will not be a very active one in the matter of big promotion movements.

Something like anarchy prevails in the matter of prices. The San Francisco Retail Cigar Dealers' Association cigarette prices are being fairly well adhered to by most of the local dealers, though the big chain store people still work along their own lines. The former five-cent cigars are still all up in the air as to price, though it now seems that all lines costing upwards of $37.50 per thousand will move more or less gradually up into a higher class, while going to the trade below that figure will continue to retail at five cents.

J. S. Miller, of Miller & Hogan, prominent cigar dealers of Reno, Nev., has been visiting in San Francisco this week. He reports that the boom in the mining sections has given Nevada a good start for the Fall.

Rosman & Ichelson have bought out the Giles W. Quarles cigar store at 199 Eddy street.

The cigar business of Ralph Calderwood at 492 Seventh street, Oakland, has been sold to E. D. White, who took possession a few days ago.

A. Mussatti, of the Southern California Cigar Manufacturing Company of Los Angeles, has been in San Francisco this week calling on the local trade.

Ehrman Bros. & Co. have advanced the retail price of Philadelphia Hand Made, Havana Ribbon and Pippin cigars to 6 cents, the additional cent being intended to permit of the maintenance of quality and quantity and at the same time meet the increased cost due to the new tax. Generally speaking, the trade is meeting the new price without complaint, and sales are not expected to be restricted at all on account of the advance.

H. H. Solomon, traveling representative of Ehrman Bros. & Co., San Francisco wholesalers, has just returned from a very successful trip along the California coast counties. He reports that both retailers and consumers in the sections visited are beginning to realize that the advances in prices are a necessity.

I. I. Hess, general western representative of A. Santaella & Co., with headquarters with Ehrman Bros. & Co., in this city, is now in San Francisco visiting the local trade in company with the salesman of Ehrman Bros. & Co.

Fred Peterson, of the city sales force of H. L. Judell & Co., is ill this week, but is expected to be about again in a few days.

"Mannie" Cohen, traveling representative of H. L. Judell & Co., of this city, and W. W. Richardson, factory representative of the General Cigar Co., are out in the Nevada territory visiting the trade and featuring the Tom Keene and Tom Moore cigars. The manufacturers have modified the size of the Tom Moore cigar in order to preserve the quality and at the same time permit the line to go to the consumer at the old established price. Mr. Cohen reports that the Nevada dealers are doing a good business and are accepting the changes following on the new tax law as a necessary part of the "war for democracy."

Milton Glass, of the H. L. Judell & Co. force, is spending the week calling on his trade friends in the various towns of the San Joaquin Valley.

Charles W. McCormick, whose middle name is alleged to be "Webster," the western representative of Y. Pendas & Alvarez, left San Francisco a few days ago for a trip over a good portion of his territory. He is now visiting Sacramento, Stockton and other central California towns, from which section he will go north in a few days for short visits at various points in Oregon, Washington, Idaho, Montana, Utah and Colorado.

Jot C. Wood, of the cigar department of the Wm. Cluff Co., reports that the Valkyrie brand is now repeating in very fine style, while the demand for the El Wadora is improving every day. The department is still short on San Felice cigars, which seem to sell faster than the factory can get them out to this territory.

Cohen & Cox have bought out the wholesale and manufacturing cigar and tobacco business of Mano & Demichelli at Santa Cruz, Cal.

V. L. Harron has opened a live retail cigar and tobacco store at Eureka, Cal., the center of California's redwood lumber district.

J. G. Bartosch, a Redding, Cal., retailer, has been drafted into the United States Army.

Manning & Kahn, at Hartford, tobacco growers and packers, have opened their warehouse at North Main and School streets. The firm expects to pack at least 3,000 cases of tobacco this winter, besides the Shadegrown raised on their own forty-acre plantation this summer.

PHILIPPINE NATIONAL BANK

THIS bank has been primarily established for the facilitation of trade between the United States and the Philippine Islands, and offers exceptional facilities in respect to the negotiation of Bills of Exchange, opening import and export Letters of Credit, transmission of funds, etc.

PHILIPPINE NATIONAL BANK

WOOLWORTH BUILDING

NEW YORK

Up State Dealers Discover the Reason

But a Microscope Assists One to Ascertain a Cigar Man's Profits—What Shows on the Horizon—The Cost of Two Detain and Hinders—When Strawberries Bloom in Texas—A Pound Package Revival—Some Scotch-Irish Sarcasm—Lorillard Christmas Cigarettes—"Going Over the Top" at Albany

New York State Capitol District,
October 29, 1917.

Chu Chin Chow was a romantic robber, with a Diamond Jim Brady taste for things valuable, and with a Jesse James reputation in the acquirement thereof. Three hundred people are required to tell the tale of how Chu Chin perpetually evaded the coolie cop who leaned against the scenery of Chop and Lee streets, Hsucthowfu, on the Pukow Central & Hudson River R. R. And, somewhere back-stage, all doubled up in a keg plainly marked "Nails—Drive Slowly," there you'll find Von Igel and Bolo Pasha, the popular Weber and Fields of the German secret police.

Chin Chow may eventually land in Occoquan, the Washington workhouse where political prisoners like Suffragist Alice Paul is confined on chicken gumbo and chop suey.

But the arrest will not occur until the close of the third act, ladies and gentlemen, so retain your $2.20 seats until the stage manager can arrange a perfectly satisfactory climax!

Capitol District retailers could very easily understudy this Chu Chin Chow stuff without closing their doors to look down the street to the corner of Chop and Lee, where standeth the China-Cop.

Simply recast Chu Chin as the drug trade. Have the mob scene of 300 folk for the customers. Make the chink policeman into the revenue revision. Convert the funny Imperial spies to cigar dealers.

Then stage the whole show right here, where it really and actually is. Keep the jail open, like a cabaret, until it's filled to the roof with Chu Chin Chows.

Because, if you don't do this, Mister Sheriff, the everyday, night and Sunday, all-the-time legit retailers of cigars, cigarettes and tobacco in this saith Capitol District will perish from the earth.

Cut-prices, down to even two per cent. net, are once more rampant, and the trade cannot survive. Don't wait for the curtain.

Ring it again. We-uns an' you-uns have simply got to raise the dough in order to mix the breadstuffs for still another Liberty Loan. And it is now one of the afternoon clock in peaceful Philadelphia. Last Saturday is the day. Market street is the place. While the cast of characters include Charlie Eisenlohr, president; Louie Eisenlohr, vice-president; Harry Dietsch, keeper of the key; R. G. Cunningham, quillman; C. Harry Eimerbrink, boss-of-the-factoree; and James T. Stuart, Esquire, genial guardian of the grips, both gladstonian and chesterfieldian.

Then the plot. What is it? Simply this: "Terms, same as before. Our prices to the retail trade on Cinco cigars will be as follows: londres, $43 per M; conchas and panetelas, $42 per M; retail 6 cents. It is important that you tear off the 5-cent straight flap that is attached to the boxes of the stock you have on hand."

Add this triologue: "These prices were actuated by absolute necessity, and are due entirely to the advanced prices of materials, higher manufacturing costs, and the application of the new war tax."

There's a reason, you see, and this is it: "We fully believe the trade is aware of the fact that for two years past Pennsylvania and Wisconsin and Havana tobaccos have been selling at record high prices, and that the high prices that prevailed on Sumatra were further increased by the unusually high freight rates and war risk insurance. Pennsylvania, Wisconsin, Havana and Sumatra tobaccos (there's the secret Cinco blend, chemists) are now worth double their former prices; therefore, it is apparent that the war tax is only a small factor in our increased costs, and that it is the increased costs of materials, packages, lithographs, etc., that contribute the most toward making this advance a necessity."

So, men, when joyous Jimmy gets in from Syracuse, or somewhere else in York State, give 'im an order for Cincos which will be big enough to prove you approve of the Eisenlohr decision.

In the orchestra was Mischa Elman (just like that!) and Jascha Heifetz (sold out!) who play the hymn of hate to one another on their Russ violins, to the accompaniment of the Nachez version of Vivaldi's G minor concerto, with both organ and piano (*only* the Chickering used).

Therefore, 'twas, the Dearstyne Brothers Tobacco Co., Albany distributors for the Bayuk Brothers, also of Phillie, announced a similar-to-cinco advance upon the Havana Ribbon, making that brand a straight six-cent cigar, too.

Next, came a communique from jobber L. W. Killeen of Schenectady, telling about a $5 or $6 boost on Bolds. This, then, puts the Bobrow Brothers leader in the same six-cent division.

Just so soon as the others get the breeze of this big wind in Ireland the U. S. mints are to discontinue the coinage of five-cent nickels entirely, making the new cigar-coin somewhat like the Turkish piaster.

Now, gentlemen, stop crowding! There'll be a pile of room inside to hear Reinald Werrenrath (seats now) in his famed song recital of Belasco's "Polly with a Past."

By trans-Pacific steamer *Tenyo-Maru,* or some such other just-as-good Jap-Maru boat, Ambassador Fleischmann, of the Metropolitan Tobacco Co., New York, now promises more of those excellent Manila cigars from A-4-26. No, you're wrong. That number and letter combination is *not* the correct figure for Fleischmann's Ford. Neither is it a Louisiana lottery, Plain street policy slip, nor yet the clutch against the time-clock of the First National Bank. Instead, it is merely the factory designation of the Filipino cigar manufacturer who makes three-for-a-dollar Perfectos, same size and shape, and then sells them to retail at six cents.

"They took my inventory sheets at the Revenue Office," chuckled Scott Barton, of the State Capitol cigar stands, "and they looked them over very carefully. Then an extremely busy official informed me I was just exactly 100 cigars short in my addition. For this he demanded a nickel, which I solemnly paid in addition to my listed tax. First time, though, they sent me whiskey blanks to fill out. Now, I don't carry in stock anything more fluid than ink, so the revenue men really should have allowed that nickel toward a six-cent smoke on them for the error."

"This penny business," continued Scott, "is a blame nuisance. Why, half the time, I don't really know, during a rush, just what I am trying to ring up. In a sale including a packet of cigarettes at six cents, a cigar at seven, and a few other items at sixes and sevens, it requires a moment to gather one's thoughts, in order to make the correct addition and change. Yes, business is a trifle off, right now, thought I look for the customary improvement with the convening of the State Legislature in January, my rush season."

Down on Broadway, Albany, in the heart of the United - Arcade - Warner - Bradt and various other cigar and drug house cut-price retailers, J. F. O'Donnell, the cafe man, right opposite the Union Station, has this sign on his window: "All cigars, tobaccos and cigarettes at the old prices." But, really now, could a feller enter a place like O'Donnell's without at least spending another nickel or dime, quarter or half, dollar or more, for a little liquid to quench that awful thirst, suddenly acquired through the sight of full bottles and things?

All this talk about labor and hired help shortage is more or less true, no doubt. Still, there's a way to solve it. Like this: Ask Shaxby. Yes, ask Manager C. J. Shaxby of the J. W. Stevens sto Broadway and State, Albany. He'll tell you h Frederick and Charles, junior, help out once i while to relieve the pressure of the overhead ru For both his boys are now old enough to be considerable use around the establishment, so A sistant John Friendt can now hooverize his effo to correspond with the service so cheerfully r dered by the younger Shaxbys.

"How are things in New York?" asked a dea the other day of a returning friend. "Oh," repl the chap, "everything is bad, very, very bad. Wh the subway's in a hole, the Brooklyn Bridge suspended, and even the elevated is up in the a It's awful."

On the fence-boards roundabout were numero faded cloth and card signs announcing "The Gre Cambridge Fair—Don't Fail to See It." But W ter Branche didn't want to see last season's fa He had stopped his Packer's Tar (really co positor, that should be Packard Car—you kno better than that!), and was looking up and dow the road, over and across the fluttering fields, f Cambridge.

Nothing in view, darn it, except yonder Holstei scratching her nigh horn with her not-so-nigh hoo And the green grass grew all around, all aroun

Here, then, was Walter with a full cargo of Ha sel & Gretel, R-B and Bulletin cigars, cast awa on a desert macadam in Northern New York. N a soul upon the horizon—nor a sale in sight.

So Walt manned the capstan bar, gaver 'er thr bells, perhaps four, and backed 'er down the strea a bit where the boat could be turned with its pro toward the port of Albany.

But this was not to be. For the shades of nigh were falling fast, falling fast, and down the ba a point to winnard Walt sighted a red glim t port.

"Ahoy! Ahoy, thar, ye lubber!" roared Captin Branche. "Whar's th' clostust dry-dock?"

"Be yer lookin' fer er garbage?" innocently i quired a voice from the Stafford-Carter night c fluid black. "Fer, ef ye be," concluded the invisibl graphophone, "this be it."

"Allah be praised," sighed Walter, "and kee this steamer in your woodshed until I get back i the morning. I've got to get to Albany tonight— where's the railroad station?"

And that's how Walter Branche got back t Albany and the offices of the Branche Cigar Co Orange and Chapel streets—via R. R.

Then, next morning, Walter started for the los Cambridge once more—via R. R. But when h arrived at the station on Broadway the only trai has just gone. Two Detain & Hinders a day ar all that nine per centum outfit can afford to operat right now, so Walter waits.

For all we know the six holes in Walt's rubbe left heel are still impressed in the ground at th Albany station, awaiting the announcer's shout tha the detour signs have been removed, and that th road is again open at the throttle for full spee ahead to the Cambridge garage—and some sales o sensible segars.

"Look! I say, Pat, look!" exclaimed an enrap tured visitor to a workman at Niagara Falls. "Se what a mighty rush of water is pouring over tha rock!"

"Shure," answered Pat, as he spat on his hand for another heave with the pick, "an' whut's t sthop ut?"

Some such attitude as this is visible in the trad over the cigarette situation. Nearly every retaile has advanced prices to meet *not only* the increase tax, but also to cover the recent rapid strides i the expense of business operation.

So the Visitor-to-the-Falls may be compared t the big manufacturer, who sees the immense ciga rette output and the beauties thereof. While, Pa the retailer, is more matter of fact in his job o the firing line, and he cannot see why, just at pres ent, some of the big factory chaps are endeavorin to hold cigarette prices down to the old unprofit able basis.

Especially so when the well-known items of cou pon and match graft fall more heavily upon ciga

(*Continued on page* 34)

Made by STANDARD TOBACCO Co Richmond Va.

OSTERLOH'S $ MIXTURE

¼ lb. for a Quarter

A few years ago Osterloh made a certain blend of pipe tobacco all for himself.

Next, as a favor, he made it for a friend.

First thing he knew, he was making it for his friend's friends.

And then the friends of his friend's friends demanded it.

Finally, he found he had a big business in his **Osterloh's $ Mixture.**

Now you, Mr. Dealer, want to sell tobacco on which repeat sales are big.

Any tobacco that will grow in public favor as **Osterloh's $ Mixture** has grown right from the beginning is the kind of tobacco you ought to carry—***and push***.

There are ***big sales*** and ***big profits*** in **Osterloh's $ Mixture**—and that is what you want.

Display **Osterloh's $ Mixture** in your window, and push it across the counter.

STANDARD TOBACCO CO.

1790 Broadway, New York

A. Osterloh Jr.

Pessimists Get the Ha! Ha! in Omaha

The Cigar Business There Reflects Prosperity—Distributors That Cover Much Territory—Retail Trade Is Good and Many Brands Are Competing for Favor—Mozarts Especially Well Displayed—Many Dealers Feature Muriels—Cigarette Sales Are Banned in Nebraska.

OMAHA, October 25.—The cigar and tobacco trade of this hustling Western city is going along in great shape. Heavily advertised brands have the call. As a cigar distributing center Omaha is one of the largest in the Middle West. Here are located many big jobbing houses who cover a large field, and who employ hundreds of salesmen. Once you "hit" it lucky and land your line with one of these houses you are sure of an immense business. The retail trade is in good condition and, while prices now run into the odd cents, nobody has a kick to register.

Bexten's Pharmacy at 12th and Dodge streets is doing well with Muriels. A big display of this brand occupies their window at present.

H. Beselin & Sons, who run two retail stores and do a jobbing business, are boosting Beselin's Trade Mark, a 5-cent cigar. They also feature the E. P., of E. Popper & Co., in the 10-cent and 2-for-25-cent sizes.

La Truda, made by the Havencia Cigar Co. and distributed by the Tracy Bros. Co., has a large sale in Omaha.

The American Products Co., having N. Mantell, a widely known Omaha cigar man as manager of the cigar department, is now located in the new building at 12th and Dodge streets. They feature Santa Rey and Travelers in 5-cent cigars and a full line of El Svirah and Cyro in the better goods. A force of cigar salesmen covers Omaha and the surrounding territory.

The Sherman & McConnell Drug Co.'s three-story warehouse at 506 South 12th street suffered a serious fire loss a few days ago. The estimated loss was about $100,000. Sherman & McConnell Drug Co. operate a chain of retail drug stores.

The Topeka branch of Women's Foreign Missionary Society, which held its annual convention in Omaha last week, passed a resolution urging President Wilson to do all in his power against permitting the use of tobacco in any form by soldiers.

F. C. Swanson, a former cigarette salesman, who has been working the Chicago territory for several years past, is now located in Omaha. Swanson is now in the advertising line.

The City National Cigar Co. is playing strong on Muriels.

Omaha can boast of an exclusive wholesale pipe house. The Omaha Pipe Co. is its name and it does a large jobbing business besides conducting a large pipe repair hospital.

Surely every dealer carries Herbert Tareyton tobacco made by Falk. It is some seller on this market.

At the Unti-Docekal Drug Co.'s store one notices two very large electric signs that bear the ads. of Palo and La Instructora cigars.

"Send us some American tobacco, old boy, if you love me; the makings are 30 cents a package and very hard to get at that price," writes a lad from France. We sent Sammy over there, and it's up to us "tobac'em," says the Omaha *World-Herald*, which is collecting smokes for the boys on the other side. They have decorated barrels in all the leading hotels and stores that receive tobacco and cigarettes donated. These barrels have been emptied many times since the fund was started and Omaha has more than done her share to make the boys happy.

The World-Herald Building cigar store carries a full line of Juan de Fuca cigars made by the Morgan Cigar Co.

Frank Bandle, the 15th street cigarist, has his store front all painted up on Palo and El Paxos. Muriels are on display in his window.

Little Vega del Rey in packages of 10 for 15 cents and 10 for 25 cents are seen in all the cases in the downtown stores. Al Koru makes this territory for S. Furgatch & Co.

The Merritt Drug Co.'s store No. 1 has an attractive Muriel showing.

Barkalow Bros. News Co.'s store, at 16th and Farnum, makes as leaders the Pinzon, of M. Perez & Co., and their own private brand Fontenella made in bond by Francisco Arango, of Tampa. They also carry in stock many other popular brands.

Lucius, of the Ryan & Raphael Cigar Co., Chicago, and made by Corral-Wodiska, of Tampa, has a steady sale.

La Saramita, made by the Shields-Wertheim Co., is very popular locally.

Harry L. Harris, of the Harris-Schwarz Co., makers of Romeo-Garcia mild Havanas, called on their distributors, Mantell & Co.

Velvet tobacco is going bigger than ever. Large ads. on this well-known brand of smoking are appearing in all the daily papers.

S. Palo is recommended by a lot of Omaha dealers. Palos are mild Havanas and take well.

Harry Alces, representing Charles S. Morris & Co., gave the trade the "once over." La Integridads are sold by some of the best dealers.

The Jacobs-Lee Drug Co. is showing some very neat El Roi Tan glass signs on the fronts of their store. Roi Tans are one of the big sellers with this firm.

At the several stores of the Sherman & McConnell Drug Co. large displays are seen of Black and White cigars, tobacco and Cigarros in packages of ten.

Prince Hamlets are handled here by the Richardson Drug Co. Jos. Carlisle, the general factory representative, was in town and went over matters of importance with the distributors.

The Crystal Candy Co. is concentrating efforts on Muriels.

Look at the line carried at the Fontenelle cigar department—Pinzon, Aplomo, Juan de Fuca, Garcia & Vega, Kingdale, Valkyrie, Cuesta Rey, Pan-Arau, Jose Vila, Vega Del Rey, Admirations, LaIntegridad, Muriels, Mozarts and Fontenelle. These brands are carried in many sizes. A fine business is done at this stand.

Fred Bailey, representing M. Perez & Co., "came to town" to call on Barkalow Bros. News Co., who handle Pinzon brand. Fred left with a fat order.

On all the billboards one sees Bull Durham, the makings of the nation. B. D. is the leading 15-cent seller here.

If ever a cigar dealer was featured in all of the cigar stores of any size the Mozart has to be given the prize. Every cigar and drug store window in downtown Omaha has large displays of this brand in the windows. You can't turn your head but what you see one of these Mozart displays. Great work has been done on this brand by the distributors, and today it is one of the leading sellers.

Al Korn has placed his Lord Romeo 5-cent cigar in several places. They are made by the Kraus Cigar Co., of New York.

San Alto, of the San Alto Cigar Co., Chicago, are seen in some of the cigar cases.

The Sachs Cigar Co., on Farnum street, distribute El Rushco, Lozanos and Muriels. They do a good business and operate an up-to-date store. Sachs used to represent Best & Russell Co. in the State of Iowa.

Moritz Meyer, one of the best-known cigar men in Omaha, is building up a fine box business. He features the El Sirrah brand made by Harris-Schwarz Co., of New York.

La Preferencia is sold by everybody. Its sale holds up remarkably well.

Tom Keenes and Lawrence Barretts are steppin along in great shape with the dealers. The Perego & Moore Co., of Council Bluffs, Iowa, and Omah control the sale in this territory.

Denbys are "it" with Paxton & Gallager. The simply can't get enough Denbys to supply th demand. This is one of the largest cigar an grocery houses in the Middle West and have fo many years been a big factor in the cigar trade.

Chancellors keep up with all the leading seller Niles & Moser are the distributors.

It seems funny to hit a town the size of Omah and not see in the windows any of those wonder ful cigarette displays you see around the U. S. A You don't even see the cigarettes in the cigar cases No sir, it's against the law to handle cigarette in Nebraska, and most of the trade "are" living up to the law.

The new Conant Hotel, being erected on 16th street, will be modern in every respect and will contain 250 rooms all with bath or shower. It is reported that the cigar stand has already been let out to one of Omaha's leading cigar firms.

The Beaton Drug Co., 15th and Farnum, have two large electric signs over the front of their store. One features Muriel, the other Jose Loveras.

Dropping in to the Paxton Hotel, in its time the finest hotel in the Middle West, we find their cigar stand as big as ever and business rushing. Their line includes such well-known brands as Van Dyck, Ruy Lopez, Dulce, Garcia Grande, La Integridad, Muriel, Solace, La Venga, San Martin and Leon, Jose Lovera, Cuesta Rey, Jose Vila, Cortez, Pancho Arango and Sanchez & Hayas. These are only a few. They have other well-known cigars.

The United is featuring the Ricoro 7 and 8-cent size quite strongly at present.

John's Cigar Store features that old stand-by Tadema, one of the best clear Havanas made. In one of their windows is a Girard display, while the other shows a fine assortment of W. D. C. pipes.

Tracy Bros. Co., numbered among Omaha's leading jobbers, is doing a big business on the Te-Be-Ce, their leading 5-cent brand. Every dealer in town carries them.

At the three McVittie stores the Masterpiece and Castellano cigars and Frank's pipes and holders are on display in all the show windows.

Phelps Cigar Co., on Farnum street, carries a big line. Lozanos, El Sirrah and Mozarts are shown in many sizes in their show cases.

Imperialette little cigars in packages are placed with all the trade. They are made by S. Monday & Sons.

Wm. Waldman, the genial representative of Pancho Arango Cia., Tampa, got a big order from Barkalow Bros. News Co. on his recent visit here. He makes the Fontenelle clear Havana made in bond. He also placed his Virginia Lee mild Havanas in many sizes with the Barkalow company.

The Mosher Cigar Co., which distribute the San Martin, Leon and Sarzedas lines for Omaha, are introducing Jose Pinero 5-cent cigar made by Halpern & Walters, of Philadelphia. For a limited time to quickly introduce Jose Pinero, they are selling them five for 20 cents in their retail stores.

Y. B. of Yocum Bros. and La Azora of Lilienfield Bros. have many friends among the Omaha smokers.

Getten & Wickham have a finely appointed store on Farnum street near 14th. They do a large business on the Idolita 5-cent cigar from Jose Escalante Co., Tampa. El Marvelo, from Minden & Davis, are displayed in their window, as well as the little cigars made by S. Monday & Sons.

M. F. Montgomery, city salesman for the Kuhles & Stock Co., of St. Paul, knows what it means to have a surgeon bore into his leg and chip out some of the bone. He underwent such an operation several weeks ago, and as a result is still at home, "wearing" crutches. He may be able to hobble down town by November 1, but is not expected to resume work before the middle of the month.





HOW do you know it's apple season ?

"Your Nose Knows"

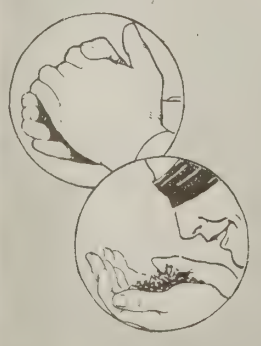
By the appealing *Fragrance* of ripened fruit. Nature labels her most particular products with *pure fragrance*—to guide you to her best. Sight, sound, taste, touch, often deceive—pure fragrance *never*. Depend upon it. Trust it—"Your Nose Knows." The *pure fragrance* of a fine tobacco is Nature's infallible guarantee of smoke satisfaction—a guarantee to *you* personally, and—"Your Nose Knows."

Such a guarantee you will find in

Tuxedo

The Perfect Tobacco

Blue Grass sunshine and the soil of old Kentucky give the blended Burley leaves of Tuxedo that rich, *pure fragrance* which is so appealing, so satisfying. There is no fragrance like it—"Your Nose Knows."



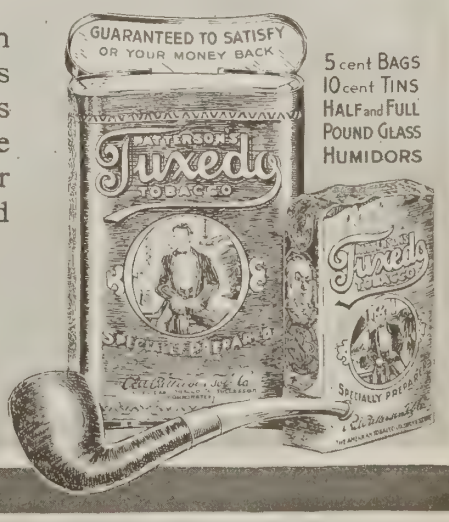
Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.

INCORPORATED



Would a Cigarette Kill a Chicago Alderman?

An Intimation That It Might—Despite Warnings Given by the "Antis" Windy City Solons Continue to Smoke—Saloonkeepers Not Prospering—Cigar Dealers Are Accepting "Odd Cents"—And Any Other Good Money That Is Offered—Salesmen Find Trade a Bit Better.

CHICAGO, October 27.—Beware!

"They'll kill you, sure as shooting," said Lucy Page Gaston, superintendent of the Anti-Cigarette League of America, to Alderman Smith and his cigarette-smoking colleagues on the council license committee at its recent session. "About 90 per cent. of the council, including the Mayor, smoke cigarettes," declared Alderman Smith. Miss Gaston hesitated only a moment before declaring: "Five cigarettes have as harmful an effect as a pipeful of opium. They're doped and you're doomed!" Lucy cried. So the city fathers are going to make their respective wills and consult an undertaker. Meantime the postponed action on two ordinances, one providing for the prorating of cigarette license fees and the other regulating the sale of cigarettes within 600 feet of a schoolhouse. License time will soon be around again (January 1), and it is hinted around that the dealers will be expected to pay more than they have done in the past.

Chicago is face to face with war rations. Federal Food Administrator Hoover has ordered every Wednesday shall be a wheat-less day in hotels and restaurants and every Tuesday shall be a meatless day in all public eating places. Chicago stores have limited the sale of sugar to two pounds a week for each family.

The aristocratic cigar store of Julius Marks at 3044 Sheridan Road was raided by the police the other day. "Just a quiet little game of poker was going on." Gossip says the "raiders were fixed" for $40. It leaked out some way and several police officers have been suspended.

Some big saloons are beginning "to hit the rocks." The swell "Colonel" bar at 127 North Clark street has gone into bankruptcy. The war, the falling off of trade due to young men being drafted, the fall of whiskey and the *rise* thereof, these are the contributing causes; and listen—$51 is owed for "sausages and free lunch." The liabilities of the proprietors, Michael Michaelson and Charles Lund, are about $50,000, and the assets about $8,000. The "Colonel" was one of the largest saloons in Chicago. The cigar houses got hit hard.

Charlie Isett, formerly with the Best & Russell Co., here, is doing well as manager of the firm's retail stores in St. Paul and Minneapolis. Charlie is going to pay Chicago a visit after the holidays.

"Spillman Mixture," which has been the leading high grade offering of E. Hoffman & Co. for many years, still keeps up in sale. This well-known brand has a distribution all over the United States. E. Hoffman & Co. manufacture this and various other brands.

Richard, better known as "Dick," Condon, the genial representative in Chicago for Lilienfield Bros., holds the honor of being the oldest cigar salesman in Chicago. Dick goes on selling millions of La Azora and Corina cigars each year and has done much to promote the sale of these brands. Condon is good for several years yet as he is now in the prime of life.

At the Mallers building cigar stands the brands of Ruhstrat, Cowley Co. are featured. George Long, the owner, is a well-known cigar man, having managed this store for many years for the Dolan Cigar Co.

They're going to change the name of the German Hospital (one of our largest) to the General. General who?

Billy Waldman is back from a short trip to Kansas City, where he went to land Fred Lederman. He "copped" an opening order for 35,000 Pancho Arango in the finer sizes.

The Personal Christmas box of Pall Mall cigarettes is on display in many windows. It retails for $15.

Steele-Wedeles Co., the distributors of Charles the Great, are placing this brand in a lot of new spots. Wm. Rosenfeld, of the factory, got one order in September from this house for 160,000 Charles the Great.

Leopold & Mergentheim, the "exclusive box trade house," has already booked several very fine orders on special Christmas sizes. October has been the biggest month in the firm's history.

Al Korn covered the trade last week. He sold some new packages of little cigars made by Kraus & Co., of New York.

Fine displays seen in the loop during the past week were: Harmon Cigar Co., San Alto; Best & Russell stores, Robert Burns; Dolan Segar Shop, Henry Irvings; Lilienfeld Bros., Corina; Borland Cigar Store, Club Quality and Albrituna; A. Weiss & Co., Lozano and Admiration; Couthoui Graham Courtney; Spéctor Bros., Val Roma; J. P. Stewart, Antonellas; Clayton's Seidenbergs No. 26; Marco Cigar Co., San Alto; Breitung's chain, Henry Weaver; Ed Kirsch, Corina; Lee Perkins, Perla Del Mar; Schoemaker & Co., Gato and Romeo Garcia Club Life; Schermerhorn, Inc., chain Harvesters.

Walter Fleckles, the San Felice king, has returned to his Chicago headquarters.

The Schermerhorn, Inc., chain of stores are now offering to their trade Garcia Superiors mild Havana cigars. They are carried in a number of sizes.

Fred Charles, a well-known cigar salesman, called recently with his new shade-grown line.

Roman Dobler, the Park & Tilford man, has returned to Chicago headquarters, after a very successful trip through Iowa and Wisconsin. He booked a great many orders and opened several new accounts.

Harry Oppenheimer, the head of the Oppenheimer Cigar Co., of Saginaw, Mich., spent three days here on a buying trip. Harry is a big stockholder in a company that is building a big hotel in Saginaw and was here letting contracts.

A big showing of Americus mild Havanas was made at the Hotel Sherman last week. They are selling very well.

Joe Ostheimer, manager for Bernstein & Schey, has returned from a visit to his old home in Greenville, Ohio. Romeo-Garcia is going big with this firm.

Fred Oakes, representing the E. H. Gato cigar, is back, after a trip to St. Louis and other southern points.

The Clayton Cigar Co. has added the Lucella brand of R. Gaugemi & Co. L. Altman closed this deal. Lucellas now are on sale in all five of the Clayton loop stores.

The Consumers' Cigar Stores Co. has leased for a term of years the corner store in the Machinery Hall building at the corner of Washington and Clinton streets, at an annual rental of $2,100.

Grommes & Elson, makers of Ben Bey and Robert Bacon cigars, are out, with a new price. Their 10-cent sizes are now listed at $73 per thousand, less the cash discount. Included in this price is the new revenue tax. When bought in lots of 1,000 or more a quantity discount of $3 per thousand is given.

Charles B. Eisle, who was arrested some time ago on complaint of Florence Couthoui, charged with embezzling $5,128.27 while manager of the F. Couthoui & Co. store, at 15 South La Salle street, was acquitted of the charge last week after a trial before Judge Sullivan.

The Best & Russell Co. branch of the General Cigar Co. has renewed the lease on the corner store in the Goddard building, Wabash and Monroe streets, at an annual rental of $6,000.

Chicagoans will not eat "pony steak," at least not if they know it. The proposition by Alder Hazen to put through an ordinance permitting the sale of horse meat in Chicago was "placed on file" by the health committee of the City Council, "on file" meaning permanent legislative cold storage. George Bennett wants to know, "How about mule meat?" He says *there's a lot of kick in it.*

The Rookery building store of Albert Breitung's chain is doing a big business these days. Here is found the finest assortment of high-priced tobaccos and cigarettes in town. La Venda clear Havana gars lead all others. La Espancia, a fine seed Havana cigar made in Philadelphia, is selling w so is the queen shape of Bouquet de Romeo Garcia Harris-Schwarz Co.

Camp's Royal Blend, a 10 for 20 cents cigar made by the Camp Cigarette Co., is a new offering the cigarette line.

Walter Lewis, who loops the loop for the P. Lo lard Co., says the increase in sales of Murads in 1 over 1915 amounted to 65 per cent.

Eugene Kun, cigar manager for A. Weiss & C 176 West Adams street, has added the La Vello ci in 10 sizes. La Vello is made by the Lord Bur Cigar Co., Chicago.

The I. A. C. cigar, made by Garcia & Vega, is s the big seller at the Illinois Athletic Club.

La Fendrich 10-cent and Little Fendrich 5-cent gars are taking well with Ruhstrat-Cowley Co.'s tra These brands are made by H. Fendrich, of Evansvi Ind., makers of the Chas. Denby cigar, which is big seller here and which is also distributed by Ruhstrat-Cowley Co.

Wm. A. Vorhauer Co., 319 Wells street, is goi big on S. & W., a Detroit-made cigar that has a lar following with the local trade. Dawn, made by S Mayer, of Philadelphia, is another 5-cent leader the house of Vorhauer. In high grade cigars, F de Bolano, made by Grommes & Elson, is Vorhaue best bet and is a ready seller wherever placed.

H. L. H.

A SUFFRAGE ARGUMENT

Presented to the Independent Retailers—Gompers Reports the Formation of Two New Associations —A Ball Planned.

The Independent Retailers' Tobacconists' Association "went" suffrage at the meeting Thursd evening at Terrace Garden. Miss Rita Kissen, suffrage speaker, had the undivided attention of t members while she argued eloquently for vot for women. The applause that greeted her spee was indicative of the sentiment of the Retail T bacconists' Association. She convinced the deale and most of them went home supporters of t "cause."

The meeting was opened at 8.30 o'clock by Pre dent Gompers. About thirty members were pre ent. The routine business was transacted, includi the reading of the report of the law committee, H. H. Hunter. The report stated the coupon w being licked. The dues were increased from $1 year to $3. The opinion generally expressed w the move was a wise one. As some one said "When a retailer joins the organization and fin the dues are one dollar, he is apt to forget attend meetings but when he pays three dollars, makes him feel he should get something out of and he should."

President Gompers announced that he had acte as chairman for two new retail associations forme two weeks ago in the Cypress Hills and Bay Ridg sections of Brooklyn. President Gompers state that both organizations had secured many men bers, and he predicted a great future for ther Mr. Gompers also made another appeal for t members to do their part by purchasing Liber Bonds.

F. D. Ware, of Richmond, Va., was a visitor the meeting. He is now connected with the Pate son Bros. Tobacco Co., manufacturer of Bare K cigarettes and other brands. A representative the local confectioners' association also was prese to discuss the coupon situation. He explained th the confectioners and candy manufacturers are i terested in the fight being waged against th coupon by the retailers' association, because of th possibility of the Loft interests being purchased b the United.

It was voted at this meeting to hold the annu ball of the association on February 24, at Terrac Garden. The meeting adjourned at 11 p. m.

Internal revenue taxes were paid last year o 164,665,246 gallons of distilled spirits, the ta amounting to $186,563,055.

Trade of the United States With the Dutch East Indies

The suggestion that a number of the Dutch ships now lying idle in the harbor of New York may be assigned to the carrying on of trade between the Dutch East Indies and the United States, is of special interest at this time when the trade of this country with these islands is by far the largest in the history of our commerce. A compilation by The National City Bank of New York shows that the trade of the United States with the Dutch East Indies in the fiscal year 1917 was more than that of the five years preceding the war. Imports from the islands in the fiscal year 1914, all of which preceded the war, were but $5,234,000, but jumped to $9,246,000 in 1915; $27,717,000 in 1916; and $52,011,000 in 1917. Exports from the United States to the Dutch East Indies which were in 1914 $3,767,000, advanced to $7,401,000 in 1916 and $2,191,000 in 1917. Thus our trade with the islands in 1917 was nine times as great as that of 1914, the fiscal year immediately preceding the war.

This large increase, while due in some degree to the disarrangement of transportation facilities between these islands and the Netherlands, to which most of their exports were usually sent for distribution to other parts of the world, and from which their imports were chiefly drawn, is also due in part to increased demands by the United States for their principal products.

Of India rubber, of which our total imports last year were nearly three times as great as in the year before the war, we took from the Dutch East Indies in 1917, 45,000,000 pounds against 463,000 pounds in 1914, or nearly ten times as much in 1917 as in 1914. Of hides and skins, for which we are ransacking the world, the imports from the Netherlands' Indies were 8,000,000 pounds in 1917, against less than 500,000 pounds in 1914. Of tin, of which our 1916 imports were the largest in the history of the trade, the total coming direct from the Dutch East Indies was 14,000,000 pounds, against but 56,000 pounds from those islands in 1914, and 826,000 pounds from Netherlands. Of cacao, we took from the islands in 1916, 831,000 pounds, against 124,000 pounds in 1914; of cocoanut oil in 1916, 3,519,000 pounds, against 407,000 pounds in 1915, and none in 1914; of pepper in 1916, 15,778,000 pounds, and in 1914 but 1,295,000; of kapoc, the new vegetable fiber, about one million dollars' worth in 1916, against about one-third of that sum in 1914. The largest item in the increase of imports from the islands was rubber, of which the value in 1917 was $27,240,000, against $286,000 in 1914, or practically ten times as much in both quantity and value in 1917 as in 1914. In a few articles, notably coffee and leaf tobacco, the quantity from the islands in 1917 was slightly less than in 1914. Until the present year Sumatra and Java tobacco, largely used in the United States, reached this country by way of Holland. Figures showing direct tobacco importations from the Dutch East Indies as yet are unpublished.

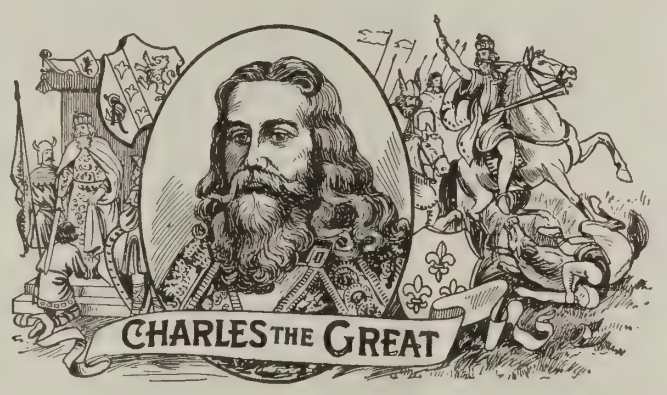
This increase in imports from the islands was accompanied by a large increase in our exports to them. The value of merchandise exported to the Dutch East Indies in 1917 was $21,191,000, against $7,401,000 in 1916, and $2,772,000 in 1915. This increase in exports to the islands occurred in a large number of articles; automobiles, of which the exports to the islands in 1916, the latest year for which details are available, numbered 1,064, against but 105 in 1915, and the value in 1916 $880,000, against but $117,000 in 1915. In a very large number of manufactures of iron and steel there is a marked increase, the total value in iron and steel manufactures to the islands having been in 1916 $2,281,000, against $850,000 in 1914, and a much larger total in 1917, though the details for that year are not yet available. Machinery, galvanized iron, nails, wire, and iron pipes show marked increases in both 1916 and 1917.

The Dutch East Indies produce many articles which the United States must have and the United States produces many articles which they must have. The chief articles produced in the islands for exportation are india rubber, tin, sugar, coffee, cacao, tea, copra, cocoanut oil, hides and spices, and of all these the United States is a large im-

(*Continued on page* 30)

FINE HABANA CIGARS

CHARLES THE GREAT



CHARLES THE GREAT

MADE IN BOND

Excellence of Quality and Workmanship are Combined in

CHARLES THE GREAT CIGARS

A Valuable Business Asset to Every Up-to-date Cigar Dealer

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

Can't Be Bought Now for a Nickel

Cigars That Used to Be Sold for Five Cents Each—New England Tobacco Men Invested Approximately $2,000,000 in the Second Liberty Loan—Chairman Thanks Members of Committee for Good Work Done—Conditions in Boston Are Not Much Changed.

BOSTON, October 29.—With Cincos, "44's," "Bolds," Havana Ribbons and Philadelphia Hand Made advancing to $42 or $43 per thousand, likewise when circulars announcing advances in prices of other big sellers soon will be out, a lot of cigars are no longer included in the nickel class. Six cents from now on. Smaller sizes of popular brand cigars will continue to be put out at 5 cents each.

Two local-made big selling brands, Pippins and Totems, still go to the trade at $38 and $39, and no notice of further advance has, up to this writing, been sent out. H. Traiser & Sons and Waitt & Bond are not magicians, and labor here is higher than in other parts of the world, so it is reasonable to expect that Pippins and Totems eventually will go up to $42 or $43.

Some dealers wish that the United States Government would put in circulation a new coin of 6-cent denomination. Coppers are getting scarce, and all of the cash registers do not have an odd-cent key. Six, 12 and 18 cent sales get the clerks all nerved up making change. Numerous mistakes are made, and will be made until clerks become accustomed to new prices. Customers have kicked much, only they ask, "What is the price on this and that?"

Maurice Hanauer, of the Bieringer-Hanauer Co., was in New York City last week.

Myer Yerestsky, of Charles S. Nurus & Co., was in New York, too, trying to get more of his orders filled on La Integridads and Kingdale. Myer is entitled to wear a service button with three stars, as three of his nephews are serving their adopted country. All these boys came from Russia, were educated in the public schools; all entered the cigar and tobacco business and made good. Myer keeps them well supplied with smokes. Every card he gets is a request to send them some smokes.

Baker Brothers have purchased another auto truck. They now have quite a fleet of cars, which insures service to thousands of customers.

Pillsbury & Co., the Huntington avenue retailers, are featuring El Roi Tans in their windows.

Muriels, jobbed by Rosenthal Bros. & Bendetson, have a 90 per cent distribution in greater Boston. The club and hotel trade on the Muriel brand is most complete.

Orders for "O. P. M.," Our Private Mixture, manufactured by Cobb, Bates & Yerxa Co., are received from all parts of the United States, and the mixture is sent over to the boys in France in large quantities.

John Kroog, of Wm. Demuth & Sons, New York City, gave the trade the high sign this week and cleaned up all the business he could promise deliveries on.

De Wolf Hopper, the comedian of the Follies, now playing at the Colonial Theatre, is stopping at the Adams House, and I was told to-day by Victor Whittier, manager of the cigar department, that he says the Rancho Corona, made by the American Exchange Cigar Co., is the greatest smoke he ever came across. Hopper has become a big booster for Rancho cigars.

The Cambridge Tobacco Co., 605 Massachusetts avenue, had its opening Saturday, October 27. This is one of the most up-to-date suburban establishments in New England. All the fixtures are mahogany and triple plate French glass. They carry a full line of all the popular brand cigars and cigarettes, and are featuring the Muriel. At their opening souvenirs of various sorts were given to visitors, and with each 10-cent purchase a Muriel cigar was given free. S. W. Bless, the representative of P. Lorillard Co., was on the job from eight in the morning until the store closed.

Miss Victoria Robbins, cashier and confidential secretary to S. Robbins, the Cambridge street jobber, has been a very busy lady this last week; she has been chairman of the Young Women's Hebrew Association, and got together a generous supply of smokes for the West End boys, who are in camp at Ayer, Mass. On Sunday, October 28, the members of the Young Women's Hebrew Association went to Ayer, taking these supplies.

It is a rumor that at a meeting of the cigar makers' union, held recently, they voted to ask permission to strike for an advance of $1 a thousand on londres and $2 a thousand on perfectos.

Charles T. Ellis, chairman of the Liberty Loan committee for the tobacco trade of the First Federal Reserve District, says:

"I wish to thank publicly the following members who served on the committee: Frank L. Hener, H. E. Rowley, of S. S. Pierce Co., Boston; F. Reed Estabrook, Estabrook & Eaton, Boston; Charles B. Perkins, C. B. Perkins Co., Boston; Henry Pinney, H. E. Shaw Co., Worcester, Mass.; George Melhado, George Melhado & Co., Boston; Samuel Baker, Baker Bros., Boston; S. S. Rosenthal, Rosenthal Bros. & Bendetson, Boston; Maurice Hanauer, Bieringer-Hanauer Co., Boston; James N. Finkelstein, Bieringer-Hanauer Co., Boston; Louis Jeselsohn, Louis Jeselsohn Co., Boston; W. P. Radford, Salem, Mass.; James F. Logan, Joseph P. Manning Co., Boston; Frank J. Goodwin, Baker Bros., Boston; Louis Hyneman, Hyneman Bros., Boston; R. B. Pearson, United Cigar Stores Co., Boston, and Charles B. Waterman, Waitt & Bond, Boston, for their co-operation in making the second issue successful. The total amount of bond purchases made by the trade as yet is undetermined, but the figures are approximately $2,000,000.



No. 525. Capacity, Top 50 Cigars, Drawer 300 Cigarettes.

HUMIDORS

Please place your orders now for immediate shipment

Your Railroad may place an embargo on freight for a few weeks

Bubeck & Guerin, Inc.

161-163 W. 18th St. -:- New York City



CHANCELLOR

The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

THE
NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City

Price Raising Echoes

Although no advance of price on the smokes has been recorded in Fargo, N. Dak., tariffs on most of the better-known brands of cigars of all prices are about due for a raise. The dealers do not agree in their prediction of the time when the raise will go into effect. "It's likely to come any day," one wholesale salesman forecasts. "Half of the tax is already in effect; the other half becomes effective on November 4."

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The first step toward the organization of what is to be known as the Tobacco Merchants' Association of Georgia was taken at a meeting of retail and wholesale tobacco dealers in Atlanta. At this meeting it was decided that the association should be formed and letters were addressed to all such merchants in the State to join. The tobacco dealers also agreed to increase the price of chewing and smoking tobacco. The price of cigarettes had been advanced some time ago. According to the scale of prices a package of tobacco that once sold for 5 cents now sells for 6 cents, that which sold for 10 cents is now 12 cents and so on. The price advance also affects the small boxes of candy sold at cigar stands and drug stores.

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In Wichita, Kan., there will be a complete disappearance of the stogies, "3-for-5." Some 5-cent cigars will be reduced in size and still be retailed at 5 cents, while other 5-cent cigars will go into the odd-cent class. Ten-cent cigars will be reduced in size and still be retailed for 10 cents straight. Other sizes that are now selling at 10 cents will be raised to 12½ cents, providing the quality is maintained. Cigars now selling for two for 25 cents will follow the cheaper grades and sizes will be reduced and the brand still retained at two for 25 cents, while others will go into the 15-cent class.

—

The dealers, or some of them, in Newark, O., are selling smoking tobacco at the former price of 10 cents per can, others are selling at 11 cents, 12 cents and in some cases as high as 13 cents per can.

—

Most of the stores and other places in Pueblo, Col., where tobacco is sold the scale now runs something like this: Five cent cigars—6 cents. Ten cent cigars—15 cents, two for 25 cents. Fifteen cent cigars—20 cents, two for 35 cents. Twenty-five cent cigars—30 cents straight. All smoking tobacco and "loose" chewing tobacco which formerly sold for 60 cents a pound now sells for 70 cents. The old cigarette standbys, such as Bull Durham, Duke's Mixture, etc., in the halcyon days procurable for five and ten cents a package are now six and twelve cents respectively. Package cigarettes have advanced according to the following scale: Five cent packages are now ten cents, or two for 15. The fifteen-cent kind are two for 25; while the fifteen cent variety now cost 20, or two packs for 35. Dealers report that there has been no appreciable falling off in the demand.

NOTES AND QUOTES

H. P. Hull, a cigar broker, of 1282 Hamilton avenue, St. Louis, was Monday stricken with heart disease while a passenger on a Page avenue car. He died in an automobile patrol wagon while being taken to the City Dispensary.

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A company at Moss Landing, Cal., has established a packing house for whale meat and will soon supply consumers on the Pacific Coast. The whales are caught with trollers and harpoon guns. The whale is not a fish but a mammal, and the flesh sold in steaks and roasts, free from bone and gristle, at 8 to 10 cents per pound, resembles good beef in flavor, texture, and appearance. It has become very popular wherever introduced, and the Pacific Coast is taking advantage of an almost unlimited supply of whales in that region.—*Hotel World.*

—

Now that the Government is ready to insure the lives of enlisted men under the new soldiers' and sailors' insurance law, efforts are being made to acquaint every man in the service with the advantages of making early application to Uncle Sam. Since this insurance is voluntary, it is pointed out, steps must be taken to inform all "the boys in khaki" who might otherwise overlook this opportunity to secure, at very moderate cost, generous protection for themselves and their dependents. Friends and relatives it is hoped will urge the soldiers and sailors to apply at once for this Government insurance.

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Henry Sachs, a tobacco dealer, and Herbert Kisse, his bookkeeper, both of Pine Meadow, Conn., and Joseph Rath, of South Manchester, Conn., a bookkeeper in the Cheney Mills, German aliens, who had been held in jail, were released a week ago Wednesday. A permit had been issued to Rath and he was put in jail because he violated its terms. He was released under the promise he made that he would live up to the terms of the permit. Sachs and Kisse never had permits, but they have made application for permits.

Fighting the Tobacco Beetle in Tampa

A "Bug Expert" of the Department of Agriculture Is Making Experiments at the Ehrlich Factory—Cigar Output for 1917 Will Break All Records—Every Manufacturer Very Busy—Predictions That Plenty of Orders Will Continue All Through Next Year—Liberty Loan Subscriptions Total $2,300,000.

TAMPA, October 28.—For the benefit of the cigar industry the National Department of Agriculture is making determined efforts to eliminate the ravages of what is known as the "tobacco bug," which destroys immense quantities of high-grade tobacco each year. A chemist having varied experience in fighting plant pests of all kinds has been in the city several days, making experiments at the Ehrlich and other factories, and he hopes to discover some method whereby both bugs and eggs can be destroyed after Havana tobacco is received in this country.

Receipts at the internal revenue office for the week just closed amount to $15,000 more than the takings recorded during the same week last year. It is evident, now, that Tampa will close the year with former output records broken by a wide margin.

"Where can we get cigarmakers?" This cry is still heard in all factories, some of which are working Sundays in order to meet the demand for holiday goods. "I have just been on a round of the factories," said Deputy Internal Revenue Collector Tucker Savage, "and find that they have need of at least 25 per cent more men than they are working. Furthermore, in view of the large amount of orders on hand and the prosperous conditions existing all over the country, I believe they will be needed throughout the coming year."

Practically all factories have made price increases since the war revenue bill went into effect, a majority adding the tax to the invoices. "They are going to the increase like ducks go to water," said Gus Martinez, resident manager of the J. M. Martinez factory.

F. C. Dana, a veteran Pacific Coast salesman, is again representing this factory in that territory.

Matthew W. Berriman of Berriman Bros., after spending some time at the Jose Vila factory, has returned to the New York office for a short stay.

With warehouses in Havana and the Atlantic Coast Line building, Tampa, Jose Lovera, veteran manufacturer, has added the leaf business to his endeavors.

The Santaella factory is doing the usual big business in Optimos. "Going to take a vacation this year?" the writer recently asked Gus Sechback, one of the human dynamos of the big factory. "No; haven't got time; don't want time," was the answer.

In the local Liberty Loan campaign, which closed yesterday, the committee appointed to call on cigar manufacturers, headed by Collector of Customs J. F. C. Griggs, outstripped all other committees, selling bonds to the amount of $210,600. Those who did the canvassing were: Martin Carabello, Salvador Ybor, Max Oberdorfer, Henry Abrams, Ramon Sierra, W. J. Leiman, W. J. Houlihan, Jr., T. B. Fisher, J. E. Russell, George Grahn, W. C. Black, H. M. Lott and Tucker Savage. Subscriptions in this section are expected to total $2,300,000.

Determined efforts are being made to have the proposed Gulf naval base located on Gadsden Point, near Tampa, and the belief that the site will be selected is growing. The naval base commission is expected to visit the city early in November and inspect the city's offerings.

W. Albert Swasey, a supervising engineer of the United States Shipping Board, who was in the city last week, stated that within a year he expected to see 20 wooden vessels under construction in Tampa.

The holding of a "wet and dry" election in Hillsborough county is being considered by the "drys," but no definite action has yet been taken.

PRICES SOAR IN SOUTH BOSTON.

Sales for the past two weeks on the South Boston, Va., market have amounted to over two and a half million pounds. For the present week the total sold has amounted to only a million pounds, being lighter than heretofore on acocunt of the Halifax County Fair, which has been in progress this week. From the beginning of the season until the present time this market has sold about seven and three-quarter million pounds, which is probably 40 per cent. of the crop.

Prices continue to soar. The average for the town the first four days of this week was 32.50 per hundred. On Friday the average was 33c.

A fine season is now on and largely increased receipts are expected for the coming week.—*Southern Tobacco Journal.*

"PUT UP THE PRICES"

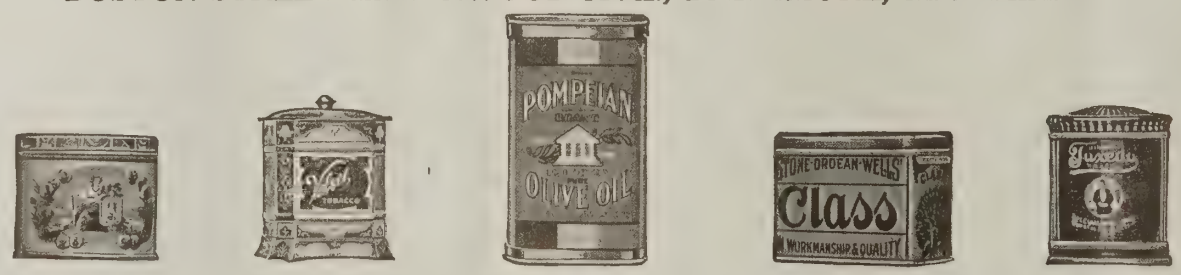
"Don't Reduce the Sizes"—"That's the Best Way Out of the Difficulty," says the President of Simon Batt & Co.

President Sidney Goldberg, of Simon Batt & Co., returned from a short tour through the West last week. Mr. Goldberg had this to say regarding conditions as he found them:

"Things in general looked good to me. The retailers and jobbers are becoming settled again, as the tax has been fixed and they know where they are at. In general, I found the dealers asking for an increased price on all cigars. Some, it is true, would rather have smaller sizes than increased prices, but they are in the minority. The wise dealer knows cigar smokers will pay an extra cent or two in preference to smoking cigars of smaller sizes than they have been used to. For the future, conditions look brighter. More and more am I convinced that we did the wisest thing when we raised prices last August. Of course, it hurt for the moment, but now we are getting the benefits of our increase. Uniformity in price raising is what the average western dealer desires, and now is the time for the manufacturers to push up the prices. Decreasing sizes, in my opinion, is not the way to meet the tax or increased costs of production."

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

GARCIA GRANDE'S undeniable mildness is associated with the distinctive quality of Vuelta Abajo tobacco.



When we originated the *Garcia Grande,* we gave the world a real mild Havana, a large cigar, a good cigar that could be sold for a moderate price. The *Garcia Grande* represents the triumph of a new idea.

The *Garcia Grande* has attained a national distribution, not through extensive advertising, but strictly on its merits. It has developed continually increasing sales in all parts of the country. The fact that it appeals to everyone who likes a mild Havana, makes the *Garcia Grande* a brand that both the jobber and retailer may depend on for steady business.

J. KLORFEIN
Manufacturer
476-478 Broome Street—New York—62 Wooster Street

CABLE ADDRESS
"PAVO, NEW YORK"

OSCAR PASBACH, PRESIDENT
J. A. VOICE, SEC'Y & GEN'L MANAGER

"EVERYTHING THAT'S LITHOGRAPHED"

PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
CATERING TO THE CIGAR & ALLIED TRADES
MAIN OFFICE & FACTORY
25TH ST. COR. OF 11TH AVE.
NEW YORK CITY.

Our new machinery and additional facilities *now* makes possible the highest grade American workmanship, lowest prices and prompt service.

Let us prove it.

WESTERN BRANCH:
30 EAST RANDOLPH STREET, CHICAGO, ILL.
John B. Thatcher, Mgr.

Schulte's New Prices on Imported Cigars

Effective Thursday, November 1, in the Schulte Cigar Stores, this revised price list of Imported cigars takes the place of all the other price lists of Imported cigars.

Discount on quantities of 500 or over 5%. No other discount to apply on this list.

Barcelonesa—		
Perfectos	$.25	25/$5.50
Puritanos	.15	50/ 7.00
Belinda—		
Brevas	.20	50/ 8.50
Creme de La Creme	.40	25/ 8.50
Curiosidates	.15	25/ 3.50
Fancy Tales	.40	25/ 9.00
Napoleons	.35	25/ 8.25
Palmas	.25	25/ 6.75
Exquisitos	.20	25/ 4.00
Perfectos (Club)	.25	25/ 5.50
Populares	3/ .50	25/ 4.00
Puritanos	.15	50/ 7.00
Bock—		
Obsequios	.40	25/ 8.25
Panetelas	.15	25/ 3.50
Panetelas	.15	50/ 7.00
Panetelas	.15	100/14.00
Perfeccionados	.20	25/ 4.25
Perfectos	.25	25/ 5.50
Puritanos	.15	50/ 7.00
Catanas—		
Deliciosos	.25	25/ 5.50
Perfectos	.25	25/ 5.50
Puritanos	3/ .50	50/ 7.50
Carolina—		
Concha Ex.	.15	50/ 6.25
Fads	.15	25/ 3.13
Fancy Tales	.45	25/ 9.00
Invincibles	.35	25/ 7.25
Media Regalia	.20	50/ 8.50
Perfectos	.25	25/ 5.50
Puritanos	.15	50/ 7.00
Reformas	.15	25/ 3.38
Castenada—		
Coronas	.45	25/10.00
Excellentes	.25	25/ 5.50
Fancy Tales	.40	25/ 9.50
Perfectos	.25	25/ 5.50
Perfeccionados	.20	25/ 4.25
Puritanos	.15	50/ 7.00
Obsequios	3/1.00	25/ 7.75
Clay, Henry—		
Brevas	.20	100/18.00
Perfectos	.25	25/ 5.50
Puritanos	3/ .50	50/ 7.50
Concha Especial Ex.	.15	60/ 6.25
Corona—		
Alfred Rothschild Ex.	.30	100/26.00
Belvederes	.20	25/ 4.25
Belvederes	.20	50/ 8.50
Coronas	.50	25/11.20
Coronas Chicas	.30	25/ 6.75
Coronitas	10/ .35	100/ 3.50
Half Coronas	.25	25/ 5.75
Perfectos	.25	25/ 5.50
Perfectos	.25	50/11.00
Puritanos	.20	50/ 8.00
Eden—		
Deliciosos	.20	25/ 4.63
Deliciosos Ex.	.20	25/ 4.88
Corona Chicas	.25	25/ 6.00
Con. Esp.	2/ .25	50/ 5.75
Emblems	.20	25/ 4.25
Invincibles	.30	25/ 7.00
Perfectos	.25	25/ 5.50
Puritanos	.15	50/ 7.00
Espanola Le Triangulares	.20	25/ 4.50
Garcia, F.—		
Perfectos	.25	25/ 5.50
Puritanos	.15	50/ 7.00
Garcia, Manuel—		
Bismark	.50	25/11.00
Deliciosos	.25	25/ 5.50
Invincibles	3/1.00	25/ 7.25
Pantelas	2/ .25	100/11.50
Panetelas Finas	.15	50/ 6.25
Perfectos	.25	25/ 5.50
Puritanos	.15	50/ 7.00
Petit Ducs	.20	50/ 8.50
Regalia Chiquita	.15	50/ 6.00
Hoyo De Monterrey—		
Alfred De Rothschild	.35	25/ 8.00
Corona De Emp.	.30	25/ 7.00
Coronas	.45	25/10.25
Deliciosos Mueva	.25	25/ 5.50
Fancy Tales	.40	25/ 9.75
Invincibles	.25	25/ 6.00
Invincibles Super.	.30	25/ 7.50
Imperials	.45	25/10.25
Ministros	.45	50/21.50
Obsequios	3/1.00	25/ 7.75
Royal Cabinets	.30	50/14.50
Perfectos	.25	25/ 6.00
Varieties	...	50/15.00
Perlas	.25	25/ 5.25
Larranoga—		
Belvederes	3/ .50	25/ 4.00
Coronas	.40	25/ 9.75
Fancy Tales	.40	25/ 8.50
Invincibles	.25	25/ 6.25
Obsequios Fina	3/1.00	25/ 7.75
Perfectos	.25	25/ 5.50
Puritanos	.15	50/ 7.00
Palisades	.20	25/ 4.25
Symbols	.20	25/ 4.25
Meridiana—		
Londres	3/ .50	100/16.00
Perfectos	.25	25/ 5.50
Punch—		
Alfonsos	3/1.00	25/ 8.00
Brevas	.20	50/ 9.00
Obsequios	3/1.00	25/ 8.00
Perfector del Punch	.25	25/ 5.50
Puritanos	.15	50/ 7.00
Panetelas	.15	100/13.00
Partagas—		
Belvederes	3/ .50	25/ 4.00
Deliciosos	.20	25/ 4.63
Excellentes	.25	25/ 5.50
Fancy Tales	.40	25/ 9.00
Londres	3/ .50	100/16.00
Obsequios	3/1.00	25/ 8.00
Palmas Chica	.15	25/ 3.63
Palmitas	.15	25/ 3.63
Palmas	.25	25/ 5.75
Perfectos	.25	25/ 5.50
Panetelas	.15	25/ 3.50
Panetelas	.15	100/13.00
Puritanos	.15	50/ 7.00
Ramon Allones—		
Puritanos	.15	50/ 7.00
Perfectos	.25	25/ 5.50
Trumps	.25	25/ 6.00
Trumps	.25	50/11.75
Rey del Mundo—		
Perfectos	.25	25/ 5.50
Puritanos	.15	50/ 7.00
Romeo and Juliet—		
Apollo	2/ .25	50/ 6.25
Bouquet	.25	25/ 5.75
Con. Sclectos	2/ .25	50/ 5.75
Deliciosos Finas	.20	25/ 4.88
Fortunas	.20	50/ 9.75
Flores	2/ .25	50/ 6.25
Fancy Tales	.40	25/ 9.75
Imperiales	3/1.00	25/ 7.75
Invincibles	.30	25/ 7.00
Miscellaneous	...	50/14.00
Monarcas	.50	25/11.25
Magnolias	.20	50/ 9.75
Obsequios	3/1.00	25/ 7.75
Patriotas	.30	25/ 6.75
Panetelas	.15	25/ 3.50
Panetelas	.15	50/ 6.75
Panetelas	.15	100/13.00
Perfectos	.25	25/ 5.75
Petit Ducs	3/ .50	50/ 8.00
Puritanos	.15	50/ 7.25
Perlas Finas	.20	50/ 9.75
Pets	.25	50/10.50
Perfeccionados	.20	25/ 4.25
Trumps	.30	50/13.25
Trumps	.30	25/ 6.75
Upman—		
Bouquet Finas	.25	25/ 5.75
Cabinet Corona Chicas	3/1.00	50/14.00
Cabinet Amatistas	.45	50/21.50
Coronas	.45	25/10.25
Deliciosos	.20	25/ 4.88
Exceptionales Ex.	.30	25/ 6.25
Embajadores	.50	25/11.50
Fancy Tales	.40	25/ 9.75
Invincibles Finos	3/1.00	25/ 7.75
Minervas	3/ .50	25/ 4.00
Obsequios Fa.	3/1.00	25/ 7.75
Obsequios Ex.	3/1.00	25/ 7.25
Originals	2/ .25	50/ 5.75
Perfeccionados	3/ .50	25/ 4.00
Perfectos	.25	25/ 5.50
Petit Coronas	.30	25/ 6.25
Petit Coronas	.30	50/12.25
Puritanos	.15	50/ 7.00
Petit Bouquet	.25	25/ 5.25
Tuxedos	.25	50/10.50
Tuxedo Jars	.25	50/11.00
Vencedora—		
Cazadores	.25	25/ 5.75
Londres	3/ .50	100/14.00
Villar Y Villar—		
Perfectos	.25	25/ 5.50
Puritanos	3/ .50	50/ 7.50
Venus	.20	50/ 9.50
Belvederes	.20	25/ 4.25
Deliciosos	.25	25/ 5.50
Generals	.50	25/11.25

The *Union and Advertiser* says that confusion reigns in the tobacco trade in Rochester, N. Y. "At some stores smokers are paying a cent or more extra for their favorite brands, while at others they are paying no increase, as yet, at all. The question of whether or not the tax provided for in the war tax bill has gone into effect is argued hotly over the counter, and the question of whether the increases that have gone into effect in some places represent the full increase in price that will result from the effort of the Government to raise money.

—

A package of cigarettes which formerly sold for 5 cents in Richmond, Va., now is sold for 6 cents; 10-cent packages sell for 12 cents; 15-cent packages, 18 cents, or two for 25 cents; 20-cent packages, 24 cents; 25-cent packages, 30 cents; 30-cent packages, 35 cents. Packages of smoking tobacco which sold for 5 cents now are sold for 6 cents and the 10-cent packages for 12 cents. Retailers ask 6 cents for one 5-cent package of chewing tobacco and 12 cents for packages once selling for 10 cents.

Changes in the Russian Tobacco Business

(Orsen N. Nielsen, chief clerk at American consulate general at Moscow, writes)

That in Russia now there is effective a new schedule of excise duties on tobacco which, it is estimated, will increase the annual government revenue by 162,700,000 rubles; from 286,400,000 rubles expected to be paid into the Government under the excise duties formerly in effect, to 440,100,000 rubles under the new schedule. According to the new scale, the excise on different qualities of tobacco is increased from 28.9 per cent to 85 per cent.

For some time past the Russian government has fixed prices at which the several grades of tobacco were to be sold in different parts of the country. Coincidently with the new schedule of duties came the announcements that this fixed price had been raised and that the penalty for violations of the law on this point had been made more severe. The profits of tobacco factory owners are to be limited and the manufacture of cigarettes and tobacco of the cheapest quality is to be regulated.

Since the beginning of the war, the tobacco excise has been increased three times. On August 17, 1914, a special tax based upon the weight of all tobaccos, except the very cheapest grade, became effective. This was replaced on December 24 of the same year by an increased tax upon the wrappers. An order of the Council of the Ministry increased this tax on June 5, 1916.

Each increase of the excise brought an increase in the prices of prepared tobacco, for labor, paper, boxes and transportation had rapidly become more expensive. The ten-hour factory day was superseded by the eight-hour day after the revolution, and production costs again mounted. At the same time, the manufacturer could not ask for his product more than the price fixed by the government. As a result, production decreased. The Ministry of Finance decided that it would be absolutely necessary to raise the fixed prices in order to stimulate production and normalize the sales. As it also became necessary to increase the resources of the treasury, it was decided to increase the excise at the same time. Tobacco prices in Russia are approximately 300 per cent higher than they were a year ago, and in Moscow and Petrograd there is a scarcity of the cheaper grades.

Complaints are frequent over the inferior quality of this year's tobacco. The crop was poor, owing to too much rain, followed by intense heat. The leaves blackened and "grew empty." In addition, there is no high-grade Turkish tobacco for blending. There is said to be a fair stock of raw tobacco on hand because the factories, expecting full production, contracted for their normal supply of the leaf. Following the introduction of the eight-hour day after the revolution, production decreased 20 and 25 per cent, leaving untouched in the warehouses stocks that under the old conditions would have been on the market months ago.

The new excise taxes on the higher grades of smoking tobacco are 10 rubles, 8 rubles, 6.3 rubles and 4.5 rubles per pound. On the second quality the tax is 3.2 rubles per pound; on the two grades of third-quality tobacco, 1.86 rubles and 1.24 rubles per pound, respectively. The fixed prices on smoking tobacco, except in Transcaucasia and Siberia, scale from 15 rubles to 3.44 rubles per pound. The prices of snuff and of the lower-quality cigars and cigarettes are not fixed. The excise on a pound of snuff is 3.20 rubles; on cigars, 40.15 rubles per 1,000, and on cigarettes, 16 rubles per 1,000.

(At the time of writing, the exchange value of the ruble was about 21 cents.)

One may hunt for bargains in cigars these days without being rewarded by finding anything much out of the ordinary. If he does find an appealing price attached to a brand, he usually ascertains that there is something the matter with the stock. Under present conditions dealers are evidently learning the lesson that if they expect to remain in business they must get what goods are worth, and not give away in reduced prices any portion of their legitimate profit.—*Cigar and Tobacco Journal.*

A new cigarette, "Bagdad Blends," is being introduced to the Canadian trade by the Philip Morris Co. They are packed in an attractive red, white and gold box containing twenty cigarettes, and will retail for 25 cents. They sell to the trade at $10.50 per M, and in each carton of 500 will be placed a watch certificate, a premium scheme originated by this company for the dealer. The cigarette is a blend of Turkish and Virginia tobacco.

Garcia & Vega cigars are big sellers at the store of Charles Miller, 712 Superior avenue, Cleveland.



THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and absolutely sanitary.

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.

NEW YORK MONTREAL, CANADA

Leaf Tobacco Held by Manufacturers and Dealers

October 1, 1917, 1916, and 1915, and July 1, 1917.

These statistics represent for dealers in and manufacturers of tobacco other than the original grower: (1) The quantity of leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco who, on an average, had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; (2) all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses.

Types.	Pounds of Leaf Tobacco on Hand. Oct. 1, 1916.	Oct. 1, 1915.	July 1, 1917.
*Aggregate	1,033,018,715	1,205,762,948	1,266,778,903
Chewing, smoking, snuff and export types: Total	704,452,507	806,736,562	914,445,262
Burley			
Burk Dist. of Ky. and Tenn.—Total	199,321,165	249,803,577	274,030,944
Dark fired of Clarksville, Hopkinsville and Paducah Districts	178,063,829	219,710,010	317,930,925
Henderson	122,368,324	149,833,563	210,024,010
Green River	4,649,242	2,424,313	18,432,275
One Sucker	34,344,199	45,192,580	58,947,258
Virginia Sun Cured	16,702,064	22,259,554	30,527,382
Virginia Dark	7,285,760	9,464,827	7,158,062
Light Yellow District of Virginia, North Carolina and South Carolina	38,756,459	28,655,831	48,364,807
Maryland	268,129,978	276,771,734	253,435,528
Eastern Ohio Export	10,644,472	17,629,058	11,092,282
All other domestic, including Perique—Louisiana	1,890,371	4,198,503	2,080,882
Cigar types: Total	360,473	503,022	351,832
New England, including Conn.—Total	270,275,297	235,367,657	304,502,874
Broad leaf	54,528,973	57,771,149	64,632,162
Havana seed	29,884,371	31,217,506	30,252,725
Shade grown	22,731,599	24,359,058	30,797,087
New York	1,913,003	2,194,585	3,582,350
Pennsylvania	3,989,282	4,250,488	2,881,891
Ohio	79,294,496	105,460,066	87,922,326
Wisconsin	59,913,485	74,329,126	74,924,428
Georgia and Florida	59,783,228	78,891,003	66,877,125
Porto Rico	7,697,077	8,515,339	4,370,717
All other domestic	4,780,971	5,888,910	2,479,820
Imported types	287,785	261,576	414,405
	58,290,911	63,658,729	47,830,767

*Leaf tobacco on hand October 1, 1917, includes pounds, for which the "Marked weight" was reported (i. e., weight at time it was packed or baled), and pounds for the which the "Actual weight" was reported. The corresponding amounts included for 1916 were 621,038,539 and 411,980,176 pounds, respectively; for 1915, 760,807,427 and 444,955,521 pounds, respectively, and for July 1, 1917, 794,178,732 and 472,600,171 pounds, respectively. Allowance should be made for shrinkage on the amounts for which "Marked weight" was reported, in order to ascertain the actual weight. The total for October 1917, includes pounds of unstemmed and pounds of stemmed leaf tobacco.

Havana Cigar Exports

Exports of cigars, from Havana, during the first fortnight of October, 1917, as compared with the same period in 1916, were as follows:

	Cigars
United States	1,966,480
Great Britain	1,930,305
Chile	281,500
Canada	120,875
Australia	102,525
Denmark	89,750
Argentine Republic	85,500
Canary Islands	70,450
Peru	41,700
Uruguay	29,650
Portugal	29,400
Spain	27,800
British East Indies	18,900
French Africa	10,000
Venezuela	8,900
United States of Colombia	8,550
Brazil	5,000
Mexico	1,000
French West Indies	800
Total from Oct. 1, 1917, to Oct. 15, 1917	4,829,085
Total from Oct. 1, 1916, to Oct. 15, 1916	5,016,281
Decrease during the first fortnight of Oct., 1917	187,196
Total from Jan. 1 to Oct. 15, 1916	93,961,965
Total from Jan. 1 to Oct. 15, 1917	77,625,615
Decrease during the first 9½ months of 1917	16,336,350

Increases by countries during the first fortnight of October, 1917, as compared with the same period of 1916:

	Cigars
Great Britain	747,125
Chile	171,535
Denmark	89,750
Australia	61,825
Canary Islands	48,550
Argentine Republic	36,500
Portugal	29,400
Canada	29,325
Spain	27,800
Peru	25,700
British East Indies	18,900
French Africa	10,000
Total	1,296,410

Decreases by countries during the same period as above in 1917, as compared with 1916:

	Cigars
Russia	861,099
United States	590,705
Uruguay	14,350
China	9,250
Total	1,475,404

VALUE OF U. S. TOBACCO EXPORTS.

WASHINGTON, Oct. 26.—Seventy-eight per cent of the more than six billion dollars' worth of American goods exported in the fiscal year 1917 consisted of wholly or partly manufactured goods. In 1914, the last normal year before the war, the percentage of such goods exported was only 59, according to officials of the Department of Commerce.

The figures show that for the twelve months ending June the value of tobacco exported this year was $15,552,544, as against $7,489,811 in 1914.

DIAMOND-F

PROTECTIVE PAPERS

FOR PERFECT PROTECTION

Diamond-F Protective Papers are scientifically made to fit the particular use for which they are intended. Starting with scrupulous selection of raw materials, every step in the manufacturing process is under the eye of paper specialists who see to it that the finished product is as near POSITIVE PERFECTION as modern machinery and human hands can make it.

Diamond-F Glassine should be used in the wrapping and packing of cigars and tobaccos, to keep impurities OUT and the tobacco-goodness IN.

Diamond-F Glassine is transparent. It resists grease, oil and air and is free from all corrosive compounds. It is furnished bleached, semi-bleached, unbleached, embossed and colored, in sheets, rolls and circles. Diamond-F Glassine is made entirely from wood pulp. Diamond-F Filter Paper is U. S. Government-tested.

Diamond-F Service (quality-price-delivery) is a known quantity. Put it to the test. What are your paper problems? Write for samples.

DIAMOND STATE FIBRE COMPANY

Bridgeport, Pennsylvania (near Philadelphia)

Vuelta Wrapper, Vuelta Filler
Vuelta Through and Through

H. UPMANN HABANA

Because a cigar is a Havana cigar, it does not necessarily follow that it is remarkably good; all Cuban tobacco is not as fine as some Cuban tobacco.

But Cuban tobacco grown in the famous province of Vuelta Abajo is acknowledged to be supreme—the finest cigar leaf in the world.

Upmann Cigars Are All-Vuelta Cigars

No other kind of leaf is used in the UPMANN factory. Hence, the steadily increasing demand for UPMANN'S everywhere.

CHARLES LANDAU

82 Wall St. - - - New York

Sole Agent for the United States

More Orders Than They Can Execute

Holiday Requisitions from the United States and Cabled Requests from England Call for More Cigars Than Havana Factories Can Make Between Now and Christmas—Hopes That British Permits May Be Associated with a Time Extension—Activity in the Leaf Market.

HAVANA, October 26.—Cigar manufacturers here, Friday, received cables from their British friends, calling for one-sixth additional orders over the allotment on the basis of one-third of the imports in the year 1915, making the total equal to 50 per cent. There was a drawback connected with these additional orders, however, as it was stipulated that the cigars must be shipped from Havana not later than the 22nd, or the utmost by the 29th of December, 1917. It is urged that the British Government should modify the permits by extending the time limit to the end of March, 1918, at least. As all the factories are working now to the limit, and there exists a great scarcity of cigarmakers, for regalia sizes, it would be impracticable to execute the additional orders for Great Britain, as some of the factories will be rushed to even get off pending orders in time this year. The new orders, mostly for high priced sizes, would come in handy after the turn of the year, when the demand from the United States slacks off, as a rule, in January and part of February. There is some inquiry from the minor countries, but such orders are relegated for execution after the holiday demand from the States have been filled.

The leaf market continues active, as commission merchants received big cable orders from their northern customers. Prices remain as high as ever, and leaf dealers evidently thick that they can afford to be independent under the prevailing circumstances.

The Cuban Agricultural Bureau reports the setting out of some seedlings in the districts of the Vuelta Abajo, which escaped the ravages of the September hurricane. During the month of November planting should become general in all the tobacco regions, as by that time there surely should be sufficient seedlings.

Receipts of leaf tobacco from the country:

	For 3 weeks ending October 25, 1917	Since January 1, 1917
Vuelta Abajo	17,107 bales	153,340 bales
Semi Vuelta	832 "	9,173 "
Partido	2,438 "	31,034 "
Remedios	19,707 "	118,191 "
Totals	40,084 "	311,738 "

Exports of cigars from the port of Havana per steamship *Mexico* totaled 620 cases, containing 2,679,520 cigars, which were consigned to the following countries, viz.: To United States, 1,233,090; to Great Britain, 1,015,675; to Egypt, 104,755; to the Argentine Republic, 91,500; to Canada, 67,500; to Australia, 60,000; to British Africa, 56,000; to Portugal, 15,000; to Gibraltar, 15,000; to the Netherlands, 11,000, and to Morocco, 10.000 cigars.

Exports of leaf tobacco from the port of Havana, during the past week ending October 20, totaled 6,252 bales, which were distributed to the following countries, viz.: To all ports of the United States, 4,351; to Canada, 320; to Spain, 1,350, and to the Argentine Republic, 231 bales.

Among leaf buyers arriving recently were: Pancho Arango, of Francisco Arango & Co., and Valentine M. Antuono, of Valentine M. Antuono, both of Tampa; M. Morton, of A. Louis & Co., of Key West; Joe Porter, of Waitt & Bond, Inc., of Boston; and Isaac Bernheim, of J. Bernheim & Son, and Harry Rothschild, of Cullman Bros., of New York.

At the general meeting of the Association of Leaf Dealers, Packers and Growers of Leaf Tobacco, the island of Cuba, last week, Senator Manuel Suarez was re-elected president. The other office elected were: Secretary, Angel Gonzalez del Vall first vice-president, Manuel Rodriguez; and the fo lowing directors for the section of leaf dealers: Jo Aixala as chairman, Miguel A. Perez, José C. Puen Ladislao Menendez, and Mark A. Pollack; for t leaf packers: José R. Gonzalez as chairman, Fernandez Grau, Miguel Gutierrez, Leslie Pantin a Narciso Camejo; and for the leaf growers: Pab Perez as chairman, Antonio Suarez, Manuel Junc Hilario Muñiz and Juan de la Puente.

Romeo y Julieta has no news to report, except th the factory is working to its utmost capacity at Belascoain street, as well as the branch factory in t country.

Partagas is having an excellent export demand f its cigars, as well as doing a big business in the loc market, over all the island.

Upmann cigars have established such a firm rep tation for excellent quality, always uniform, that goo orders are arriving freely and constantly.

Hoyo de Monterrey is a favorite with a large clien age in the States, England, Spain and South Ameri likewise.

Punch received splendid orders from London, a is doing a good business with the United States.

Calixto Lopez & Co. have received more orde than they can fill at the moment, as the scarcity good cigarmakers is the same drawback with the as in all factories.

Belinda is also crowded with orders, and so a likewise: Por Larrañaga, Ramon Allones, El Rey d Mundo, the principal factories of the Henry Clay Bock & Co., C. E. Beck & Co., Sol and Devesa Murias.

ROSAM.

Cigar purchases at the Cleveland city park r freshment stands were heavier during the seas just closed than ever before, according to fi ures just compiled for Park Commission Newell.



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St.

TAMPA, FLA.
BONDED

E. C. McCullough & Co.

IMPORTERS OF

MANILA TOBACCO and CIGARS

20 Broad Street
New York, N. Y.

All Progressive Dealers Read TOBACCO



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

GRAVELY'S CELEBRATED Chewing Plug

BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.

P. B. Gravely Tobacco Co. Danville, Va. ESTABLISHED 1831

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

By Special Appointment

To the Late King Edward VII

DIEU ET MON DROIT

Philip Morris

The World's Oldest High-grade Turkish Cigarettes

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Trade News from Near and Far

Andy Huber has opened a cigar store at Le Sueur, Minn.

—

H. G. Jones has incorporated the Empire Cigar Co. at Auburn, Ind., with a capital of $500.

—

Cigar makers employed by Otto Eisenlohr & Bro. have been given an advance of $1 per thousand.

—

London, Ont., retailers are reporting a shortage of pipes and the assortments in the majority of the stores are becoming smaller with but little chance for being replenished.

—

A. Frankau & Co., Inc., are the American agents for Alexander Boguslavsky, Lt. "Beau Royal" cigarettes. These cigarettes are made at No. 55 Picadilly, London. W. A. Novotny & Sons handle them in New York.

—

To be commission merchants and to deal in cigars, J. M. Martinez & Co. has been incorporated with a capital of $10,000. The incorporators are H. Spingarn, J. M. Detjen, and M. Daley, of 61 Broadway, New York.

—

The Carle-McCoy Co., with a capital of $20,000, has been organized to engage in the cigar business at Ashtabula, O. The incorporators are C. L. Carle, J. B. McCoy, Pearl A. McCoy, Jay M. Amsden and John M. Parks.

—

Abraham Burbank, formerly manager of the Hotel Montenelle, at Omaha, has taken over the Hotel Roe, Patchogue, L. I. Mr. Burbank is said to have purchased the lease and furniture from Charles E. Braun.

—

Hotel men located upon the route of the Lincoln Highway, between New York and San Francisco, report splendid advances in business for the year as the result of the tremendous tourist traffic on the Lincoln Highway.

—

Governor Capper, of Kansas, says: "I have always regarded tobacco and coffee as exactly on a par. The women who crusade against tobacco may eventually be successful in abolishing its use, whereupon they may be expected to begin on coffee.

—

Sales of Big Whistle, Bailey's Ox, and Moonshine chewing tobacco, manufactured by Bailey Bros., Inc., of Winston-Salem, N. C., are rapidly increasing throughout Georgia, where under W. E. Edwards, the factory representative, is busy at work.

—

Cigar manufacturers in Lancaster, Pa., are so busy with orders for Christmas goods that the men cigarmakers are working overtime. The women cigarmakers would work in the evenings, but the law prevents them working more than a certain number of hours per week.

—

The South Arkansas Grocery Co. has been incorporated in Camden, Ark., with a capital stock of $100,000, of which $42,000 is paid up. The following officers were elected: E. L. Walker, of Magnolia, president; T. J. Watts, vice-president; O. L. Lidd, secretary and treasurer, and G. S. Rumph, G. R. Gordon and C. S. Snow, directors.

—

The C. A. Mitts Cigar Co., of Grand Rapids, Mich., has filed articles of incorporation with the county clerk scheduling capital stock at $15,000, of which $7,500 has been subscribed in property held by C. A. Mitts at the Hotel Pantlind. The stockholders are: C. A. Mitts, 550 Paris avenue, S. E., 748 shares; Arthur R. Sherk, 127 Sheldon avenue, S. E., and John Miller, 427 Cass avenue, S. E., one share each.

—

A formal organization of the retail tobacco dealers of Georgia was effected at a meeting held at the Chamber of Commerce building in Atlanta, Wednesday afternoon, a week ago. E. F. Malone, of the Capital City Tobacco Co., was named chairman of the organization committee, to be assisted by Charles Smith, of Jacob's Pharmacy; Thomas Pitts, L. H. Oppenheim and J. N. Hirsch and M. Pefinis, of Prattees Pefini Co.

FROM THE FIRING LINE

Personals and Trade Jottings

Sam. Adler, representative of E. Popper & Co., is still visiting the upstate trade.

—

H. I. Schacklett, representing the Gene Vall Cigar Co., is in Washington, this week.

—

H. H. Handler, representing Julius Klorfein, is in Chicago. A. Levie is in Milwaukee.

—

The factory employes of E. Kleiner & Co. subscribed $1,000 to the second Liberty Loan.

—

Pierre McGee has been admitted as partner of C. C. A. Cigar Co., of Sherbrooke, Quebec.

—

Jess. R. Batt, vice-president of Simon Batt & Co., is continuing his trip through Pennsylvania.

—

F. P. Oakes, representative of the E. H. Gato Cigar Co., has returned to Chicago after a trip to Denver.

—

J. M. Lanfield, representative of Mendel & Co., returned from a trip to the Pacific Coast last Saturday.

—

The Benito Rovira Co. received a cablegram Saturday, from Benito Rovira, stating he had arrived safely in Havana.

—

Al Korn, representative of Sol Furgatch & Co., arrived in New York on Saturday, completing his trips for the year.

—

The Brown Cigar Stores Co. has leased the store at the southwest corner of 18th street and Michigan avenue, Chicago.

—

George Huskamp, of the credit department of M. Melachrino & Co., since 1908, has been drafted and is now at Yaphank.

—

D. Emil Klein, president of E. M. Schwartz & Co., arrived home last week from Tampa. He reports favorable conditions there.

—

W. W. Weeks, representative of the Benito Rovira Co., left for an up-state trip this week. He will call on the trade in Albany first.

—

Isaac Regensburg, of E. Regensburg & Sons, has left French Lick Springs, Ind., and is now in Chicago. He may go to St. Louis later.

—

Charles R. Joseph, who took over Chicago and adjacent territory for E. Kleiner & Co., Sept. 1, reports progress all along the line.

—

Julius Riesenberg, representative of Rosenthal Bros., at present in New York, will probably leave for another trip in a week or so.

—

Frank Horning, covering the Middle West for H. Anton Bock, has been sending some very large orders during the past two weeks.

A. M. Davidson, formerly of the Melachrino sales force, has been appointed sales manager for the Metropolitan district, by the Benito Rovira Co.

—

E. A. Hecht, representative of Jos. Berran & Co., is expected to return to New York next week, following an extended trip through the South and West.

—

Oscar Veit, the veteran salesman for Gans Bros., in the Metropolitan district, is still turning in his daily batch of orders, even though he is not in the best of health.

—

Albert B. Ashforth, Inc., leased the corner store at Broadway and 28th street, known as 1178 Broadway, New York, for a term of ten years to the United Cigar Stores.

—

A. Jacques, representative of Lincoln Bros., has returned to New York from the South. Jesse Powell is back from a visit to the up-State trade. Thos. Q. Atkins is in Denver.

—

R. S. Whightman, New England representative of Marcelino Perez & Co., was in New York for a few days last week. Whightman's orders of late have shown a decided increase.

—

Chester A. Lincoln, of Lincoln Bros., expects to leave for a trip through New England next week. Business with Lincoln Bros. is up to the mark and they have no complaints to make.

—

John W. Merriam, of Merriam Segars, Inc., left for a trip up-State Monday evening. He intends to go West, after an up-State tour and probably he will spend six weeks on the road.

—

Strand cigarettes will be featured in the Yahn & McDonnell stores in Philadelphia next week. The Rex Advertising Co. are making some special window displays for the brand in the Quaker city.

—

The manufacturers of the Nightingale Little Cigars have set a saleswoman to work in New York territory. She is Miss Martha Welsh, formerly of Boston, and recently was a saleswoman of stocks and bonds.

—

E. S. Rouse, manager of the cigar department of Hopper McGaw & Co., of Baltimore, is back at his office after undergoing a most successful operation. His many friends will be pleased to know of his rapid recovery.

—

H. A. Rovira, of the Benito Rovira Co., returned from a trip to the Pacific Coast last week. He reports that cigar dealers in the West are asking for smaller sizes on all brands, rather than have the price increased.

—

Julius Klorfein announces that Garcia Grande orders having grown to such a large extent of late, it will be impossible for him to guarantee shipments this year on orders received from now on; the Klorfein factory is working hard to keep up with orders.

—

G. S. Nicholas & Son, Ltd., will bring out their usual line of imported holiday packings this year and they believe there will be a great demand for the special boxes. Most of the holiday goods are now on the water and expected within a short time.

—

Surbrug, 158 Broadway, New York, has a display of El Consuelo in four sizes. They are offering a humidor, valued at $3.50, with every purchase of El Consuelo of $5 or over. The display has brought in many sales, and therefore can be termed a success.

—

Francis Taylor, United States representative of Rey del Mundo, is of the opinion that despite critical conditions, imported holiday goods will be popular this year. The demand will be great and will not suffer in the least from war conditions, according to Mr. Taylor.

—

Klein & Levy, who operate the Arno cigar store at Fourth and Sycamore streets, Cincinnati, put through a deal recently whereby they became the owners of the cigar stand in the Duttenhofer building, at Sixth and Sycamore streets, formerly conducted by Leon D. Gross.

—

Louis G. Smith & Co., New York distributors of the Havana Ribbon, made by Bayuk Bros., of Philadelphia, report a steady demand for the brand. The orders have been exceedingly large of late, in fact, exceeding the ability to supply. Havana Ribbons now retail at 6 cents, $42.50 per M.

—

In proportion to the acreage devoted to its production, tobacco has gone 'way beyond any other crop in North Carolina this year in profitable returns, and for once in a generation the tobacco farmer has got all the good fortune that is his due—and then some, for good measure.

—

John Gorges, who conducts a retail cigar store in connection with his leaf tobacco business at 5 East Thirteenth street, Cincinnati, operates his store on a different basis from most cigar dealers. He handles no advertised brands, but only cigars made by small local manufacturers.

—

Frank Telscher, who has two retail stores in Cincinnati, one at 1428 Vine street and another at 1237 Main street, says his trade is not taking so well to the odd-cent prices in effect on all cigarettes, plug and chewing tobacco. He is an advocate of small packages for even money.

—

At the factory of S. H. Furgatch & Co., the strike continues. Last Friday, Furgatch considered the demands of the workers and had a conference with the committee. After things were pretty well arranged, the committee demanded an additional dollar which brings the demand for an increase up to $4.

One of the first Mount Vernon, N. Y., dealers to place the R I M six-cent cigar made by S. Monday & Sons was Lifschutz Bros. of West First street. They ordered a large quantity of the R I M cigars and now feature the brand in a display. Jean Bart is another cigar that Lifschutz Bros. have recently put on display.

—

In the suit of Edna Rawlings, of Bellevue, K., against the Liggett-Myers Tobacco Co., for $25,000 damages for alleged unauthorized use of her picture upon a cigarette advertisement, the defendant company has filed an answer, making a complete denial of the allegations in the petition and asking the Court to dismiss the case.

—

Thomas F. Healy, United States representative of Allones, Ltd., states the holiday packings of his house will be the same this year as usual. And he predicts a good sale for them. "I see no reason why there should be a falling off in sales of imported holiday packings. On the contrary, I believe that the demand will be bigger than ever."

—

Cigarettes are again on sale in Sioux City, Iowa, tobacco stores. The rumor that State agents were in Sioux City Saturday with the intention of seizing all cigarette stocks caused excitement among the dealers after they had been "tipped off" by a person who had "inside dope." All cigarette stocks in the stores were concealed in haste.

—

As announced October 31, the value of coupons redeemed by the United Cigar Stores Co. for the Sun tobacco fund amounts to $16,832.60, the Schulte stores, $6,855.59. The grand total of the fund has now reached $117,032.51, of which $82,694.70 has been expended in purchasing smokes for the American troops. The sum of $17,000 was secured in the last five days.

—

J. B. Rovira, of the Benito Rovira Co., expects to leave for a trip to Memphis next week. H. F. Donovan, who covers this territory for the company, has been confined to his home with illness for the past few weeks. He is up and around now. J. B. Rovira will endeavor to place the new shade grown wrapped El Arabe in this district and also in Kansas City and St. Louis.

—

Harry Beltz, the veteran cigar dealer at 5 Nassau street, New York, is displaying two special holiday packings put out by the Cortez Cigar Co., of Key West. The cigars are Hernan Cortez Rothschild Nobles and Standards. Packed ten in the box, they retail at $1.50 for the Nobles and $1.25 for the Standards. The small boxes are neat and attractive and a new departure for the Cortez Co. Beltz has the exclusive distribution of these sizes in New York.

—

The Hygrade Wine Store, Broadway and 98th street, New York, has a well placed window display of La Muna, including the new electric sign recently brought out by Gans Bros. At night when the electric display is working, the attention of the passing crowd is attracted. Gans Bros. announce that retailers desiring to feature the La Muna brands can make arrangements to secure the sign, which states the merits of La Muna on a printed strip running through the display.

—

Mayor Edwin W. Fiske, of Mt. Vernon, N. Y., who has been sending smokes to Mt. Vernon boys in the service, has just purchased 10,000 Chesterfields. He will distribute 10 packages to each Mt. Vernon boy making a request. "I know how much the boys desire smokes, for two of my own sons are in the service. It is only a little part I am doing for these soldiers, but I know a smoke is like a rainbow from heaven to those chaps, taken as they are, away from homes and loved ones," said the mayor.

—

The Stearn Company, 35 Wall street, New York, predicts a larger sale on imported holiday packings this year than has been previously known. Based on present business and the purchases of packages that will be sent to soldiers and sailors, the Stern Company sees only a large demand for the holiday goods. The war will not affect this business in the least, for as a matter of fact, the war will help it, as parents with sons in the service want to send the boys the best. That is the opinion advanced by H. A. Stearn.

—

B. Wasserman, of B. Wasserman Co., has bet five hats with friends that imported holiday goods will sell better this year than ever before. "I know they will," said Mr. Wasserman, "because I have already sold half of what I ordered! Conditions as I see them, convince me that we will have a great sale of holiday goods in the finer sizes. Our sales for the past year have been far ahead of previous years, war conditions or no war conditions. You just wait and see if Christmas packings don't go big this year. I'm in five new hats already."

—

F. E. Knott, of Dinwiddie Country Va., got the snug little sum of $1,338.03 for a two-horse wagon load of tobacco which was sold on the floor of the Virginia warehouse in Petersburg Wednesday, a week ago. There were other high prices paid for tobacco at the same sale, but this particular sale brought one of the best prices that has been recorded in any Virginia warehouse in many a day. J. J. Jones, of the Virginia warehouse, was delighted with the big check he gave to Mr. Knott. This is another evidence of present-day prosperity which the farmer is enjoying as never before in history.

—

James Evers, of 248 West 48th street, New York, a cousin of the famous ball player, Johnny Evers, brought joy to the hearts of the men at Camp Upton, Yaphank, L. I., last Sunday. Evers distributed cigarettes; that's why the boys were cheerful. Sunday is the "day off" at camp, but there are always a few men who are kept at camp to do guard duty and attend to other things. So Evers figured they were the boys to be given the smokes. He drove around the camp in his machine and gave several packages of cigarettes to every soldier he could find, and eager hands received them. James Evers was a one-time lightweight boxer and many of the soldiers recognized him.

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

"PARTAGAS"

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

The World's Standard Cigar

ROBERT E. LANE
General Representative for United States and Canada
115 Broadway New York

All Progressive Dealers Read TOBACCO

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

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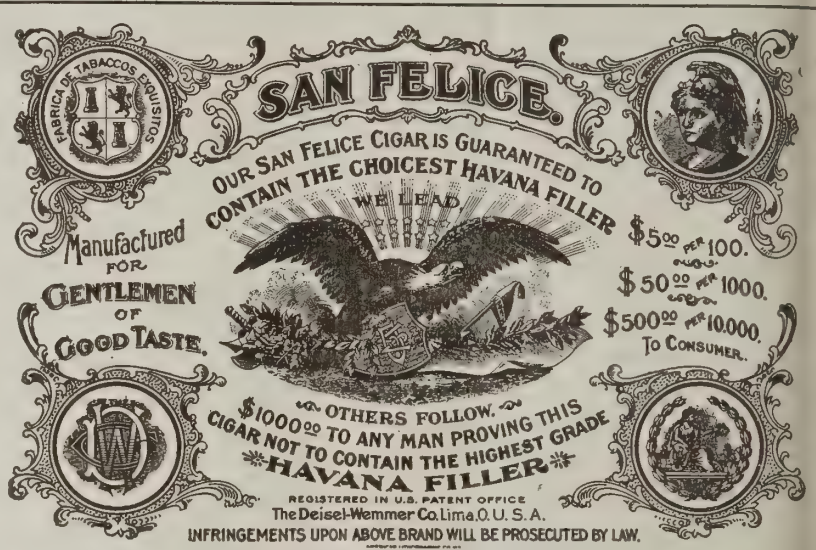
WE OFFER {Quality / Service} TO THE TRADE

The Finest Grades of

IMPORTED HAVANA CIGARS

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LONDON, MANCHESTER AND CONSTANTINOPLE
TURKISH TOBACCO GROWERS and CIGARETTE MANUFACTURERS

G. S. NICHOLAS & SON, Ltd.
43 Beaver Street
NEW YORK TEL. BROAD 5221



Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Office
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.

SHOTS AND JOTS

Hart & Murphy and the Kuhles & Stock Co., of St. Paul, will not advance prices at present, except to add the amount of the war tax.

—

The new price list of the Winston, Harper, Fisher Co., of Minneapolis, is headed "The Three Tom Line"—Tom Moore, Little Tom and Tom Keene.

—

Six thousand cigars that were stored in the cellar of the Vienna Cafe, at Hazelton, Pa., were ruined Monday by the bursting of a hot water boiler.

—

American Red Cross chapters in Minnesota, Montana, North Dakota and South Dakota have been asked to co-operate in keeping the troops well supplied with smoking tobacco.

—

Van B. Clark, at the Vendome, Minneapolis, put on sale recently the Roberts, a six-inch, six-cent Manila cigar and on the first day, four 20th packings sold themselves from the top of the show case.

—

Nearly $200,000 worth of bonds were sold at the Manhattan Opera House in New York, Saturday night between the acts of "Chu Chin Chow," after Burr McIntosh had made an eloquent appeal. Ery Kehaya, president of the Standard Commercial Tobacco Co., electrified the audience by buying $100,000 worth. D. W. Griffith, motion picture producer, bought $10,000 worth.

—

At the Little Playhouse, Mount Vernon, N. Y., last Sunday, several plays were presented by the Loggia Ludovico Ariosto 519, Sons of Italy. Following the plays, three soldiers of Italian parents, now in service at Camp Upton appeared on the stage and made an appeal for funds for smokes. Mayor Fiske also joined in the appeal. A collection was taken up and a large sum was realized.

—

The Tobacco Workers' International Union is making arrangements with the American Federation of Labor to have tobacco sent to the troops in France. It is desired and hoped that the 2,000,000 members of the federation shall subscribe to the fund to be formed, for purchasing the tobacco. President A. McAndrew, of the tobacco workers' organization, has requested that the tobacco be purchased in shops where union material is handled.

—

A Copenhagen dispatch says that the Berlin police have prohibited smoking by persons under 16 years of age and the sale of tobacco to such persons. The prohibition is inspired not alone in the interests of the youths, but also of the older smokers, who on account of the shortage of tobacco in Germany are forced now to form lines in front of the tobacconists to obtain the strictly limited allowance of cigars and cigarettes permitted them daily.

—

The tobacco business will be a more important industry in Rockport, Ind., this year, as there are already two firms in the market, the firm of J. M. Buckner & Co., of Louisville, having rented the Main street warehouse and the C. P. McClary Co., another Louisville company, having leased the Kitchen warehouse, near the Southern depot. Anthony Stevenson will manage the former and Sam Schumacher the latter. In addition, the big American Tobacco Co. warehouse will be operated, as usual. George Welsch, a tobacco man, of Owensboro, Ky., will have charge of the warehouse of the American Tobacco Co. at Rockport.

DUTCH EAST INDIES TRADE

(*Continued from page* 19)

porter. The principal imports are manufactures, of which the United States is the world's largest producer.

Java holds second rank among the world's producers of cane sugar being only exceeded by Cuba. The Java coffee holds the highest rank in all parts of the world; the wrapper tobacco of Sumatra surpasses that of any other country, the tin mines of Banca and Billiton are of extreme importance, and the production of rubber on the plantations of Java and Sumatra are increasing rapidly, and only exceeded in output by that of the Malayan Peninsula.

The total imports of the Dutch East Indies range from $150,000,000 to $200,000,000 per annum, and the exports from $250,000,000 to $300,000,000 per annum, the largest part of the trade being normally with the mother country, Netherlands.

IMPORTED TRADE SAMPLES

ow They May Be Sent and What Duty Must Be Paid —Treasury Instructions to Collectors of Customs.

"In view of the department's decision dated December 21, 1916, that duty must be assessed upon all samples on the value returned by the appraiser, or on the entered value if higher than the appraised value, unless the same are articles of a character entitled to admission free of duty under some paragraph of the free list, the provisions of article 325 of the Customs Regulations of 1915 relative to parcels containing merchandise of no commercial value are hereby revoked.

"From and after June 1, 1917, unsealed parcels, registered and unregistered, containing trade samples intended solely for use in soliciting orders for merchandise, may be imported in the ordinary mails from foreign countries, subject to all customs duties and customs regulations, in the same manner as though imported by parcel post, express, or freight.

"Such packages containing trade samples must be plainly marked abroad with the words 'trade samples of——' (merchandise) and 'subject to examination by United States customs officers.'

"The importation in the ordinary mail of packages containing articles claimed to be samples, but which are in fact small shipments sent on approval, larger shipments to follow if such articles meet the requirements of the addressees of articles purchased abroad or sent in pursuance of an order therefor and of articles sent as presents, will not be permitted.

"Packages in the ordinary mail, containing such trade samples, which do not conform to the above requirements will be treated in the manner prescribed in Chapter VI of the Customs Regulations of 1915."

One of the added perplexities of the manufacturer now is the shortage of boxes, both cigar and packing. To meet the shortage of the latter class all manner of extemporized shipping cases are being forced into service. There is a rush for grocery cases of all kinds and clean boxes of size suitable for cigar shipments are much in demand in place of the former special boxes which were so generally used. It is a hard proposition to secure the regular cigar boxes as well and the delay in delivery is holding up many orders.—*Canadian Cigar and Tobacco Journal.*

Exhibition space reserved for the Biltmore, Manhattan and Commodore hotels at the National Hotel Exposition, to be held at New York during the week of Nov. 12, has been donated to the United States Food Administration by John McE. Bowman, chief of its hotel division.

E. Newberry, district manager for the American Tobacco Co., with headquarters at Los Angeles, has been calling on Arizona dealers with excellent success.

The employees of Lincoln Bros., New York, subscribed $6,000 to the second Liberty Loan, mostly on the installment plan.

A NEW SONG TO AN OLD TUNE

There is a tune whose melody
  Falls not upon the ear,
And wakens no responsive sigh,
  Nor swells soft pity's tear;
No magic in its euphony,
  The soul enwrapt to charm,
No dying cadence breathing bliss,
  The troubled mind to calm.
No bard "to lords and ladies bright"
  Has pour'd its "tide of song,"
Nor is it ever heard amid
  The courtly, festive throng.
Alone, unnoticed, but by few,
  But to that few a boon,
Dearer than "music of the spheres"
  Art thou—my old spittoon.

J. Barnard.

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y CA. 75th Street & Avenue A. New York

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.

CARABANAS

Clear Havana Made in New York and Tampa

PANDORAS

Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.

Established 1872

MANUFACTURERS OF HIGH GRADE CIGARS

We are now using the Union Label of the Cigarmakers' International Union.

Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

L. KEHLMANN CO.
229-239 WEST 28TH STREET
NEW YORK CITY

PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE



LUCELLA

A Mild Havana
Made in
ALL SALABLE SIZES

A Winner Wherever Placed

JOBBERS' ACCOUNTS SOLICITED

R. GANGEMI & CO.
20 Fulton St. -:- New York

"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

JEAN VALJEAN
"Truly a cigar"
Made by
596 SIXTH AVE COR 35TH ST
DAVE SAQUI
NEW YORK CITY

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Integrity, care Tobacco.

WANTED — SECOND-HAND STRICKLER Scrap Machine. Address The J. F. Cherry Co., Newark, Ohio.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN—Fully posted in all grades of cigars, clear Havana, seed and Havana and nickel, including Manilla. Thoroughly acquainted with the best jobbers in all sections of the country. Highest reference. Address A. M. H., care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

FOREMAN WITH 20 YEARS' EXPERIENCE DESIRES POSITION. Address Foreman, care Tobacco.

As Shown by the Payrolls

WASHINGTON, October 29.—Statistical information covering labor conditions in certain selected industries for the month of August, and including cigar manufacturing, show that during the month named replies were received from 61 manufacturers, identical with those received in 1916 for the corresponding month, out of a total list of inquiries sent out of 103, covering one week of the August payroll. The number of persons employed in the 61 factories in August, 1916, was 19,332, as compared with 18,720 for the corresponding period this year, or a decrease of 3.2 per cent.; wages, however, for the same period, showed an increase from $208,176 to $230,520, or 10.7 per cent; if, however, the number on the payroll for the last full day of the month is taken, and based on the returns of 17 establishments, there was an increase from 3,516 to 3,715, or 5.7 per cent.

As between July and August of the present year and for the same 66 factories there is shown to be a marked decline in the number of persons employed. In July the number employed in the 66 factories was 21,098; in August it was 19,472, a decrease of 7.7 per cent, and the payroll decreased from $262,402 to $200,386, or 8.4 per cent; number of persons employed by an aggregate of 20 factories on the last day of July was 4,530; on the last day of August for the same establishments the number of persons on the payroll was only 2,456, or a decrease of 1.6 per cent.

Only one cigar factory reported any increase in wages during August.

Retailers in Wilmington and Greensboro, N. C., have made advances in prices.

Practically every cigar store in Savannah has raised prices on all kinds of tobacco. Many of the smaller establishments put up the prices of their smoking supplies the first part of last week.

—

A tobacco war is in progress in Clinton, Mass., between rival stores selling cigarettes at the new prices and at the old. Many stores went up in their prices without telling their neighbors, and those who did not know of the advance were selling at the old price, while their competitors were getting a cent or more on every box. Those who did not advance at first say that they will not go up now, and will undersell their rivals by retailing at the old prices. They also threaten that if the higher price places come down again to the old prices that they will drop to a price under the old, and keep selling all the time to get the business from those who did not inform them of the advance.

—

Retail tobacco dealers in Springfield, Mass., met and decided on new prices for cigars and cigarettes. The new rates carry an increase in all lines of cigarettes, while the retail price of cigars will be reduced in some instances. The Federal tax and increased expense of doing business prompted the dealers to make the changes. Some time ago the manufacturers increased the wholesale price of cigars and the retailers increased their prices. The manufacturers have recently increased the prices again, but the retailers will not again increase their rates. Under the new rates for cigarettes and tobacco the 5-cent brands are increased to 6 cents, 10-cent brands to 12 cents, 11 cent brands to 18 cents, 20-cent brands to 25 cents and 25-cent brands to 30 cents. On the retail brands of cigars the majority will sell for 10 cents straight and 5 cents straight. However, there is a limited number of 5 cent brands which will sell for 6 for 25 cents, and 10-cent brands that will be sold 3 for 25 cents.

—

Retailers in Raleigh, N. C., assert that 5-cent cigars, which two years ago were purchased by them for $35 per thousand and which recently were $38 now cost $39 per thousand. Admitting that two years ago they were making a fair profit, the mathematics of the case would indicate that with the increase of 1 cent in the price of one cigar, retailers stand now in spite of decreased profits in most other kinds of business in much better way of making money. With the $10 additional realized from an increase on 1,000 cigars, they can pay off the $4 per thousand increased cost and still be $6 better off on the credit side than they were two years ago.

—

Surprised yesterday when the gentleman behind the tobacco counter told you to "come again" when you handed him the usual 5 cents for a package of your favorite "coffin tacks," weren't you? "Gosh! we are beginning to feel the war sure nuff," you thought as you forked over the additional penny demanded by the tobacco vendor.—*Augusta, Ga., Chronicle.*

PARK & TILFORD

are the

LARGEST IMPORTERS

of Cigars from the Independent Factories in Havana and have the largest displays in their stores of these finest Cigars

Wholesale Price List will be sent to any dealer

Our Wholesale Department, 529 to 549 West 42nd Street, invites your personal inspection

Cable Address: Karnak, New York — Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS

14-16 SOUTH WILLIAM STREET - - - - NEW YORK

Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew.	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St.
New York

Sweet and Aromatic

INDEPENDENT CIGAR FACTORY



M. L. FERNANDEZ, Proprietor

Cable: *"Belinda"*

96-98 GERVASIO STREET, HAVANA, CUBA

H. J. M. GREEN

United States Representative

ROOM 630, SINGER BLDG. NEW YORK

Telephone: Cortlandt 2462

Waldorf-Astoria
WA
Segar Company, Ltd.

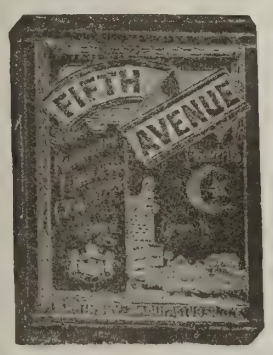
BOLDT'S SPECIALS

Exceptionally Mild Segar

IN ALL POPULAR SIZES

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York



Fifth Avenue Cigarettes

The Union-Made Cigarette of Quality Bearing Union Label

Mouthpiece, Cork Tip or Plain

EST. of I. B. KRINSKY
135 Mulberry St., New York

El Principe de Gales

THE OLD STANDARD IN PURE HAVANA CIGARS

SINCE 1854

DON'T LET 'EM DIE!

You've got 'em! Most every store has 'em! Don't let 'em die! Instead, do this:

From day to day, week to week, as items of cigar, cigarette, tobacco, and pipe stock slowly settle in the cozy corners of your spacious shelves, dig 'em out! Don't let 'em die! *Not there!*

Get out that lot of 650 Flor de Gra cigars over there in the humidor! Dust 'em off gently! Now what do they cost? What? Sixty dollars the thou'—and you've let 'em stay there one year, seven months and two days! Fie on you!

Well, what to do, what to do? First off, go over there to the pipe section, and see if you can dig up a few dozen flashy cigar cases. Those telescope leatherettes will do. What do they cost? Eighteen dollars the gross? All right.

Now let's see: The Flor de Gras cost 6 cents apiece, eh? Cases cost 12½ cents. Good! Put four cigars in each case, opened, like that. That's fine!

Cost of this outfit is now approx 37 cents, is it? Right! Go get a sign—no, get *two* signs, one for the window, one for the counter. Have 'em read like this:

Tonight's the Night!

Five o'clock tonight we'll offer four of these 10-cent Flor de Gra sublimes with a rattling good cigar case free, for 39c.

Get yours quick! They'll be gone at 6!

Can't sell that stuff at night, you say? Then sell it in the morn. Or, if you like, offer the deal in the noon time, when the rush is on. But the point is, offer it! Get rid of those Gras before the worms steal 'em!

'Nother objection? No money in the sale, you say? Well, honey, you sure might better have more room and more money for cigars that *sell!* Am I right or wrong?

Besides, man, you're getting an ad worth a dollar or two without actually paying for it!

So don't forget to put a stack of the stuff in the window tonight! Put some more on the inside case, right up front, where the mob'll see and *buy* 'em!

And say, m'fren', do the same thing with those dusty cigarettes and a cheap gun-metal cigarette case in the morning. *Don't let 'em die!* THE SMOKER.

Denver dealers have ratified a new and higher schedule of retail prices for "smokes," effective at once all over town. All 10-cent packages of cigarettes are advanced to 13 cents, or two for a quarter; all 5-cent packages of cigarettes, 7 cents; all 15-cent packages of cigarettes, 18 cents or two for 35 cents; all 10-cent packages of tobacco, 11 cents, and all 5-cent packages of tobacco, 6 cents.

Tobacco dealers in Durham, N. C., believe that all of the bigger companies will come to the smaller sized packages, for the convenient nickel and multiplies of the jitney have been one of the important factors in the steadily increasing sales of many of the Durham brands. Changing the size of the package, however, will necessitate the changing of a great deal of machinery, especially in the manufacture of cigarettes.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in All the World's Markets

U. S. REPRESENTATIVE
WM. T. TAYLOR - 140 East 34th Street, New York

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR

FINEST IN QUALITY— MILDEST IN TASTE

DUBONNET CIGARS

Some Territory Open—Correspondence Solicited

AMERICAN EXCHANGE CIGAR CO., Makers
1059-1061 Third Ave., New York

METROPOLITAN TOBACCO CO.

OFFICES AND MAIN DEPOT, 134-136 GRAND ST., NEW YORK

Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
Jamaica Branch—22-28 Bergen Avenue, Jamaica, N. Y.
Patchogue Branch—28 Ocean Ave., Patchogue, N. Y.
Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

UP-STATE GOSSIP

(*Continued from page* 14)

rettes than upon the better positioned cigar.

Few cigar smokers demand or care for coupons and matches in proportion to the immense multitude of cigarette smokers who demand everything in sight at the lowest possible outlay.

"Day and night our factories are working on Fatimas, Chesterfields and Piedmonts," asserts Salesman Charlie Fox, of the George Thompson division, Liggett & Myers Co., "so it doesn't seem, at the present time, that our cigarette machines can be stopped for the period necessary to change the form of packing to eight and sixteen cigarettes. Stock up, therefore, with all you can at the 50 per cent. tax reduction before November third."

Strawberries will soon be in bloom again 'way down south in Texas, and that's one reason which is propelling the William Demuth car in the general direction of the sand storms and cactus. Still another reason for the sou-by-sou-west of the W. D. C. pipe van is that the raw northers of our chilly clime affect the very blood of the unacclimated quartermaster. Those strawberries, then, at 25 cents the quart, and all sorts of fresh fruits at cheaper-than-sugar prices will soon be the daily fodder of this other foxey Wellington salesman, George Fox. For George leaves the Capitol District this week, after several Sundays and Mondays of missionary effort along the trails of the Albany, Troy and Schenectady retailers.

"We'll stand one-half the war tax 'till November third," announced Representative Lopez of the Garcia & Vega factory, New York. "So now's the time to order up on cigars of the finer grades. Our factory is very busy indeed, but we are prepared to handle business from our old customers upon the basis started."

Since the pound package revival started up on all smoking tobaccos, owing to the somewhat smaller expense of this form of packing as compared to the pocket bags and tins, Division Boss Jordan of the R. J. Reynolds Tobacco Co. has issued orders to his field force in the Capitol District to play up Prince Albert in the 16-ounce glass jars. This has resulted in some very excellent sales to retailers, and also adds several more stars to Jordan's service flag.

"Just got back from my old home at Lenox, Mass.," saluted Governor Bill Hughes of the Fleahman Brothers store, Beaver and Grand streets, Albany. "Those patriotic millionaires of Lenox have subscribed a complete transport ambulance equipment for the town's contribution to the Government. This outfit is all motor, even to the operating room in the splendid Red Cross service car. One of my brothers goes along with the section, providing he can secure his release from the draft unit of 60 men from that little Berkshire resort. That's the reason I went over. I wanted to see if everything is all right with him before he leaves."

"Canada used to be my stamping ground," remarked M. A. Shufeldt, of the Louie Killeen sales force, "and I sold goods there for several years before returning to the States. There was considerable prejudice in the Dominion then against Americans and their goods. And it required a solid day of deliberate conversation, discussion, food, drink and smoke to sell just *one* dealer. Ten in the morning was the starting hour for the friendly converse, but when you landed a man you would have a real order. During intermissions, the Canadian would invariably inject lots of Scotch-Irish sarcasm in his talk about the good old U. S. A. To the rescue I'd ride, though sometimes to a severe fall, for those ancient old countrymen are a studious bunch, with some real facts under their Sam Browne belts."

Hear the sleigh bells? Surely, it cannot be old Kriss Kringle comin' through the radiator! But there he is, reindeers an' whiskers! What's that he said? Listen: "Christmas, 1917! Before placing your Christmas order, notice our prices on pounds, in glass or tin, with Christmas decorations." Follows the list. Then: "I will call on you Monday, November 19, for the Cameron Tobacco Co., R mond, Va. Eutopingly yours, W. J. Noonan, eral representative for Santa Claus in the U States of America."

Two more Spug samurais! These, though, f the P. Lorillard Co. And what have they to the Spugsters, or the Society for the Preven of Useless Giving? Ah, the satchels will tell. C 'em up, boys! Well, that's great, simply gr Camouflaged holly, mistletoe, evergreen Xmas t all litho-blended in holiday tints and settings u a paper cover for 100 cigarettes! Good job, Sp good job! Oh, is that so? Then the cigare are not packed in bulk? In packets of ten, say, with ten boxes to the beautiful bundle? Th fine! Now, all that trite tragedy, related annu by jobber and retailer, about having an invent to-Christmas stack of Helmars, London Lifes, rads, Deities, and so on, there on the dust worm pile, is therefore obsolete, is it? Vive Pierre Anagyros Lorillard! You've solved January-to-December problem at last.

When Bob Murphy closed the New Kenm Summer soda fountain, where cigars and thi were sociably sold on the corner beneath the modeled Albany Hotel, some of the trade switched and side tracked to the permanent ci stand in the Pearl street lobby. But folks awaiting the Kenmore opening of the new din room, cabaret and wine bar. More cigars then be served than the present limited facilit permit.

Quite a few of Mike Connors' customers w sitting and standing around the Hampton Ho lobby the other day when Jim McGrane or son body else in the cigar smoking crowd yelled that a Caproni sixteen-seat battleplane was waiti right out front of the Acker, Merrall & Condit st to take the party on a See-the-City tour of Man's Land. All rushed out just in time to a tail-end view of a Liberty Loan airplane whi was bombing the multitude with Over-the-Top a peals for Saturday's closing of the U-Buy-a-Bo sale.

THE SMOKER.

First Consul
CLEAR HAVANA CIGAR
LINCOLN BROS., Manufacturers
466-468 Broome St., New York
MONTE CRISTO
SOLD SINCE 1865 CONTINUOUSLY
MILD HAVANA

El Leon Invincibles
Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
JOSEPH P. MANNING CO.
BOSTON, MASS.

F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO
FLOR DE NARVEZ
VICLO
TRADE MARK
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatio, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality
HAVANA CIGARS
LA AMITA
Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

VICENTE GUERRA
GUERRA, DIAZ & CO.
CUBA
TRADE MARK
MANUFACTURERS OF
CLEAR HAVANA CIGARS.
FRANK R. DIAZ
La Flor De
V. Guerra
Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 4. NEW YORK, NOVEMBER 8, 1917. PER ANNUM, $2.00 SIX MONTHS, $1.00

BUREAU REORGANIZED

New Commissioner of Internal Revenue Makes Important Changes—Administrative Units—A Corps of Co-ordinate Officials.

WASHINGTON, November, 5.—Because of the vast amount of additional work that has been thrust upon the Internal Revenue Bureau of the Treasury Department, the entire bureau has been reorganized according to an announcement made here the latter part of last week by Commissioner Daniel C. Roper.

The object of the new organization is to establish administrative units in charge of a corps of co-ordinate officials who will be held strictly accountable, respectively, for the subject matter and duties that are assigned to them.

The position of Assistant to the Commissioner has been created, and J. H. Callan has been designated to act in this capacity. The Division of Chemistry, Stamps and Accounts will be under the immediate direction of the Assistant to the Commissioner.

The Assistant to the Commissioner will, in addition to directing the conduct of the work in the several divisions, assist the Commissioner in the work of co-ordinating the efforts of the administrative units established for the bureau and execute such specific duties and work as may be assigned to him by the Commissioner.

One of the administrative units will comprise the work of the division of tobacco and estate and capital stock. Mr. Gates will be the Deputy Commissioner in charge of this unit, and Mr. West will be Assistant Deputy. The duty of the Assistant Deputy in this administrative unit will be to relieve the Deputy Commissioner as far as practicable of routine executive work and responsibility and to examine personally into the conditions, methods and practices of the several divisions in this unit with a view to the most intelligent and efficient conduct of the work and utilization of the employes and equipment.

DETROIT'S BIG OUTPUT

Million Cigars a Day—Former Prestige Regained—First Class Goods Made in Sanitary Factories.

Detroit again ranks as one of the biggest cigar manufacturing centers in the world. The prestige that was enjoyed a couple of years ago is being regained and production now is above 1,000,000 cigars a day, the output of the factories being smoked in all parts of the United States, some of the brands ranking among the best sellers to be found.

It was no fault of the product that Detroit dropped off in the quantity of cigars. Labor troubles did it. Years of comparative comfort and wages about which there had been no dispute were followed by a general walkout and attendant paralysis of the business, of some of the big plants. This condition led to the establishment of branches in other cities, where the Detroit brands were made during the months that labor and capital were estranged.

The settlement of differences led to a resumption of manufacturing, at first on a smaller scale than at the outbreak of the strike, then growing until it is almost normal. Trade indications are good, and the demand for Detroit cigars now is general.

Detroit makes all grades of cigars, but the nickel goods have been in the majority. Such is the additional cost of manufacturing that the wholesale price of many brands now is around the $40 mark.

The *Free Press* declares: "Detroit is one of the first cities in which the old upstairs or loft cigar factory began to become unpopular. There are half a dozen big plants in Detroit, employing hundreds of girls and men, and the arrangement of these factories is in strict accordance with the modern habit of doing things in a clear way.

"In the first place, instead of cooped up quarters, the rooms are spacious and well lighted, modern factory constructing marking the newest of the plants. Naturally this affords the workers plenty of fresh air, and in addition to that which comes through windows and skylights ventilating apparatus is installed, changing the air at frequent intervals.

"Rest and locker rooms are provided and some of them maintain lunch rooms for their help, selling foods for less than they cost, all of which comes back in the better grade of work.

"No cigars are made under cleaner conditions and none of better stock for the price, as Detroit is one of the big buyers of fine tobacco.

"Now that the season for holiday boxes is coming it is well to think of the army of cigar makers here, all of whom benefit indirectly through the home consumption of the Detroit brands."

THE REORGANIZED TOBACCO DIVISION.

WASHINGTON, November 5.—The Tobacco Division, under the reorganized Bureau of Internal Revenue, has been assigned to the Administrative Division, including all taxes, including additional and floor taxes imposed by the Act of October 3, 1917, on tobacco, snuff, cigars and cigarettes. Also the tax on cigarette paper and the special taxes on manufacturers of tobacco, cigars and cigarettes imposed by the Act of September 8, 1916.

Threatened Labor Trouble Averted in Tampa

Intervention of Mayor McKay Put a Quietus on What Promised to Be a General Strike—A Modification of the Rule Regarding Employment—May Locate a Naval Base at Gadsden Point—Increased Cigar Production.

TAMPA, November 4.—Threatened labor trouble was averted Saturday through the intervention of Mayor D. B. McKay, and peace and activity again reign in cigardom. Strikers at the New York factory of Pendas & Alvarez asked for the moral support of workers at the Tampa factory of Y. Pendas & Alvarez, and as a result many quit work and applied for positions in other factories. This caused the manufacturers to enforce the rule with reference to refusal to employ men when a strike was on or pending, and those who left the Pendas & Alvarez factory were without work. This action brought a protest from the cigarmakers and a three-day general strike was threatened. The men admitted that the manufacturers had the right to refuse to employ striking men, but insisted that cigarmakers who were not interested in a particular strike should not be made to suffer. As a result the cigar manufacturers modified their rule by making it affect strikers and prospective strikers alone, and settlement was reached on that basis. The Pendas & Alvarez factory, however, has a good force at work and is turning out cigars rapidly.

Headed by Rear Admiral J. M. Helm, the naval base commission appointed recently arrived in the city today from Key West for the purpose of investigating Tampa's advantages for the establishment of the proposed Gulf coast naval base. Because of the area and depth of the neighboring bays and Tampa's fine transportation service, Tampans generally believe the naval base will be established on Gadsden Point, near the city.

"Because of high prices on materials, heavy war taxes and other advantages, the demand for increased co-operation between the manufacturers in all phases of the industry is increasing. Conditions have changed to so great a degree in recent years," said Ernest Berger of Balbin Bros., and the Tampa Cuba factory, "that it is necessary for manufacturers to economize at every possible point in order to realize profits even when fair price increases are in force. I wish they would get together, employ efficiency experts to suggest more systematic plans of operation and otherwise co-operate to a greater degree in efforts to make ends meet. I never like to thrust my personal views upon veterans of the trade, but I know benefits would result from greater co-operation."

Val Antuono, manufacturer of Duke of Belcourt and C. H. S. cigars, has returned from a tobacco-purchasing trip to Havana.

Internal revenue receipts for the month of October amounted to $149,936.35 against $109,965.12 for the same month last year. Increased cigar production is principally responsible for the growth in revenue. Customs receipts for the month, though, were somewhat lower than those of October, 1916, being $169,508.56.

The board of county Commissioners last week awarded a contract for the paving of 55½ miles of county connecting highways, the material to be used being brick and asphalt. The contract was awarded conditional upon the issuance of bonds to the amount of $750,000, for which an election will be called soon. Whether the vote will be favorable is not known.

(*Continued on page* 34)

A TEXAS PHILANTHROPIST

P. P. Martinez, a Popular Cigar Man of Dallas, Is a Leader in the Campaign Against "The White Plague."

P. P. Martinez, a popular cigar dealer of Dallas has contributed $2,000 more to a fund started to aid victims of tuberculosis. His first contribution to the fund was $1,000; his second, $1,000, and his third—made last week—$2,000. He said a realization of the wonderful results obtained by the careful expenditure of the money prompted him to double the amount of his donation. He expressed the hope that other persons, upon learning of the good work done, would follow his example and give something toward the fund so that a larger number of persons could be helped. Every advantage of medical science, climate and modern dietetics is placed at the disposal of tubercular patients helped by the fund. Every effort is concentrated on the curing of one person or two persons, according to the money available.

Entire enumeration of the philanthropic work of Martinez would fill a large book. Practically every enterprise for the promotion and welfare of Dallas has been helped by this benevolent citizen. He has contributed toward charity work of many kinds; has helped in financial campaigns, has given financial aid to many individuals, and has donated toward the patriotic causes of the last year.

He was born in Spain and came to the United States when he was 16 years old. He started in the cigar manufacturing business with his brother at New Orleans. The products of the firm, Martinez Bros., were sold in large quantities in Chicago, Milwaukee and Cincinnati. While traveling for the firm in Kentucky, P. P. Martinez received a telegram from his brother stating that there was an epidemic of yellow fever in New Orleans and telling him to "work Texas" instead of returning home. So he located in Texas and has been a resident of Dallas forty years.

Soon after arriving in Dallas, he rented a blacksmith shop on the southwest corner of Main and Poydras streets, improved it and opened a cigar store. The citizens of Dallas, then little more than a frontier town, laughed at the newcomer when he ordered a supply of 25c and 50c imported cigars, but after the expensive "smokes" arrived, every man sampled them and many smoked them regularly. Mr. Martinez was the first man to ship a carload of cigars to Dallas.

Paul Erb of Dallas while visiting in Chicago saw in a newspaper a story about the "first big shipment of cigars to the Southwest," and immediately exclaimed, "That's Martinez; nobody else would have the nerve." The placing of Brussels carpets in Martinez's store provided another surprise. Starting with a limited capital, Martinez has succeeded in building up a business that covers five States.

"UNITED" SALES DEVELOP

Totals for 1917 Probably Will Exceed $43,000,000—Some Profitable Side Lines—Helped by Prohibition.

Recently compiled statistics show that in districts in which prohibition has been established sales of the United Cigar Stores Co. jumped 25 per cent. on an average. Which gain partially was made on straight tobacco sales and the remainder in candy and other things that the United sells in its stores.

In this connection it may be said that the United is now selling $3,000,000 worth of candy, chewing gum, razor blades and other side lines annually. Four years ago business in these side lines did not amount to more than $500,000 a year.

Sales of the United Cigar Stores Co. this year will approximate $43,000,000 as compared with approximately $36,000,000 in 1916 and $31,000,000 in 1915. This means an increase of 40 per cent. in the business of the company during the two-year period.

In 1918 the company is expected to do a business in excess of $50,000,000. In fact, business is now probably running close to this rate.

The United Cigar Stores Co. will probably increase the common dividend some time next year. No action to this end has yet been taken, but, according to the *Wall Street Journal*, "the general understanding exists in official quarters that cash disbursements to common shareholders will be larger in 1918 than they have been in the current year."

Earnings of the company in 1917 will probably run close to $15 a share for the $27,162,000 common stock after preferred dividends, as compared with $10.09 a share on the same amount of stock in 1916. This means an increase in net of more than $1,000,000, as compared with a year ago.

"This increase in net has been accomplished despite an extensive expansion program that has been in progress throughout the year. A large number of stores as well as more than 200 new agencies have been opened during the present year. But over and above this the United should show at least $4 a share more for its junior issue than last year.

"If the plan to increase common dividends next year works out as projected it will only be in line with the dividend policy for the last four year. In 1914 the United Cigar Stores of America was formed and dividends were started on the common stock at the rate of 5 per cent. annually. In 1915 this was increased to 6 per cent. and the following year to 7 per cent. In May of the current year the present rate of 8 per cent. was established."

TOBACCO FOR EXPORT

In Greater Demand Than Ever Before—Kentucky Growers Are Making Big Money—Great Preparations in Owensboro.

On August 31, 1916, there were 262,450,000 pounds of tobacco in storage in Great Britain. On August 31 of this year there were 167,235,000 pounds in storage. This is the smallest amount of tobacco that has been in storage in England in many years.

The price of tobacco in British warehouses has just doubled that asked in 1916. Five to five and a half pence was the prevailing price in 1916. The quotations for 1917 are shown to be 10 and 11 pence. Burley, of which there was no quotation for 1916, shows this year a quotation of 20 pence a pound. All stocks are short, and the means of transportation to Europe are very poor.

Tobacco companies of the United States have manufactured more tobacco in the last two years than ever before in their history, and there never was a time when demand was greater for all kinds of smoking and chewing tobacco than now. This is due, in a measure, to the thousands of soldiers called to the colors.

Workmen and soldiers alike think tobacco is a necessity. Despite the increased prices imposed by dealers, there seems to be no falling off in sales. The manufacturing plants are kept busy to supply army camps of the country, in addition to sending heavy supplies to England, France, Italy and neutral countries. And American tobacco growers are more prosperous than ever before. An Owensboro, Ky., dispatch to the Louisville *Journal* says:

"The indications are that the man with a few acres of tobacco this year is going to be well paid for his crop. In the Green River district, composed of the counties of Daviess, McLean, Hancock and Ohio, there is a 40,000,000 crop this year, compared to 45,000,000 last year.

"Last year an average of about $11.50 per 100 pounds was realized by the farmers of the district, who sold more than 25,000,000 pounds over the loose leaf floors of Owensboro. The remainder of the crop in the district, which was sold at the barn or through the pools, brought almost as high average.

"It is the belief of buyers and growers alike that higher prices will be paid for all grades of tobacco this year. There is a strong demand for the lower grades. European countries will take any kind of the weed.

"Never before in the history of the tobacco business in Owensboro have greater preparations been made for a season than the coming one. There will be six and possibly seven loose leaf floors in operation this year. All of the local buyers have been busy this summer repairing their buildings and in some instances increasing ther capacity.

"The crop in the district is one of the finest in quality ever grown. This is especially true of the McLean county tobacco, which is of exceptionally high grade."

ENCOURAGING REPORT

By Dr. Henry Field Smyth and Dr. T. Grier Miller Who Made a Hygienic Survey of Philadelphia Cigar Factories.

Dr. Henry Field Smyth and Dr. T. Grier Miller, of the University of Pennsylvania, have made in the occupational diseases clinic "a hygienic survey of cigar manufacturing in Philadelphia."

They visited forty-eight factories, the smallest employing one worker, the largest 800 workers, and in all they observed the condition of 6,200 employees.

The 1916 directory of the Pennsylvania Department of Labor and Industry shows 160 cigar factories in Philadelphia with 6,574 workers.

Doctor Smyth and Doctor Miller have therefore seen more than 90 per cent. of the persons engaged in this industry in Philadelphia.

Of the 6,200, there were 1,600 male and 4,600 female operatives.

From the point of view of cleanliness, thirty-six factories were rated good or fair and ten were classified as dirty. "This would be a very fair showing for such a number of factories in any industry."

A careful study was made of the cubic feet of air space per person, the temperature and humidity of the workrooms, the inhalation of dust particles, nicotine and bacteria.

The conclusion reached is that "cigar manufacturing is not necessarily a dangerous occupation."

Intelligent legislation safeguarding the welfare of men and women at work must always rest on just such a scientific and careful assembling of data as is to be found in this report; and the politician who interferes with such research commits a crime.—*Public Ledger.*

A SELF-LIGHTING CIGAR

Invented by Mrs. Oscar C. Morten of Waterloo, Iowa—Patent Office Says the Idea Is Original.

Ever since William Rolfe, in the early settlement of Jamestown, Va., introduced tobacco among white men, users of cigars have been stepping up to the lighter or saying to a friend, "Lend me a match."

It was left, finally, to a woman to invent the self-lighting cigar. The inventor is a woman living in Waterloo, Iowa—Mrs. Oscar C. Morten, formerly Miss Emma Vorce, who has been employed by the Western Union Telegraph Co.

Mrs. Morten told a reporter for the Waterloo *Courier* that she had applied for a United States patent. In reply to her inquiry, the patent office reported the records showed nothing of the sort in its files. "The idea is absolutely new," the director of the patent office wrote.

The self-lighting cigar will be equipped with a match attachment inserted in the end of the weed. When the device is put on the market all the smoker will have to do is to "strike" his cigar instead of striking his match or striking his friend for a light.

While on her way to northern Minnesota in the summer Mrs. Morten observed two young men who, after several vain attempts, failed to get a light for their cigars because of the wind. One said, "The thing ought to light itself." This set Mrs. Morten to work solving the difficulty. She began her experiments by inserting a paper match into the end of the cigar. There were difficulties which patient tests finally overcame.

SHIPPED TO HOLLAND

About 1,750,000 Pounds of Dominican Tobacco Loaded on a Dutch Steamer at Puerto Plata.

Arthur McLean, American Consul at Puerto Plata, reports that a vessel of the Royal Dutch West Indian Steamship Co. recently called at Puerto Plata and loaded 800 sacks of coffee (132,000 pounds) and 15,000 seroons of tobacco (1,750,000 pounds) for Amsterdam, Holland.

This vessel was the first Dutch steamer to come to Puerto Plata this year, although several vessels of that nationality called there since the beginning of the war. Prior to the war almost all of the Dominican tobacco crop, which averages about 175,000 seroons annually, was shipped to Bremen or Hamburg.

IN LA SULTANA'S DOMAIN

A Remarkable Development

Entering the cigar business in 1883, being associated with cigar manufacturing for more than the third of a century, Max A. Kreielsheimer can speak from experience. He can talk most entertainingly when he cares to do so. But he prefers deeds to words. He works. He makes his work productive. He has ideas. "Original ideas, shrewd ideas, good ideas," many people say. He utilizes opportunities. He sees things that other men don't notice.

For instance, there was the cigar trade obtainable by having drug stores for customers. Not entirely ignored, yet ofttimes dubiously regarded, such cigar trade as drug stores afforded, as a rule, was small and uncertain. It seemed to be a sort of haphazard proposition.

While Kreielsheimer was with the Cosio Cigar Co., his attention was called to a debt owed by the owner of a drug store in a state capital. Though honest and willing, the druggist wasn't in a position where he could "square up" in the near future. The difficulty involved in the collection of the account, Kreilsheimer got around by acquiring a cigar stand in the drug store.

Kreielsheimer supplied the stock. And in lieu of rent and clerk hire he gave the druggist a fixed percentage on all cigar sales. Unworried by bills and able to replenish the show case with saleable cigars, the druggist found that cigar sales on a percentage basis were profitable for him. The experiment was successful. Tried in other places, similar experiments were equally satisfactory. Seeing how such business could be developed, Kreilsheimer organized the Standard Cigar Stands Co. In a few years the number of stands operated by the company in drug stores throughout the country has increased to 1,300.

A short time after the Standard Cigar Stands Co. was organized, Kreielsheimer happened to meet William Zeigler, Jr., the Royal Baking Powder magnate. As a "little side issue" then, Ziegler was interested in a company engaged in manufacturing Ess-en-see and other brands of cigarettes. Impressed favorably by the way Kreielsheimer was managing things. Ziegler made inquiries and later acquired considerable stock in the Standard Cigar Stands Co.

As the stand business extended and prospered, Kreielsheimer proposed to establsh a small cigar factory to make a special brand that could be featured on the stands. Since selling cost and all the middleman's profit would be eliminated, he figured that a cigar of notable character and high quality could be retailed by the Standard Cigar Stand Co. for five cents. And he explained the advantages of the plan.

"How much would it cost to start that little cigar factory?" Ziegler asked.

"A thousand dollars would serve the purpose I have in view," answered Kreielsheimer.

"Better make it $2,500," Ziegler suggested.

The suggestion being accepted, half of a loft at 150 West 52nd street, New York, was secured for a cigar factory. There La Sultana brand was originated.

Kreielsheimer planned to make a decidedly good five-cent cigar. Shade-grown wrapper, Wisconsin binder and Havana filler were the materials he selected. The filler was choice stuff obtained from leading factories in Havana.



Max A. Kreielsheimer, Vice President of the Tobacco Corporation of America

In the small factory, under strict supervision, La Sultana cigars were made. As nickel cigars, La Sultanas undeniably contained excellent value. The quality of the goods evoked declarations that such cigars couldn't be made profitably to be sold for five cents.

Predictions were made that Kreielsheimer would bankrupt himself.

In the meantime smokers began to discover how meritorious La Sultana cigars were. Sales repeated rapidly everywhere the cigars were placed. The demand for La Sultana soon exceeded the possible output of the little factory.

Additional manufacturing facilities were secured, production was greatly increased, but not fast enough to supply the market created for La Sultanas.

One factory after another was acquired, still the output was insufficient. Persistent demands for La Sultanas hastened the organization of the big Tobacco Corporation of America.

Here and there, wherever it could advantageously, the corporation acquired factories. It multiplied its output, it became a cigar distributor of nation-wide importance.

For La Sultana's growing popularity made it inadvisable to restrict sales of the brand to chosen stands in drug stores. The distribution of La Sultana became phenomenal. Particularly high quality emphasized in material and workmanship, "individuality," always associated with a notably moderate price, caused millions of La Sultana to be sold.

In less than a year La Sultana achieved a distribution that would justify hard work in behalf of the brand for five years. The Tobacco Corporation of America appreciates the importance of building up a brand. Despite the high price of tobacco the corporation, some time ago, made big purchases of desirable leaf. It secured shade-grown wrappers and Wisconsin binders, not just enough to last the factories

(*Continued on page* 34.)

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Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, NOVEMBER 8, 1917.

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BUILDING UP DURING THE WAR

It is inconceivable that the horrible sufferings of this war should have been thrust on the world without some compensating advantages. One great benefit which has accrued to most of the belligerent nations is the awakened sense of patriotism, the realization that duties are owed by every man to his fellow citizens. It may even arise out of the war that poverty, the curse of modern society, may be almost banished from the civilized nations owing to the livelier understanding that every man is truly his brother's keeper, and every man is obligated to see that he is not growing rich at the expense of his brother. In England before the war nearly a third of the population, twelve million people, were on the verge of starvation. Today we are told that there is practically no poverty in England. Everyone who can work is working and earning a decent livelihood; and everyone feels that he is working not for himself alone or for his family, but for the country. In spite of a terrible casualty list, in spite of air-raids and submarines, there is probably more health and happiness in England today than at any other time in her history. Is it possible that England will go back to the old slipshod wasteful methods of 1914 when the war is over? Shall we ever in England see the old shameful contrast between extravagant wealth and sordid poverty? It is almost inconceivable. It will be our great misfortune if we let the other nations of the world get more in solid character-building out of the war than we do. True reform and pacifism do not go together.—*Theodore Roosevelt in the Metropolitan Magazine.*

EXPLANATIONS PAY

Actually, the man behind the counter holds the key to the situation. The retailer has the last word to say concerning prices and distribution. He meets the consumer face to face.

People poke inquiries at him. Often questioned, he has to answer, somehow. As best he can, he explains.

If his explanation is faulty, or if his reply displeases the customer, he may do harm, not only to himself, but also to the goods he is attempting to sell.

It is easy to create prejudice. In the public mind, to-day, suspicion may be quickly lodged. Resentment arises when any "war profiteering" is suggested.

Saving and economy are urged everywhere. Possibly never before, certainly not in the United States in recent years, has there been such a disposition "to do without things that are not really needed."

Higher cost of living, increased prices on nearly everything, while adding to the difficulties of dealers, also may make customers more sensitive. Throughout the cigar business just now, from manufacturer to retailer, it is advisable to be considerate and tactful. Cheerfully given, a clear and fair explanation of existing conditions in the cigar business will cause customers inclined to be suspicious to grumble less.

The average retailer may not be a logician; he may be deficient on statistical information pertaining to the tobacco trade, but at least he should be able to talk sensibly.

The more intelligently the retailer can talk to his customer, the better it will be for the entire cigar trade.

It is directly advantageous for the manufacturer to obtain the co-operation of the retailer.

Whether he raises prices or reduces sizes, whichever course he elects to pursue, the manufacturer will find it profitable by advertising, or otherwise, to advise the retailer rather fully.

Able then to discuss more intelligently the why and wherefore, the retailer can present matters to the consumer in a better light. The manufacturer who supplies a good argument to be used by retailers will lose nothing by it.

The Fate of a Fighting Dog.

A man he owned a terrier dog—
A bob-tailed onery cuss—
And that there pup got that there man
In many an ugly muss;
For the man he was on his muscle,
And the dog he was on his bite,
So to kick the dog-goned ki-yi
Was sure to raise a fight.

A woman owned a Thomas cat,
That fit at fifteen pounds;
The other cats got up and slid
When that there cat was round.
The man and his dog came along one day,
Where the woman she did dwell,
And the pup he growled ferociously,
Then went for the cat pell mell.

He tried to chaw the neck of the cat,
But the cat he wouldn't be chawed,
So he lit on the back of that there dog,
And bit! and clawed! and clawed!
Oh! the hair it flew! and the dog he yowled!
As the claws went into his hide,
And chunks of flesh were peeled from his back;
Then he flummuxed, and kicked, and died!

The man he ripped, and cursed, and swore,
As he gathered a big brickbat,
That he would be darned essentially
If he didn't kill the cat!
But the woman allowed she'd be blessed if he did,
And snatched up an old shot-gun,
Which was fired, and peppered his diaphragm
With bird-shot number one.

They toted him home on a window-blind,
And the doctor cured him up.
But he never was known to fight again,
Or to own another pup.
Folks may turn up their snouts at this here rhyme,
I don't care a cuss for that;
All I want to show is, that fighting dogs
May tackle the wrong Tom cat.

—*Bret. Harte.*

GUMMING THE GAME.

The *International Confectioner* asserts that A. L. Gum, W. M. Gum and Prewitt Gum are in the confectionery business at Lexington, Ky. And Tom Gum uses "rum and gum" in St. Louis.

TO REVIVE AN OUTLAWED DEBT

Sometimes a Chance is Offered to Have a Bad Account Made Good

(Copyright 1917 by Elton J. Buckley.)

Except perhaps those fortunate enough to have sold or cash always, quite a few business men have on heir books debts which are more than six years old, nd which are outlawed under the laws of practically ll states. A debt once outlawed cannot be collected, s long as the debtor is shrewd enough not to revive . If it is revived, it can be collected just as if it ere not more than six years old.

Generally speaking, there are two ways of revivng an outlawed debt. One is by paying part of it, ven though a very small part. A man who has owed 500 more than six years and who pays even a dollar n it after the six years have run, revives the whole lebt, and if he is financially responsible, it can be ollected from him.

The other way of reviving a debt more than six ears old is by having the debtor clearly acknowledge t and promise to pay it.

If you can get an outlawed debtor to do either of hese two things, you can get your money, provided ne has it to pay.

Sometimes a debtor will revive an outlawed debt gnorantly, without meaning to, therefore I have seen many creditors shrewdly manipulate things so the debtor would say or do something that would revive the debt, so it could be collected.

An interesting case has just been decided by a State Appeal Court. In Pittsburgh, two men were in partnership as retail grocers. They did a large business, and bought largely, particularly from a New York jobbing house, to which in time they owed $5,000. The jobbing house tried to collect, but could get only promises. Finally, without paying anything, the retail firm were sold out by their landlord for unpaid rent. They did not go into bankruptcy.

This was in 1909. Several years later, in 1912, one of the partners of the defunct firm went into another business, and became prosperous. The New York jobbing house one day sent a representative to him to see if he could not collect something on the old $5,000 debt, which remember was not yet outlawed. The debtor remembered the debt, acknowledged that he owed it, and promised to pay "as soon as I get the money." And he went further. He offered the jobber's representative $50 on account, which, however, was refused on the ground that it was too picayune as a payment on a $5,000 debt. All this was in the presence of two witnesses.

Nothing happened until 1916, when the former partner who had offered the $50, died without having paid anything. The jobber presented the whole claim of $5,000, with interest, against his estate, and collected it, on the ground that the debt had been revived by the debtor's offer to pay $50 on account within the six years. This the lower court upheld, the case was appealed and the Appeal Court has now upheld the verdict in a decision which I will discuss in a moment.

There are two phases of the revival of a debt. Let me illustrate them both:

First.—A man contracts a debt on January 1, 1910. If nothing is done about it until January 1, 1916, the debt is outlawed, because the six-years statute of limitation has expired. After that, however, it can be revived in either of the two ways I have described. And it makes no difference how old it is, either, if the debtor revives it as I have explained.

Second.—A man contracts a debt on January 1, 1910. I have already explained how the debt would automatically outlaw itself on January 1, 1916, if nothing was done about it before. But suppose the debtor in June, 1913, acknowledges that he owes the debt, and promises to pay it within a reasonable time, or better still, makes a partial payment on it. The debt will not now be outlawed until June 1, 1919, for what the debtor did in June, 1913, gave the six-year period of outlawry a new beginning. If he had acknowledged the debt, or made the payment in September, 1915, it would not then have been outlawed until September, 1921.

The case I have described belonged to the second class. The debt was incurred in 1908, but was acknewledged and partial payment offered in 1912, which then became the new beginning for the outlawry period. Therefore the debt would not have been outlawed until 1918, and the claim against the dead partner's estate was in time in 1916.

With all this the court agreed, and it would be so ruled, I think, everywhere. I quote this from the court's decision:

"A clean, distinct and unequivocal acknowledgment of a debt or an existing obligation, such as is consistent with a promise to pay, is sufficent to toll the statute (revive the debt and start a new period of outlawry). There must, however, be no uncertainty either in the acknowledgment or in the identification of the debt. The acknowledgment must be plainly referable to the very debt upon which the action is based, and must also be consistent with a promise to pay on demand and not accompanied by other expressions indicating a mere willingness to pay at a future time. A mere declaration of an intimation to pay is not equvalent to a promise to pay. The acknowledgment must be such as indicates an intention to pay the debt existing at the time of the acknowledgment. The time of payment need not be immediate, but the intention to pay must be present."

In another case a debtor said, speaking of an outlawed debt: "I will pay you all I owe you, and if I can do anything for you before that time I will do so, you need not trouble yourself about me that I will not pay you, for I expect to pay all I owe." The court said this wasn't such an acknowledgment and promise as would revive the debt; it was not sufficiently specific or definite.

In another case the debtor said, in a letter inclosing $50 on account, "I do not know of my own knowledge what I owe you, but I have no doubt you have it correct. I'll send you some from time to time as I can until it is paid." The court said this was a good promise, and revived the debt.

AN ECHO FROM THE SMOKER

What follows is an actual conversation overheard in the smoking car of a New Haven train one day last week.

"Happen to have a smoke, Jim? Broke away from my office to make this train and clear forgot my cigars."

"Certainly," replied the gentleman addressed, "smoke one of my favorite brands, Charles the Great."

"By the way," remarked the first man, "the price has been increased on these cigars, hasn't it?"

"Yes, it has, a little."

"Well, I presume you will be cutting down on your smoking now that cigars cost more."

"No, on the contrary, I will not. Nor do I see why I should. I'm used to good cigars and I certainly am not going to give up smoking because the price has been increased."

"I have heard it said that manufacturers will reduce sizes on cigars rather than increase the price."

"That is another thing I don't believe in, because cigar smokers, as a rule, are particular, and changing sizes will not please them. I know I have been smoking this brand for some time and the size suits me. If they change I'm likely to change myself! Most cigar smokers can afford to pay the slight increase on cigars. They are not real cigar smokers if they quibble over an increase on their favorite brand. Better raise the price than make the cigar inferior or smaller, that is my opinion."

"Don't know but that you are right."

Charles B. Perkins, of the Charles B. Perkins Co., Boston, who was in New York for a few days last week, has returned to Boston.



AN ARTISTIC TOM KEENE DISPLAY ARRANGED BY H. COOK

In the store of Fay Lewis & Bros. Co. at West Water Street and Grand Avenue, Milwaukee.

THE TOBACCO SALESMEN

Hold an Unusually Interesting Meeting—Elect and Install New Officers—Make a Splendid Showing.

Interest of the sort that accelerates progress, zeal that develops enduring success, was shown at the meeting of the Tobacco Salesmen's Association in the Hawthorne building, Thursday night. Fifty-one members were present and business of unusual importance was transacted.



MAX LEVY,
First Vice President

The spirited contests associated with the election of officers made manifest the desire of all that the association should be well served during the ensuing year. The successful candidates were: Joseph Ollendorf, president; Max Levy, first vice-president; Leo Lehman, second vice-president; Joseph Freeman, treasurer; Leo Rieders, secretary; Jos. Dublon, Charles A. Bond, Oscar Veit, Robert E. Lane and "Sig" Weil, trustees; Robert E. Lane and Charles A. Bond, delegates to the T. M. A.

In his speech, preliminary to installing the new officers, Past President Sydney Powell made a decided hit. He reviewed the history of the association and paid neatly a well deserved tribute to the retiring president, Joseph Dublon. Also he spoke of the association's future, of the work necessary to promote success and insure harmony.



JOS. FREEMAN,
Treasurer

The new president, Joseph Ollendorf, while holding the record as the association's champion speech maker, also ever has been a most popular and hard working member, one who had the welfare of the association at heart and who, on occasion, never has hesitated to say what he thought.

The favorable position that the Salesman's Association now occupies, due to the growth of membership and the development of greater interest during the past year, is but a stepping stone to higher achievement and increased numerical strength in the months to come.

Steps were taken to proceed with the incorporation of the association. An amendment to the constitution, restricting membership to American citizens, was adopted. Plans were made to give additional zest to the initiatory ceremonies. Candidates were initiated. During the evening, pertaining to the business under consideration, a number of good speeches were made. Refreshments were served. And the meeting, in all respects, was declared to be "a good one."

The Cigars Distributed by the "Would-bes"

Dealers in Philadelphia Avail Themselves of Opportunities to Dispose of Old Stock Just Before Election—More United Cigar Stores for the Quaker City—Bigger Sales in High Grade Clear Havanas—Big Business in Christmas Packages for Soldiers—A Rum Soaked Smoke from Manayunk.

PHILADELPHIA, November 6.—By the time this gets into print all the stale cigars in Quaker city and its environs will have gone up in smoke, or will be crushed under the agonized heel of some young and innocent voter who was casting his first ballot. S'fact, that election day always uses up the supply of hay smokes, not to mention a lot of straw bale, in this city.

In preparation for the great give-away all the cigar men in the city have been trotting out the brands that stopped selling in Civil War days and unloading them. Of course the old-time politicians are not as easy to fool, and sometimes, in campaigns like the one just closed, when money is plentiful, they refuse to take chances on alienating the support of voters by purchasing the old stuff. With the reformers, however, a lot of political innocents are always somewhere near the dough bag and the result is that they get the cabbage primarily because it's cheap, and secondarily because they don't know any better.

It is interesting to note that a cigar dealer—Harry M. Cohen, of 340 South Fifth street—was the first victim in the campaign just closed here, without doubt the hottest in the city. The whole country knows that the fight got red hot in the Fifth ward after a policeman was killed on primary election day, and that a reform movement was started. Also that the campaign has been fought out in the courts and the mayor and a lot of his henchmen are held under heavy bail on charges of conspiracy to murder.

Regardless of all that, however, cigar manufacturers here are still being hard pressed to supply the demand for smokes. Every day labor is getting a little scarcer, and likewise prices are still skyshooting, so far as manufacturing costs are concerned. In the retail field prices have finally settled down to a war-normal basis, which means that all dealers are not charging alike, but no howl is being raised. At the outset of the war tax, some dealers who carry smoking materials as a side line, tried to draw trade by selling at the old prices, but it didn't amount to much.

Thus Ryerson W. Jennings, a fiery old-time Democrat, put up a sign in his restaurant on South Penn square something like this: "All smokes at old prices, for good will." Some time ago we had occasion to chronicle the departure from Ryerson's headquarters of the Schulte store because he wouldn't permit the doors or the transoms to be opened, and steady customers of the Schulte string got tired of mixing the odors of ham and cabbage with their hava-necticuts. Since that time Ryerson has been running a little cigar stand of his own in the corner of his store and it is doing fairly well. The main reason for this is because somebody around the place has a geinus for writing signs. Most of them are take-offs on the national advertising slogans of the more widely known brands and some are quite clever y'know.

Between now and the first of the year the United stores in this city will number about ten more than at present. Several fine locations have been obtained, mostly in sectional centres, the downtown district being now pretty well supplied. We also hear that a corner of some importance centrally located is to be taken over by the United along about the first of the year but pending confirmation we can't give the exact location. Business at all the United stores is on the increase.

Large importers here, such as the M. M. Dalton Co., Henry B. Grauley, Yahn & McDonnell and Godfrey S. Mahn report the demand for high grade "honest to Gawd," made in Havana or Key West cigars is still climbing, regardless of war taxes and extra duties and the rising cost of living. Some of the dealers have it figured out that the dear public thinks it is being skinned if it pays the same old prices for smokes when everything else is costing twice as much. Just to make the kick of increased costs consistent, humanity, which is a contrary element, is buying better cigars and is thereby made happy.

November 15 has been announced as the last date on which packages may be mailed to reach soldiers in France in time for Christmas, and as that date draws near the volume of business handled by local dealers is increasing daily. Most of the local manufacturers, as indicated a few weeks ago in this correspondence, gave up early in the fall the idea of putting out special Christmas packages, because of the shortage of labor and the high cost of wood, tin, pasteboard or any other material used for packing.

Some of these days we expect to get the name and address of a cigar maker in Manayunk, of whom we have heard a great deal. He turns out smokes known to his customers as "dopes." They are made by laying the leaves on a wire frame, beneath which is a pan of Jamaica rum. A big glass bowl is set over the frame and the leaves are allowed to stand until they soak up all the rum. The tale came to us from a man who sat behind a fellow smoking one of the cigars made from these leaves, in a train. He said the odor rendered him unconscious at Harrisburg. Nearly three hours later—it was a slow train—he recovered his senses just as the train was pulling into Broad street station and asked the smoker what sort of gas bomb he had been puffing. He was told it was only a rum doped cigar and got one as a souvenir. Ever since then he has been carrying it around, presumably waiting until he gets somebody he don't like in a corner.

H. & S. Barsky, at Third avenue and Eighty-first street, New York, have a large window display of Feifers Union Made, Ko-Co, Flor De Bonaparte and Havana Ribbons.

REGARDING THE OUTLOOK

Trade conditions during the past week have been what some manufacturers were pleased to term "lazy." That is, there was little activity in the retail market. And to all appearances things were quiet enough. The whole tax for the tobacco industry went into effect November 3. Tobacco is still on the rise. It is said that Pensylvania tobacco is being hoarded for higher prices.

Dealers in Pennsylvania are holding out for all they can get. Connecticut shade-grown continues on the up grade. Adding to the troubles of all, it is becoming more difficult to secure cigar boxes. The union recently ordered a fifty-five-hour week in place of a sixty-hour one, which helps to restrict production. Box makers have not achieved a normal output for some time and shorter hours will not help them any.

Cigarettes in the new packings of eight and sixteen made their appearance this week and, according to retail dealers, smokers were glad to hear the extra penny had been taken off. That the six-cent price on cigars has come to stay is evidenced by the campaign conducted throughout the country. Lithograph concerns are getting out lots of six-cent stickers and one concern is preparing a series of stickers grading the cigars according to class under the new revenue tax.

That all is not gloomy in the cigar business is shown by several manufacturers who are employing more help and leasing additional space. To quote one: "Don't worry about the future. It will take care of itself in the tobacco trade. What in the world is the use of being grouchy, pessimistic or downhearted?"

LEADERS AND FOLLOWERS

Labor leaders are preaching patriotism, demanding industrial peace, and assuring the Government of co-operation. The country in the meantime is witnessing the spectacle of strike after strike, which have a serious effect on our participation in the war. Are the labor leaders who preach patriotism and co-operation sincere? Let us assume that they are, and that they are striving manfully to stem the tide of unrest and agitation, that they are trying to prevent strikes, and that when they appeal to the patriotism of their followers they are acting from purely patriotic motives themselves. * * *

The worker today sees an opportunity to compel higher wages or shorter hours, or to secure something himself from his employer which under ordinary circumstances he could not get. He finds in his hand a weapon which did not exist before. He finds that the country wants his services badly. He finds that the war cannot be carried on without his aid. He finds that he is an essential part in the great war program. The leader comes to him and tells him, in the name of patriotism, that he must not strike, that he must not riot, that he must cooperate with the Government. The worker remembers that this same leader has preached to him for the past 30 years, perhaps in a different person, but always in the guise of leadership, that what he could get was his by right, and that the methods of getting it were inconsequential.

The man is temporarily dazed by the sudden conversion of the leader from an active agitator and apostle of violence to the pacifist and patriot. Naturally his own training persists, and he wants what he wants in any way he can get it. He comes to the speedy conclusion that the new pose of his leader is simply for the purpose of fooling the people, and with a wink he assures the leader of his friendship and then proceeds to do as he pleases in order that he may get what he wants. The teachings of 30 years cannot be overthrown in a day.—*American Industry in War Time.*



IN PHIL GARBER'S CIGAR STORE AT 329 EAST 51ST ST., CHICAGO
Said to be the finest appointed tobacco emporium on the "South Side." Leading brands that Phil Garber features are Cyro, Lozano, Perfect Garcia, Garcia Grande and Corina. In this picture, the proprietor stands behind the counter and the smile on his face tells how good business is.

RETAILERS ORGANIZATIONS.

"During the past month," says *Smoke,* "several new retail cigar dealers associations have been organized and large additions made to the membership of the old associations. Not only in the west, but also in the east, the retailers are beginning at last to realize that it is only through organization and co-operation can they ever hope to accomplish anything to their benefit. If they had been thoroughly organized years ago, there is no doubt but that they would have been able to successfully combat many of the things that at the present time are proving a serious drawback to their business.

"Among those on the Pacific Coast that have recently organized are Oakland, Cal., with 300 members; Portland, Ore.; Everett, Wash., and Aberdeen, Wash. Large additions have been made to the memberships of the Seattle, Tacoma, Spokane, San Francisco and Los Angeles associations. As all the associations on the Pacific Coast are affiliated with the Western Association of Retail Cigar Dealers, that organization is attaining a position whereby it will be better able to secure those things for which it has fought ever since its formation, and to fight those things to which it has ever been opposed. Already there are signs that its influence is being felt.

"If retailers would only stop and think that individually they are powerless to better the condition under which they are working they would not hesitate for one moment to join their local association. Retailers should be glad that they have in their midst an organization that is working for their good.

ATTESTING APPRECIATION

At the regular meeting of the Staten Island Newsdealers' and Stationers' Association at Eilman's Hall, 521 Bay street, Stapleton, the following resolution, introduced by H. Luloff, was passed unanimously:

1. Whereas The American Tobacco Co.—in spite of the raised prices in material and labor—did not raise the price to the retailer, while other tobacco companies did.

2. And whereas after the war tax came into effect, The American Tobacco Co. did not shift the tax to the retailer, while others did.

3. And whereas The American Tobacco Co. always shows its appreciation and is looking for the co-operation and the welfare of the retailer.

Be It Resolved—

1. That a letter of thanks be sent to The American Tobacco Co. for its just and beneficiary policy.

2. That the retailers should try their utmost to push the goods of The American Tobacco Co. in recognition, and as more profitable than other goods.

3. To give preference to the posters and display advertisements above all the other goods.

Leaders on the Other Side of the World

Big Distributors of Cigars, Cigarettes and Smoking Tobacco in Australasia—H. E. Partridge & Co., Ltd., of Auckland, N. Z., and Sydney, N. S. W.—Specialists in Partagas—Handlers of Brands Made by the Tobacco Products Corporation—Large Dealers in Manilas—Why a Circus Man Prayed.

The average American is not very conversant with the geography of the antipodes. He hardly realizes what the extent of Australasia is. The number of islands that dot the Great South Sea he couldn't guess, even approximately. The continental Commonwealth of Australia, the insular Dominion of New Zealand, the biggest part of New Guinea and isles of the sea, from Easter to Christmas, from Solomon to Macquarie, are Australasian lands. And the South Pacific, from the equator to the antarctic, is chiefest of Australasian seas. Not entirely to the less visited parts of Australasia has civilization spread. But even the more remote islands are developing trade.

Whether it has become commerce, impressively attested by statistics, or remains almost primeval barter in different parts of Australasia, trade there is so constituted that the distribution of tobacco is notably important. Neither easy nor few are the problems that must be solved by the successful distributor of cigars, cigarettes and smoking tobacco in Australasia.

When, besides supplying dealers in New Zealand and Australia, one procures supplies for customers scattered on islands far from the ordinary routes, the task becomes more formidable and the business necessitates forethought and calculation beyond what much larger transactions would require elsewhere.

A man who looks at the map and ponders on distances and diversities would deem it hard indeed to establish a tobacco business extending, in one way or another, throughout Australasia. Yet the achievements of H. E. Partridge & Co., Ltd., tell undeniably what can be, what has been done.

Founded by H. E. Partridge in Auckland, New Zealand, in 1873, this big tobacco house overseas has a most interesting history. H. E. Partridge introduced nearly all the brands that attained popularity in Australasia.

He studied his market; he had new goods sent to him from America and Europe; he wasn't afraid to experiment a little; he took advantage of opportunities presented; he went ahead, he increased his stock, he extended his trade.

In the Far East, especially on the China coast, they say that "Australians are next of kin to Americans." But in the old days a chance American in Australia didn't find any brands of tobacco to which he was accustomed. Years ago the Barnum & Bailey circus, on an Australasian tour, reached Auckland, New Zealand. Soon after he landed, one of the performers happened to enter the Partridge store. When he saw what the show case contained he knelt down on the floor and held up his hands, assuming an attitude of prayer to express his thankfulness.

"Havana cigars and American smoking tobacco! By Gosh!" he exclaimed as he jumped to his feet and proclaimed an intention to buy liberally.

A little army of circus employees besieged the store half an hour afterward. Everybody bought. All were happy. Each man eagerly seized the chance to get the cigars and tobacco he wanted. They kept on purchasing until the stock was depleted. On their travels, later, they spread the fame of the Partridge establishment wherever they went.

Bull Durham smoking tobacco, when first brought to Australasia, did not evoke favorable comment. In fact, conservative storekeepers couldn't see any merit in it.

"I wouldn't try it," a skeptical dealer said, "you can't make cigarettes of that stuff. Pah! It looks like sawdust."

Though the wholesale house of H. E. Partridge & Co. at the outset made no great record in selling Bull Durham smoking tobacco to dealers, a supply of Bull Durham was kept at the Partridge retail store and the possibilities of the brand were not ignored. H. H. Partridge, the son of the founder of the house (now assisting his father in the management of the business) one day gave directions that



H. H. Partridge of H. E. Partridge & Co., Ltd.

an unusually large supply of Bull Durham should be ordered by cable. The bookkeeper protested. To him an order of that size seemed most unwise. He called attention to the prejudice entertained by dealers.

"It's a mistake to order so much. I wouldn't order any. It might all spoil on our hands," he urged, "we never can sell that quantity."

"You cable the order. I'll assume the responsibility," young Partridge insisted.

The bookkeeper departed, mumbling something that sounded like "folly." And he delayed cabling the order.

"I waited purposely," he said to Partridge the Younger, the next day, "to give you time to change your mind. Be advised. Consider the risk. It isn't prudent to send that order."

"No arguments," retorted the manager, asserting his authority, "cable that order at once. Just obey directions. I told you I would assume the responsibility. And I haven't changed my mind."

The order was cabled. And, in due tir the Bull Durham tobacco arrived. Placed the storehouse, there it stayed. It wasn't want by the trade. Dealers induced to examine sa ples abruptly declined to buy.

The bookkeeper couldn't help saying to you Partridge, "I told you so."

Came the fleet of American warships sent President Roosevelt on a voyage around t world. Allowed shore leave, blue jackets a marines visited the stores. About the fir thing they asked for was Bull Durham tobacc

Vainly the shop keeper would try to s something else.

"Nothing doing!" The American sailo having money to spend, was determined to g the tobacco he wanted. Unable to buy Bu Durham there, he would try elsewhere.

Hundreds of Americans in uniform, strollin through the streets, going from store to stor searching for Bull Durham, caused some of th dealers to remember that H. E. Partridge Co. had offered that particular tobacco week ago.

In honor of the visiting fleet a holiday ha been declared in the city. The morning tha most of the Americans came ashore th Partridge wholesale establishment was closed But a crowd of clamoring shop keepers gath ered before the door. They wanted Bull Dur ham. They wanted it urgently, they wanted i quickly.

The place was opened and kept open nearly all day. Buyers rushed in; purchases were made so rapidly and in such quantities that the entire supply was requisitioned that day.

Of Partagas cigars for Australasia H. E. Partridge & Co., Ltd., have been distributors for many years. The big tobacco merchants of the antipodes are appreciated customers of the famous Havana factory.

In Australia, in New Zealand and in the far scattered islands are many men who have a pronounced preference for Partagas. The excellence of a Partagas cigar is known, even to the pearl fishers on Thursday Island.

To supply certain places (so remote as to be practically inaccessible except for a few times during the year) a carefully worked out system is required. But H. E. Partridge & Co., Ltd., have systematized their arrangements that from their main places of business in Auckland and Sydney they can procure the distribution of Partagas cigars and other goods throughout Australasia.

H. E. Partridge & Co. specialize in Partagas. They import great quantities. They handle many sizes, including some of the finest.

Of Manila cigars also H. E. Partridge & Co. are important distributors. Among cigars more moderately priced, Manilas long have been favored in Australasia. In handling the brands of the Philippine Co., Ltd., distributing chiefly from Auckland and Sydney, H. E. Partridge & Co. have a trade that is large, steady and dependable.

While American cigarettes heretofore have been less conspicuous in Australasian sales, H. E. Partridge & Co., Ltd., have handled the brands of M. Melachrino & Co. somewhat extensively.

And arrangements have been made recently whereby American cigarette exports to Australasia will be considerably increased.

Coming to the United States last August, H. I. Partridge, of H. E. Partridge & Co., Ltd., was desirous of securing cigarettes, acceptable to the Australasian trade, that would not be too high priced when brought into New Zealand or Australia, under the higher duties now prevailing.

After various conferences with officials of the Tobacco Products Corporation, and especially after a visit to Richmond, where he discussed matters at length with President Osterloh, of the Standard Tobacco Co., brands and packings were decided upon that promise to be very satisfactory.

During the months that he has been in the United States, this trip, Mr. Partridge did quite a bit of traveling. In fact, he did more than traverse the country from West to East and North to South. Incidentally he went to Cuba and renewed old friendships with Cifuentes, Pego & Co. His visit to the Partagas factory was important, as while there he placed some large orders and arranged to have shipped, as soon as possible, several hundred thousand cigars.

Having satisfactorily attended to a thousand and one matters that pertain to big business, Mr. Partridge leaves New York, starting on his return journey to New Zealand this week.

Almost as soon as he gets home, he may leave New Zealand again. It is probable that he will go with the next contingent sent from New Zealand to the scene of war. Though a married man, and beyond the age of draft in this country, he is desirous of "doing his bit," remembering the proud record that the "Anzacs" made at Gallipoli and are making in France.

Should he survive the war, he looks forward to the time when he can make other visits to the United States. For he has made many friends here.

INSPIRING SENTIMENT IN THE TRENCH

The Pipe—A War Story From the French

(Translated by William L. McPherson for the New York Tribune.)

It was a beautiful meerschaum pipe, with a mouthpiece of amber. It represented a zouave's face, cheery and genial, terminating in a double-pointed beard. The tassel of the cap hung down on the neck.

The day when Louis Journée received this pipe—that was an eventful day. One hasn't many distractions in the trenches, and the hours draw along with a desolating tediousness. So the arrival of packages is a powerful dispeller of ennui.

For a long time nothing had come for Journée. He had no relatives, to his knowledge, and was practically alone in the world. He had lived in the streets of Paris—no one knew just how, tenacious of existence, as cats are; by no means good looking, shabby and thin, with a face which seemed to have been carved out of a radish. He had no trade and was forced to make a living out of whatever came along. He was a philosopher in his way. He had learned at least two things. First, that one is never really happy; and, second, that one can always manage not to starve to death.

Louis Journée had been at the front five months when a package was sent to him through the agency of a relief society. It contained some knitted things. The person who made them also sent a gracious little letter. Her name was Mlle. Descossoles. She was certainly one of those maiden ladies who, in a corner of some remote province, seek without much success to satisfy those desires for service which flower in a heart which doesn't know how to grow old.

Journée had much natural politeness. He judged that the gift, even though sent thus indirectly, deserved a personal acknowledgment. He wrote, with some difficulty, a few words of thanks. That bit of a letter quite upset Mlle. Descossoles, who trembled with emotion, in her morose solitude, at the idea of having an interest in some one at the front. Wild with joy, she at once constituted herself the godmother of Journée, and began to send him linen, chocolate and boxes of conserves. A regular correspondence established itself between the soldier and his godmother.

She finally asked him what special thing he wanted most. He refused at first to say. She insisted. At last he told her that it was a pipe.

Then it came, all white and gold, extravagant, comic, luxurious, like an object in a showcase. His comrades gathered about him. They regarded the gift with something like veneration.

Some of them said, their eyes sparkling with covetousness:

"For a pipe, that is really a pipe."

Journée decided finally to fill it and light it. He smoked it with a feeling of blessedness, his brain full of vague and happy ideas, penetrated with the confused feeling that this day was the most memorable in his life, and that a man who could smoke such a pipe is at least the equal of kings..

* * *

The next day Migot, a blacksmith of rude appearance but with a sardonic fancy, called out to him:

"Say, Journee, if you are killed by the Boches we shall inherit your pipe."

This pleasantry appealed to all the men. They found it so droll that not a day passed without one of them repeating it. The most stupid repeated it, as well as the most intelligent. Pallons, who was a poor devil of a shepherd and half an idiot, used it no less than Goullainne, who was professor in a faculty.

"Try to get killed quickly, so that we may inherit your pipe!"

At first Journée felt cold chills running down his back; for he had no desire whatever to be killed. But after a while he got used to this specimen of poilu facetiousness.

In writing to his godmother he passed the saying along to her, with a certain pride in showing how general was the opinion of his comrades on that point. But for fear that his benefactress might think ill of his fellows he added candidly:

"But all this, mademoiselle, is only a jest."

Mlle. Descossoles found the pleasantries of the trenches rather peculiar. For her part, she could not understand the humor of that kind of badinage.

One morning very early they asked for volunteers to reconnoitre the enemy's positions. Journée offered himself, as did three others. They crawled to the top of an eminence which dominated the most advanced German lines. While the sergeant who accompanied them noted the lay of the land the men slid down behind the ridge, which protected them. Seated there, they lighted their pipes. Suddenly a shell burst in their midst.

Journée had the upper part of his body torn off and thrown some feet away. The others fell, mangled by the explosion. Only the sergeant escaped. He left his dangerous position and returned slowly to find his company.

"What's the matter?" they asked him. "You are alone."

"A shell," he answered. "All killed."

"And Journée?"

"Journée is there with the others."

Journée was very popular with his comrades. Their faces became grave. Day broke tardily, pale and listless, as if saddened at what it was about to see.

When night came again the sergeant decided that they should go to look for the dead men in order to bury them within the lines. Many offered themselves for that mission. Goullainne and Pallons wished to bring in Journé. The sergeant guided them. From watching so many nights the soldiers had gotten so that they could see pretty well in the darkness. They discovered in the underbrush the dead of the night before. They brought them back for burial.

* * *

Safe in the rear, they searched the corpses for their identification papers and for souvenirs.

"And the pipe?" said Migot, when they went through Journée's pockets.

"He was smoking when he was killed," answered sergeant.

They could not find the pipe. Goullainne recalled that he thought he had seen it in the underbrush.

"For Heaven's sake!" cried Migot. "Why didn't you pick it up?"

"You'll have to go and get it yourself."

"I'll go. Journée has always said that he would bequeath it to us, if he were killed. A beautiful pipe like that—would you leave it to the Germans?"

"You are a fool," said the sergeant. "Are you going to go back there now?"

In fact, the bombardment had begun again. All the ground in front of the trenches was slashed with shells. Migot shrugged his shoulders and left the shelter. He crawled slowly and nonchalantly. Dawn came. One could hear nothing but the incessant roar of the cannon. The sun's rays were reflected on the blue tips of the grass.

On a certain large space the soil was dug up here and there and the undergrowth was destroyed. On the earth there was brown spots.

"Here is the place," Migot said to himself.

He looked about him. In a moment or two he spied some feet away Journée's beautiful pipe. He put it in his pocket and returned without mishap. He was received with shouts of laughter.

"Have you got it?"

"I surely have it."

"But while you were away we buried the owner."

Migot walked to the place where Goullainne and Pallons were still digging Journée's grave. The remains rested on a sheet. Migot looked at them. He felt a strange tugging at his heart. Here was another who would never return! What a brave fellow Journée was!

Suddenly he felt in his pocket the pipe, the beautiful pipe. It was heavy as stone. He remembered his ghastly pleasantry and was ashamed. How could he keep that which had been the last consolation of his comrade?

He drew out the white meerschaum pipe with the laughing face of the zouave, and placed it on the sheet which held what remained of Journée.

"Here," he said to the volunteer grave diggers, "bury this, too. Journée ought to have it with him wherever he goes. It came from the only woman in the world who ever gave him even a little of her love."

BIG DEMAND FOR R. I. M. BRAND.

Since announcing three weeks ago that they would place the R. I. M. six-cent cigar in districts out of town, S. Monday & Sons have received orders from jobbers, throughout the entire country. In many cases jobbers ordered goods without making inquiries concerning prices. "The response to our announcement has been remarkable," said Joe Monday, "it has been highly gratifying. Our policy of doing our best for jobber and retailer, to enable each to secure a living profit without doubt has prompted requests for the R. I. M. brand. We try to convince all that a six-cent cigar affords dealers a profit greater than a five-cent one, and frankly, in many cases, the convincing is somewhat difficult."

Distribution of the R. I. M. cigars is increasing daily, but S. Monday & Sons having a large supply on hand, will be able to meet the demand. Having manufactured many cigars before beginning the sales campaign, there will not be shortage for some time.

Manila Business Grows

CABLE ADVISES

Cigars

PER

S. S. COLUMBIA 1,800,000

S. S. VENEZUELA 3,800,000

5,600,000

Tobacco

STRIPPED FILLER

144,000 lbs.

THE HOUSE OF KELLY IS NOTED FOR PROMPT DELIVERIES OF

MANILA CIGARS

and

MANILA TOBACCO

HORACE R. KELLY & CO.

Importers of Manila Cigars and Philippine Tobacco

69 Wall Street New York

Persiflage Far Fetched From Up State

Regulations for Smoking in Factories—Killeen Distributes 200,000 Peter Schuylers—Out of Arctic Waters and Doc Cook Icicles—Under a Campaign Hat—Entering the Trench Bins of the Retail Trade—The Triple Importance of W—When Sherry Tufts Goes to Sea—A Dissertation on Matches.

New York State Capitol District, November 5, 1917.

Instead of chawin triplemint an' p'raps a bit of ral Battle Ax when the floor foreman happens to t at the 'tother end of the shop, employees of any lew York State factory may once again puff a moke, providing they live up to the revised regulions of the just issued rules of the Industrial Ommission.

First thing, the factory folk must apply in writin' rough the employer to the Commission. This plant ill then be inspected by the 'spectors of the State aff.

In case of a cigar factory, the sampling, testing and perimental room has got to be in a fire-proof ilding. Same with cigarette factories. Automatic rinklers, though, will do in lieu of complete fire otection.

But, if the shop has no such system, the smoking r tests must be done in offices, sample rooms, of me separate room at least, enclosed by partitions f fire-proof material. And the Commission insists ere shall be absolutely no manufacturing whatever in these special testing laboratories.

Any cigar or cigarette factory employing less than x people need not follow the above clause unless is located in a tenement house, and then the same nditions will be enforced as they apply to the larger ops.

Taking the subject as a general proposition, smoking ay be permitted in buildings where the contents e ordinary merchandise, either non-inflammable or combustible.

"When I sold cigarettes," remarked Lord Hiscoe, rmerly of the Tobacco Products field, "my Nestor ales would have to be large indeed to number only 4 orders a week. Now, in this Quaker Oats game, I ell two dozen cases of pan cake flour in an entire eek, and I make a record. My nearest competitor old but 11 cases."

Then me lud filled and lighted his nearschaum, fter which he proceeded to pack his kit for a run to Buffalo, and south to New Orleans, where a crew of ix men will soon learn to sell oats and flour like A. W. Hiscoe, the Nestor of cigarette salesmen.

Over in Schenectady, Distributor L. W. Killeen has een selling around 200,000 Peter Schuyler cigars nnually without half trying. This only goes to show he firm grip G. W. Van Slyke and Horton's ten-cent rand has got on the Capitol District, notwithstanding he serious effort frequently made by rival brands to ut the Albany-Kingston leader in second place.

On Tuesday last, the Troy dealers were proud of he fact that theirs was the only city in the Greater Million circle having the first snow of the season. Business, they said, was much better with the snow, ight though it was, than in the rain which preceded nd then followed the baby blizzard.

Down there at Bethlehem Center, though where he Belshazzar Ballet dances the boanerges, or hunder clog, there you'll find something even more emarkable than the Troy snow.

And that is Phil Hart's polar bear! There he is, coming out of Arctic waters and Doc Cook icicles, ntirely surrounded by the certified and warranted biggest pile of snow in the country!

This great white bear doesn't advertise cigars, even hough a nearby sign tells us to "Get behind a Peter Schuyler ten-cent cigar." But his ponderous majesty does announce the "Greatest Show on Earth," coming, June 25! So, you see, you don't have to go to Baliol College, Oxford, to learn how to keep snow all summer around your sunny front door when a twenty-four sheet poster will perform the trick, coolly and comfortably, while Troy yells to Nirvana about a mere handful of wet snow in October!

Playing his pipes and striding along with the swirl nd swing of Mac Cailean Mhor, Chief of the Clan Campbell, that Dunwoodie Scotsman, Stephen A. Diekhaus, writes from Jersey City that he will soon appear in the Capitol District with some holiday pipes in his sporran. Of course, that old familiar triangle, embracing the famous W. D. C., will about be the shackamaxon of Diekhaus, king-of-kilts.

Chapeau Americain is simply petit suisse, or best French cheese for the pyramidical lid of the American soldier. It is also ordinarily called a campaign hat, as you probably know. So the Payn Tobacco Co., Albany, desirous of starting a selling and advertising campaign for their B. & M. cigar, struck upon a chapeau of real cloth, and a necktie of real red, to go along with the smiling faced fellow who requests you to smoke a B. & M. with him from the cardboard of a very attractive window and interior display sign.

Another novelty of the Payn plant is a combination cigar cutter and change tray recently issued for the counters of dealers selling their Anndora ten-cent brand. This is an expensive piece of publicity at the prevailing rate of costs on this class A material.

Gradually, and with as little confusion as possible under the circumstances, the new packages of eights in all-tobacco and paper cigarettes are entering the trench-bins of the retail trade in this salient. Among the latest arrivals are Meccas, Sovereigns, Sub Rosas, Jack Roses and the 16-packet of Meccas. Others are on the way from manufacturers' and jobbers' stocks.

President Braz of Brazil hasn't anything at all on W. W. Weeks for al-lit-er-ation, not a milreis, nor even a nickel! And that jazz band of I. W. W. chevaliers had better look out! Or they'll be pinched for infringement of the W. W. Weeks' passchendaele patents and camembert copyrights! Because no two organizations like the I. W. W. and the Benito Rovira Co. can both have title to the longest line of double double yous and triple double yous at one and the same time. This has been decided by the Appellate Division, as Bruce Macdonald has frequently affirmed.

Besides, the I. W. W. has a slogan something like "I Won't Work," while W. W. Weeks is widely welcomed as the "Winning Welfare Worker."

Tobacco, last week, had the actual W. W. Weeks in half-tone. While the Capitol District, this week, had the real W. W. Weeks in full-tone.

Whether or not he sent any orders to 311-313-315-317-319-321 East 62d street, Borough of Manhattan, you'll have to ask Benito Rovira Co.—or the mail man, who curses roundly and squarely every time W. W. Weeks goes forth upon one of these sellers-in-the-city tours, which invariably result in lumbago for the m-m-man, and therefore considerably more than Three Weeks of factory frenzy for strippers, cigarmakers, packers, shippers, bookkeepers and bosses at the Palais Royale of El Arabe.

"Good gracious!" ejaculated salesman Sibley of the M. J. Canaday staff, Hotel Ten Eyck, Albany. "Some of our patrons approach the cigar stand in the morning with an awful grouch! They want what they want when they want it, and they want it in a most abrupt and offensive manner. But I got to thinking it over, the other day, and I have arrived at the decision that most of these big men why stay here are in a peck of trouble lately. What with war taxes, shrinking of stock market values, and ascending expenses, these customers are wild, and they take it out partly upon the cigar man!"

Der Tag, the day that Bill Hohenzollern, Von Tripwits, those Svengalis of the German Empire, became brothers Beta and Zeta, the star-horns of Jeremiah O'Leary's Bull, something happened to their pet-prize at Hoboken!

For it was then that many marines and sammies put the curse of Meroz on the 'leven million dollar Vaterland, leviathan pride of the Hamburg-American line, and naval reserve for the imperial fleet.

Now, this boat, with its folderols of mahogany, byzantines, priceless paintings, was practically the personal property of the kaiser himself!

So its seizure by the customs bureau, aided by the United States army and navy, was a citrus-to-caesar! Might just as well taken a chisel and chopped the legs of Bill's plauen daschund! Gosh! he vos mad! Flooey! Flooey!

Well, who do you suppose helped the Hoboken Teaser-party to do this to the Prussian pinyon-nut? Teddy Rosenfelt? John L. Sullivanosky? Israel Putnam?

Do you give up? Pooh, pooh, man, it was Sherry Tufts! Sure, you recollect Sherry! Remember when Sherry used to sell cigarettes? Melachrinos, and such? Well, he did. Right here in Albany, too.

Yes, it was Sheridan Tufts, alright! And he wasn't twenty miles away at Winchester, either, but right there in Hoboken-by-the-sea!

Since that memorable day—der tag, Sherry calls it—the 600 German firemen and the rest of the 1,100 men of the crew have been interned in a brewery.

So the Government called for volunteers to man the sock-dollager of a canoe, and they especially requested Admiral Tufts to go along as a deck officer.

Will he go? He will, if Mrs. Tufts and baby Tufts let him, so it really looks a lot as though the cigarette industry will be obliged to obtain another navigating Thode Fagerlund to run things around here until Sherry returns to his proper part in the show—the greatest show on earth—this tobacco business!

"Matches, especially safeties, are pretty punk just now," moaned a Capitol District dealer. "Oh, perhaps, I should say punk is even better than matches at the present time. Every smoker who drops a cent in the slot for a box of this flint and tinder expects a bundle of fairly good flamers for the penny. Then they are disappointed! Particularly with those Nipponese or Jap matches. For they flash, flutter, flunk! Else the stick snaps, always when the man is in a rush, too. What the smoker then says ought to make any old match burn, either in shame or rivalry. Still, there is *one* very good match, rather difficult to obtain. It is a red stick, quite slender, with a yellow head. There is a label trade-mark of a full-rigged ship, which, if I'm not mistaken, is branded 'Viking Ship.' Who the distributors are I don't know. But, on the box is the odd name of Jonkopings & Vulcans, T. F. A. B., Sweden. That lucifer is certainly worth the smoker's penny, and it's too bad the goods are so scarce on the market to-day."

The Smoker.

TO ISSUE LICENSES

To Manufacture Articles Patented in This Country by Enemy Aliens—Federal Trade Commission Regulations.

Washington, D. C., November 5.—The Federal Trade Commission last week issues regulations under which articles patented in this country by enemy aliens may be manufactured by American producers. The Commission gets the authority for this under the recently passed Trading-With-the-Enemy Act. Licenses will be issued for the life of the patent, and not merely for the duration of the war, but exclusive licenses will not be granted to individual firms.

It is understood that the new regulations affect some 20,000 patents, including many of great value to American industries. The use of trade marks, copyrighted labels and similar trade devices will be granted in exceptional cases, in connection with the use of the patent.

It must be shown that the licensing will be for the public welfare, that there is a demand for the article not now being supplied and that the applicant is equipped to manufacture it. The licensee will also be required to file with the Trade Commission a semi-annual report of the business done.

C. H. McDonald of Wisconsin, chairman of the Board of Review of the Trade Commission, will have charge of administering the regulations, assisted by Edward S. Rogers, of Chicago, and Francis J. Phelps, of Washington, as advisers. Commissioner Fort is supervising the patent work.

Frank Bailey, representing the M. Perez Co., is visiting the Michigan trade.

Restrictions Cause a Decline in Exports of Manufactures

It is now practicable to estimate the effect of the recent restrictions upon the export trade of the United States, or at least the changes in that trade which have followed the President's proclamation prescribing limitations upon exportation. This original proclamation was issued July 8, to become effective on July 15, and was followed by sundry orders and regulations further affecting the outward movements of merchandise of various classes.

The list of articles for which export licenses are required, which at first was limited, was enlarged from time to time a list of commodities issued in the latter part of October for which export licenses will be required, including several hundred individual items or articles, while another list was issued in October enumerating several hundred articles which might still be exported without license.

The restriction has been in effect since the middle of July, and it is now possible to present figures of the export trade for the months of July, August and September. Each of these three months shows a marked fall-off in exports when compared with the corresponding months of the preceding year. July showed a fall of approximately $70,000,000, August $20,000,000, and September $59,000,000. Every month of the year prior to that in which the embargo became effective had shown an increase in export, every month since the embargo has shown a decrease. In the six months prior to July 1 the exports increased 30 per cent.; in the three months following the embargo they decreased 10 per cent.

The table which follows shows the exports in the first nine months of 1917 compared with the corresponding months of 1916 and increase or decrease in each month:

	1916. Total Exports of United States.	1917. Total Exports of United States.	Increase or Decrease in 1917 Compared with 1916. Increase.	Decrease.
January	$330,036,410	$613,324,582	$283,288,172	.....
February	401,783,974	467,648,406	65,864,432	.....
March	410,742,034	553,985,699	143,243,665	.....
April	398,568,532	529,927,815	131,359,283	.....
May	474,803,637	550,063,934	75,260,297	.....
June	464,685,956	573,653,117	108,967,161	.....
July	444,713,964	374,467,368	.....	$70,246,596
August	510,167,438	490,009,828	.....	20,157,610
September	514,924,134	456,201,567	.....	58,722,567

To how great an extent the "embargo" so-called, or the requirements of export license for a large number of articles of domestic production, has affected the export trade cannot be statistically determined, though the fact that the exports of the six months preceding these restrictive regulations exceeded those of the corresponding months of the preceding year by an average of over one hundred million dollars per month, and that the exports since such regulation have shown a fall of about fifty million dollars per month suggests that this restriction has been effective.

It is quite possible, however, that the apparent fall-off in export since July is more "apparent than real," in view of the fact that the merchandise now being exported by the Government, when sent on Government transpo[rt] is not included in the official reports of m[er]chandise exported, and as there are no offi[cial] records of the merchandise so sent by Gove[rn]ment, it is impossible to determine how m[uch] of the apparent fall-off in exports since July [is] due to the omission from the official exp[ort] records of merchandise now passing out of [the] country by this class of vessels.

The fall-off in exports occurs entirely [in] manufactures. In the month of July both m[a]ufacturing material and foodstuffs showed [an] increase, and manufactures a marked decrea[se], and this was true in an even greater extent [in] the month of August. In July manufactur[ing] material exported showed an increase of ab[out] two million dollars and foodstuffs an increa[se] of about four million dollars, while finished m[a]ufactures showed a fall of seventy million d[o]lars. In August manufacturing material [ex]ported showed an increase of fifty million d[o]lars, and foodstuffs an increase of eight[y] million dollars, while finished manufactu[res] showed a fall of eighty-five million dollars, th[us] making it perfectly apparent that the fall-off [in] exports occurs exclusively in manufactu[res]. For the month of September, in which the to[tal] fall-off amounts to fifty-nine million dollars, [no] details are yet available.

The Anglo-Virginian Tobacco Co., manuf[ac]turer of cut and plug tobaccos, which was [to] have opened its factory in Truro, Nova Sco[tia] this month, has decided to defer this move [un]til May of next year. It is said that difficulties [in] getting leaf have caused the postponement.

EL ARABE

The Reliable Leader

MADE IN
3 POPULAR SIZES

Wentworths . . . 3 for 25 cts.
Coronas . . . . 10 cts. straight
Perfectos . . . . . 2 for 25 cts.

SHADE-GROWN WRAPPED

CUBAN WORKMANSHIP

EL ARABE justifies confidence
EL ARABE accelerates sales
EL ARABE assures dealers' profits

Benito Rovira Co.

311-321 E. 62nd St., New York
Manufacturer of "Good Cigars"





JOSE GARCIA, A MISSIONARY PRIEST, WAS THE FATHER OF A GREAT INDUSTRY. ABOUT THE TIME OF THE WAR OF REVOLUTION IN AMERICA, A HUNDRED AND THIRTY-FIVE YEARS AGO, HE WAS DEVELOPING PHILIPPINE CIGAR LEAF FROM TOBACCO SEED GATHERED BY HIM AT SAN LUIS, CUBA. FATHER JOSE WAS THE FIRST TOBACCO PLANTER IN THE CAGAYAN VALLEY.

Today there are twenty-two thousand families cultivating tobacco in that wonderful and fertile country, AND THE MANILA FACTORIES ARE SHIPPING CIGARS TO AMERICA AT THE RATE OF TWO HUNDRED AND TWENTY MILLION A YEAR.

American cigar dealers and American cigar smokers like Manila cigars. They are Mild—They Burn Freely—They are Hand-Made.

THERE IS PROFIT IN MANILAS

A complete list of factories and distributers furnished on application

THE MANILA AD AGENCY 546 West 124th St., N. Y.

Dealers From Ten States in Conference

Western Retailers Meet Manufacturers' Agents in San Francisco to See What Can Be Done Concerning Cigarette Prices—Arkelian Will Plant 50 Acres of Tobacco Near Sunnyvale, Cal.—Philippine Cigarettes for American Soldiers in France—United Cigar Stores for Petaluma.

SAN FRANCISCO, October 31.—The retail dealers all have been up in the air over the cigar, cigarette and tobacco situation, and there has been no uniformity in the prices charged the public. To remedy this situation the Western Retail Cigar Dealers' Association is in conference in this city with representatives of manufacturers' agents. Representatives from ten Western States are in the conference, which is being conducted behind closed doors. It is expected that out of this meeting an agreement will come which will place the sale of cigarettes on a stable basis again. The matter of the price of cigars will not be considered at this meeting, as the manufacturers have not yet been able to reach a decision upon the effect of the new Government taxes. The cigar situation will be taken up by the association as soon as this uncertainty is dispelled.

The local retail association is in a prosperous condition and at its last regular meeting it took in 142 new members.

Many of the distributors are complaining of the freight situation and say that their freight is frequently from three to four weeks on the way. Business is very good, but deliveries are being delayed on account of the freight situation. Some complaint is also made of the slowness of manufacturers in filling orders, but it is generally recognized that the entire situation is abnormal, and that it will take time to regulate it.

H. H. Manley, coast manager for the American Cigar Co., has just returned from a trip to Los Angeles in the interest of the Chancellor cigar. He reports business excellent, and says that his trade on the coast is fully double what it was last year.

R. H. Manley, representative for the Havana-American Co., selling the El Belmont cigar in northern California, says that his business is increasing by leaps and bounds. He claims that his company is the only one which has not increased the price, excepting the war tax, on goods of the class which he handles.

S. Goslinsky, of E. Goslinsky & Co., manufacturer of El Primo Havana cigar, leaves this week for the East and Cuba to buy leaf tobacco for his factory.

Ed. Allenburg, one of the best known cigar salesmen on the coast, has just recovered from a long illness, and is now city salesman for E. Goslinsky. He was formerly associated with H. L. Judell & Co.

Marx Bros. have just received a large shipment of cigars and tobacco from Manila.

Hyman Hyman, a well known cigar merchant of this city, passed away yesterday after a long illness. Arrangements for the funeral are being made by his old time friend Ike Falkenstein, of M. A. Guntz & Co.

One hundred and three thousand cigarettes and many hundred cigars, consigned to the American soldiers in France, were a part of the cargo of the last army transport reaching "a Pacific port" from Manila. Manila tobacco firms propose to donate that many smokes for the American soldiers each month. The Germinal Cigar Co. donated 100,000 of the cigarettes, and the La Insular Tobacco Co. donated 3,000 cigarettes and cigars.

The Tanforan Cigar is preparing to make extensive window displays in both Los Angeles and San Francisco. The first in this city is a very handsome window in the store of Sam Newmark, on Montgomery street.

H. L. Judell & Co. report that the dealers are getting accustomed to the new prices made necessary by the war tax, and that the public is not complaining. This firm is insisting that all its goods which are listed at $37.50 per thousand be sold to the public at five cents straight. This includes about fourteen brands.

Holiday goods will begin to arrive next month, Mr. Judell reports, and he is showing some advanced samples which are beautiful. One of these is the In-B-Tween cigar, which is packed in an attractive box and which will sell for one dollar. Another feature that is being shown by this firm is a carton for shipping cigars abroad to the soldiers, with a return postal card attached. They are also putting out the Tom Moore for the holiday trade wrapped in silver foil and labeled "Sterling."

Milton Glass, of H. L. Judell & Co., has returned from his trip in the San Joaquin valley, and is now in the Salinas valley covering the trade. Mannie Cohn is in Nevada, where he is meeting with great success.

William Yochem, of the Girard factory, was in San Francisco this week visiting the trade.

Agents for the United Cigar Stores Co. have recently visited Petaluma, Cal., and have secured options on several stores there with the object of purchasing them and entering that field. The company has been figuring on locating in Petaluma for several years, but never was able to secure the location it desired.

J. H. Arkelian, one of the largest cantaloupe growers in the world, has started work preparatory to planting 50 acres with tobacco near Sunnyvale, seven miles from San Jose, Cal. His company has been experimenting for a year and feels confident that the venture will prove a great success.

The Hotels and Restaurants Division of the United States Food Administration has received a report from New York City that out of 225 members of the Society of Restaurateurs 224 have adopted a "meatless" Tuesday and a "wheatless" Wednesday.

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



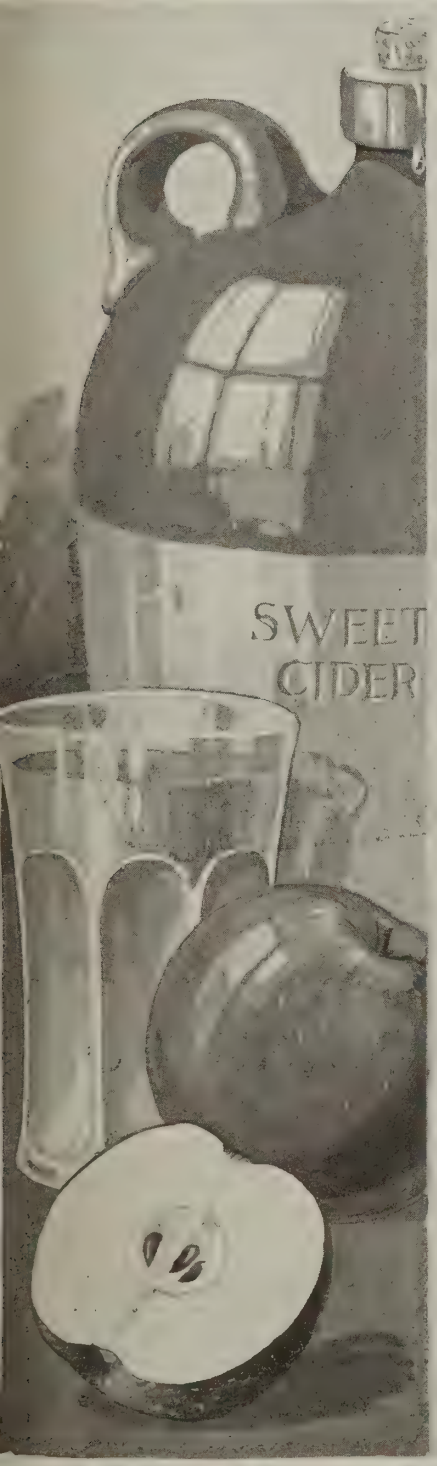
Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.





HOW do you know it's apple season?

"Your Nose Knows"

By the appealing *Fragrance* of ripened fruit. Nature labels her most particular products with *pure fragrance*—to guide you to her best. Sight, sound, taste, touch, often deceive—pure fragrance *never*. Depend upon it. Trust it—"Your Nose Knows." The *pure fragrance* of a fine tobacco is Nature's infallible guarantee of smoke satisfaction—a guarantee to *you* personally, and—"Your Nose Knows."

Such a guarantee you will find in

Tuxedo

The Perfect Tobacco

Blue Grass sunshine and the soil of old Kentucky give the blended Burley leaves of Tuxedo that rich, *pure fragrance* which is so appealing, so satisfying. There is no fragrance like it—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.
INCORPORATED



Bought 12,000 Bales of Tobacco in Ten Months

Romeo y Julietta Factory in Havana Proposes to Be Well Provided with Desirable Leaf—Havana Commission Merchants Receive Important Orders by Cable—Little Remedios Left—Larger Demand for Vuelta Fillers—Prices Ascending—Transplanting Begins—A Bigger Acreage.

HAVANA, November 2.—Mainly to orders cabled to Havana commission merchants, was due the activity in the leaf market here during the past week. The tendency of prices still is upward. There are hardly any holdings of Remedios leaf left unsold in the Santa Clara province, although it is said that one lot of about 600 bales could be had at $85 per qq., for the first capaduras, and $75 for second capaduras. As these prices are above the figures quoted on the Havana market, no buyer as yet has been found to take this escogida.

In the Vuelta Abajo there are vegas that can be bought, as the escogidas are not all finished. Also there are a number of factory vegas unsold in the local market. The previous quiet tone for Partido resagos continues, as the demand has decreased perceptibly. Inquiry for Partido fillers, separately, however, is quite good, but leaf dealers and packers will not sell them alone, they insist upon selling a running lot instead. Colas of Vuelta Abajo and Semi Vuelta, as well as the low grades of Remedios, are selling well at somewhat stiffer prices.

An American leaf grower in the Santa Clara province reports that he will commence transplanting Monday, and that there are enough seedlings at moderate price. Therefore, planting should become general soon. Furthermore, he said that many vegueros, who had devoted some of their fields to the cultivation of sugar cane, were returning to their first love, and would plant tobacco, thanks to the prospect of getting good prices for their product. It will now depend upon the temperature, whether we will have larger, and perhaps lower priced leaf, in the year to come. Planting in the Vuelta Abajo and Partidos may not become general until the second half of this month, as the majority of the seedlings are too small yet to be transplanted.

Sales during the last two weeks totaled 20,442 bales, divided into: Vuelta Abajo and Semi Vuelta, 6,244; Partido, 1,647, and Remedios, 12,551 bales.

Buyers were: Americans, 13,943; exporters to Europe (Spain), 2,500; shippers to South America, 360, and local manufacturers of cigars and cigarettes, 3,639 bales.

Exports of cigars, from Havana, per S. S. *Panuco,* totaled 585 cases, containing 2,382,910 cigars, and which were consigned to the following countries, viz: To United States, 1,366,520; Great Britain, 791,040; Canada, 76,350; Switzerland, 62,000; France, 23,500; Argentine Republic, 20,000; Australia, 17,550; Uruguay, 10,050; British Africa, 8,500; British East Indies, 4,500, and St. Thomas, W. I., 2,900 cigars.

The S. S. *Reina Maria Cristina* took in all 130 cases with 594,920 cigars, for Spain.

The only leaf buyer who arrived this week was Benito Rovira, of the Benito Rovira Co., New York. He is actively at work making selection of leaf tobacco for the coming year.

Cigar manufacturers here are extremely busy filling orders for the approaching holiday season in the United States, as well as in trying to rush out as many orders as possible for Great Britain, before the end of next month. One manufacturer said that he thought the reason for the hurry might be owing perhaps to a fear of another raise in the duty on cigars during the coming month of January. Such an explanation seems plausible. The French steamer Venezuela may take a large cargo of cigars on her return here from Vera Cruz.

Romeo y Julieta continues to be rushed. The factory has purchased 12,000 bales of leaf tobacco for both the cigar and cigarette production in the last ten months, and manufactured 2,000,000 cigars during the past month for export and home consumption. Romeo y Julieta also subscribed $20,000 for the Liberty bonds of the United States.

Partagas is no less busily occupied in the filling of the orders on hand, for export to all countries, as well as for the interior demand. The owners, Cifuentes, Pego & Co., have purchased 1,500 bales of leaf tobacco in October, and shipped abroad and all over our island 2,000,000 cigars, during the month of September.

Hermann Upmann, the senior partner of H. Upmann & Co., sent a check of $10,000 as his personal contribution to the Cuban Red Cross Society, as was published by our daily press; while we hear the banking firm subscribed $60,000 for the purchase of Liberty Bonds. The cigar factory, H. Upmann, is very busy forwarding large quantities of cigars to the United States for the holiday trade.

Hoyo de Monterrey cigars are having a big call all over the American Union, and La Escepicion factory of Hija de José Gener is working very actively at present.

Punch has its principal stronghold in the United Kingdom, where its cigars are always called for, although its business with the American importers is increasing from day to day. The owner, Manuel Lopez, cannot be urged to rush any orders, as he is too jealously guarding the reputation of his brand, that all the cigars shipped are up to the high standard of quality and workmanship constantly maintained, and unless he has all the time required in filling an order, he will refuse it.

Calixto Lopez & Co. are very busy on holiday orders for the United States, England, Australia, South Africa and South America. Saturnino Alvarez has entered the factory as foreman of the escogida.

Belinda is working to full capacity for American importers principally. Henry Clay and Bock & Co., Por Larrañaga and Ramon Allones are all very busy.

ROSAM.



No. 522. Capacity 50 Cigars and 100 Cigarettes

HUMIDORS

We have added 10 new numbers to the line.

Please call and see them or write for catalogue.

Bubeck & Guerin, Inc.

161 to 163 West 18th St., New York City



No. 524. Capacity Top 200 Cigarettes and ½ lb. Smoking Tobacco. Drawer 50 Cigars

LA FLOR DE INTAL CIGAR MANUFACTURING CO.

KUENZLE & STRIEFF, INC.

"LA FLOR DE INTAL"
"LA FLOR DE ASINGA"
"LA FLOR DE LAVINAB"
"LA UNION"
"LA FLOR DE CARITAN"
"LA FLOR DE MINANGA"
"EL TAMARINDO"
"LA HONRADEZ"



The cigar exceptional for Quality and Workmanship.

COMPARES FAVORABLY WITH THE WORLD'S BEST.

SIDNEY J. FREEMAN

United States Representative

123 Liberty St. New York



Captain Robert H. Smith, Captain Adolph J. Borgmeier; Lieutenants Harry E. Cheney, Herbert A. Fife, John E. Swift, Frank E. Frisbie. All of First Illinois Infantry, from Chicago. Photographed in Camp at New Braunfels, Texas. Look for the famous muslin sack.

Officers of First Illinois Infantry Are Experts at "Rolling Their Own"

Whenever you see one of Uncle Sam's fighting men pull out his sack of "Bull" Durham and start "rolling his own," remember this:—

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO

The "Makings" of a Nation



Guaranteed by

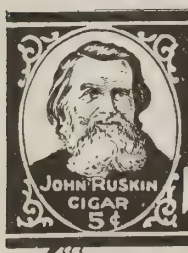
The American Tobacco Co.

INCORPORATED

"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan,

Mr. Dealer—This Sign on Your Window —



JOHN RUSKIN CIGAR 5¢

[Sign—red and white]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.

The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City. Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

A Strenuous Week in Chicago

A Lot of Things That the Trade Went Through

CHICAGO, November 2.—The trade has passed through a strenuous week. Everything is all upset. Dealers do not co-operate. Consequently, all over the city different prices are found. On the south side Camels are sold in many places for 15 cents. In the western section one can buy them for 11 cents; on the north side they retail for 12 and 13 cents; in the loop, the prices run 10, 11 and 12 cents. These same conditions are found regarding prices on many brands of cigars and cigarettes, and throughout the city there is great confusion. Lots of kicks—constant queries, "How are we going to exist by paying the prices asked for goods?" When these fellows are told to raise prices they say they can't do it as the next dealer won't stand for a raise and he will get the business. Things must change here and when the full revenue tax goes into effect on November 4 and all prices are advanced again, the dealers who lack "nerve" will take a tumble and force up their prices. While Chicago still has its original cigar dealers associaion in existence and "money in the bank" none of its officers will start the ball rolling and try and get everybody in line.

San Felice and Tom Keenes, two of the biggest sellers on this market, went up yesterday to $43. Other brands will advance shortly.

The United Cigar Stores Co. has renewed for five years the lease on the store at the northwest corner of Harrison and State streets at a rental of $22,500 for the term.

The trade has been notified by E. Regensburg & Sons that Admirations advanced in price November 1. The old Bon Ton size is now front marked Perfectos and cost $90. The Belvidere is to be called Bon Tons and cost $72. The old Perfecto will be known as After Dinners and cost $98. Deliciosos size has increased to $98; Gems to $19.50 and Minatures to $12.50. A new size has been brought out to be known as Belvideres; it will be a blunt shape and go to the retailer at $65.

J. H. Weiss & Co., at 329 South La Salle street, make a big showing of Mi Lola, a Milwaukee made cigar. For a new comer Mi Lola is making a lot of friends at this well known store.

The Chicago Retail Cigar Dealers' Association has been incorporated by Harry Kauter, Joseph B. Drell and S. D. Guthmann.

A new United store will be opened shortly at 305 E. 55th street.

In front of several stores on the south side one sees large glass signs advertising S. Palo, mild Havana cigars.

Meyer Bernstein, who owned the Apollo Cigar Store at 522 E. 47th street, "got patriotic" and closed the store at this address and moved to Rockford. He will open a cigar and billiard parlor near the main entrance of Camp Grant.

Cressida, the superb clear Havana of E. H. Gato Cigar Co., is moving well with Shoemaker & Co. in the Ashland Block.

El Continuo Smokers, selling 4 for 25 cents, is a new offering from the factory of the San Alto Cigar Co.

The Harmon Cigar Co., which entered the retail trade in the loop during the past summer with two up-to-date cigar stores, has just opened store number three at 115 South Dearborn street. Store number one is located at 27 East Jackson and store number two at 306 West Jackson.

Idolita, a Havana wrapped 5-cent cigar made in Tampa by Jose Escalanta & Co., has been advanced in price. A notice has reached the trade that in the future the Idolitas cost $37.50, less the usual discounts. This means a discount of 10 per cent. and 2 per cent. when bought direct from the factory and 5 per cent. and 2 per cent. when bought through the distributors, Lilienfield Bros.

You ought to see the bunch of orders for El Roi Tans that A. A. Derrig is turning in to the distributors, Reid Murdoch & Co. these days. "Der." is making his boss, Ernest MacKenzie, step some to keep up. There's a reason for Derrig's great showing. He is a very pleasing fellow and takes well with the trade.

E. G. Bennett has "grabbed" off a couple of fine Christmas orders. One was for 18,000 El Roi Tans and the other was for a bunch of La Douzeflas in the panatela shape, his private brand made by Harris-Schwarz Co.

Harold Hild, foreman in a local cigar factory, was married a few days ago.

Things swirling into the holiday rush. Dealers are busy getting customers in line. Many large orders have been booked. Holiday goods are reaching town in great shape and many fine packings are shown. Boxes of ten retailing for one dollar are very scarce and boxes of 25 cigars are not overly plentiful.

Harry Pethick, in the Heyworth Building, just got his first shipment of Romeo-Garcia cigars from Harris-Schwarz Co. Seven sizes are being shown to his trade.

All the cigarette houses have their men working the dealers on the Christmas packages of 50 and 100 cigarettes.

Harry Totten is resting easy at his summer home on the North Shore. Harry's stogie factories are so far behind in filling orders that he has decided to "rest up" for the rest of the year.

Fred Oakes is away on a three weeks' trip, the last of the year for E. H. Gato Cigar Co.

Howard Knowles, the buyer for the Harvey System of Kansas City, paid Chicago a flying visit a few days ago.

Spring Maid, the new 3 for 10 cents stogie, jobbed by Nathan Fox Co., is being placed with the trade.

(*Continued on page* 21)

IN STRENUOUS CHICAGO

(*Continued from page 20*)

This is the very latest and finest of R. J. Lytle's line of stogies.

The Independent Drug Co. has opened store No. 10 at Grand Boulevard and 51st street. Store No. 11 will be opened December 1 at 55th and Halsted streets. They sell a pile of cigars.

The Havana-American Co., which a short time ago notified the trade here that there would be no rise in the price of their cigars other than the increased war tax for the balance of the year, has again notified the trade from their New York offices that on January 1, 1918, all prices will be advanced and all orders on hand on that date will be filled at the new prices.

Jose Garcia, of Perfecto Garcia & Bro., Tampa, says there will be no raise in his prices.

The police are raising the very "old Nick" with "cabaret" restaurants. Several have been raided and closed up during the past two weeks. Among the largest was the Blue-Bird room of the Hotel Bismark. It looks like the end of cabarets in this reformed town.

Just to say "How'dy," Admiration Cohn, of the sales force of U. Fox & Co., called in and said business was good. While his two leading sellers—Lozano and Admiration—have gone up in price, he does not think he will have much trouble with his loop trade. Cohn has both of these brands well established in the down-town section.

La Azoras, which formerly sold at $72 with a 10 per cent. gratis deal, have changed in price. With the full war tax they will cost in the future $70, less the trade discount with the gratis deal discontinued.

J. H. Weiss & Co., with stores at 329 South La Salle street and the Webster Building, have added two new sizes of Romeo Garcia cigars, Kismets, selling at 10 cents, and Romeos at 2 for 25 cents.

High Life cigars selling at 15c. straight and packed in glass jars containing 50 cigars are now on sale in all of the Breitung stores.

E. G. Bennett is finding a steady sale on his private brand La Douzella in the blunt and panatela shapes.

When Al Belmont, cigar buyer for McNeill & Higgins Co., took on the agency of Eden imported lines he copped a live wire. His opening order was for 25,000, all in the finest sizes. Edens are getting stronger every day in sale. With his force of cigar salesmen Edens are bound to become leaders in the imported line. This was one of Clark Cutlers best deals of the year.

Ernest McKenzie, "Old Nick Carter," of the El Roi Tan force, must be out of town on a wind up trip of the year; we don't see him at his usual haunts. In his absence El Roi Tan force is cleaning up the city trade. The boys are combing the city very close and have a 90 per cent. distribution.

Bargains offered by the department stores during the past week: The Fair, "John Ruskin," 50 for $1.78; Roi Tan, boulevard size, 50 for $4; 11c. Tuxedo, 8 tins for 66 cents; Bull Durham, 12 packages for 49 cents, and Velvet, 10-cent tins, 8 for 65 cents.

Boston Store, Tuxedo, Velvet and Prince Albert, 5 for 44 cents; Chas. Denbys, Little Tom, Tom Keene and La Azora Operas, 6 for 25 cents or 50 for $2. Tip Top, Durham and Barker, 12 5-cent packages 50c.

Rothchilds, 200 Arcadia cigarettes for $1.25; Hansel & Gretel H. C., 10-cent size, 5 for 33 cents, 50 for $3.20; El Roi Tan Belvideres 5 for 35 cents, 50 for $3.45; Chas. Denbys, 6 for 25 cents, 50 for $1.98; John Ruskins, 7 for 28 cents, 50 for $1.85. Tuxedo, Serene, Prince Albert and Velvet, 4 tins for 35 cents; 7 Pride Mark 5-cent cigars for 25 cents, 50 for $1.69.

H. L. H.

TOBACCO SHORTAGE IN ENGLAND.

It is somewhat irritating to have short supplies. Nothing is so vexatious as for a trader to be faced on the one hand with an eager demand and on the other with a meagre supply. The actual dealer in tobacco, who serves the public, however, is not the only person who has to maintain a sweet temper when things are not going as smoothly as in peace times. There is the manufacturer. He is as vexed not to be able to fully fulfil his orders as is the retailer. For if the latter has a crowd of smokers to please, the manufacturer has all his old customers to do the best by that lies in his power.



But the manufacturer has a new customer, one much more powerful and deserving and important than any of the old ones on his books. His new customer is a big fellow who is worth serving, first because he is the biggest and best and is fighting both for the manufacturer and the retailer. This big fellow is the Government. And when the Government wants smokes for the boys, and wants them in large quantities and prompt delivery, that demand must be met—not as a profitable thing, but as a patriotic duty. There are no short supplies. Tobacco is in full supply, but the Tommies come first easily and entirely. Tobacconists and their civilian customers come second—and considering the war has lasted three years it is a jolly good second.—*London Tobacco.*

STANDARD

MEANS QUALITY AND PROFIT TO YOU

We are the Largest Importers of

"High Grade Turkish Tobacco In the United States"

BUY FROM THE STANDARD

It will improve your Cigarettes and in the meantime save you money.

WRITE OR PHONE

The Standard Commercial Tobacco Co. Inc.

15-25 Whitehall Street, New York

Phone Broad 6055 European Branch: CAVALLA, GREECE

Conscription or Selective Draft for Cuba

The Island Republic Prepares to Take a More Active Part in the War—The Most Important Measure Before the Cuban Congress, which Convenes This Week—President Menocal's Recommendations—An Example for Other Latin-American Countries.

HAVANA, November 4.—Either conscription or the selective draft will be authorized by the Cuban Congress, which will convene tomorrow. The raising and equipment in the near future of a strong military force, in line with President Menocal's recommendations in his last message, and with the plan of Cuba's Council of National Defense, await only the determination of the method to be followed, rather than the wisdom of the policy of General Menocal and his advisers, who are determined that Cuba's alliance in the war against Germany shall take on a most active character. Leaders of both political parties are in accord with the raising of a large military force—possibly doubling the present strength of the regular army and militia of more than 25,000 men, and a similar strengthening of naval units and personnel. Whatever differences exist on the eve of the session are solely as to conscription or its alternative.

In the Senate Vice-President Emilio Nuñez will convene the lawmakers, and Dr. Ricardo Dolz, new speaker of the House of Representatives, will address his colleagues on the military programme which Cuba is to follow, now that her war plans are on the eve of consummation. Legislators have reached the Capital from every part of the island, and a public demonstration of loyalty to Cuba's allies is expected when the Congressmen and Senators take their seats.

Whatever the character of the military measures to be enacted, all indications are for speedy action. The attitude of the Conservatives—the party in power, which at first was lukewarm toward universal military service, has become more and more pronounced in its favor, and statements of the leaders show that there will be no opposition to the increase of Cuba's war strength. The Liberals, on the other hand, have no programme of opposition, and the administration press hails conscription or the selective draft as a fortunate omen of Cuba's loyalty, and her national integrity at a time when the attitude of President Menocal has determined Cuba's leadership in war policies throughout Latin-America. Recent action of Cubans in raising nearly $2,000,000 for the second Liberty Loan; the action of the United States Treasury in taking half the Cuban war bond issue of $30,000,000, and progress made by the Council of National Defense under General Menocal's direction, have so unified sentiment throughout the insular republic that Cuba's strong position both politically and commercially, is expected to find expression in an ambitious programme of legislation which will serve as a guide to other Latin-American allies in the months to come.

At the last session in July, the portfolio of Minister of War and Navy was created, and Major General José Marti was named for the place. President Menocal later by an executive decree increased the army appropriation to the record figure of $13,500,000, and when, by his appointment of the Defense Council, he promulgated the plans for active war co-operation, only universal military service remained to be authorized by the Congress.

After reviewing the various organic laws of Cuba relating to military measures, President Menocal's recommendations assert: "The task of enlisting and mobilizing the militia of 17,000 men last February permits the hope that the raising of a larger army necessary for the carrying on of the war against the Imperial German Government will give results no less favorable, and in which the name of the Republic will remain unblemished." Referring to the increased responsibilities of Cuba as an ally in the war, President Menocal's message adds: "For all these things voluntary enlistment was insufficient. As had happened in all parts of the world when it was necessary to enlarge the service, so in England and the United States, a complete change in the tradition and the custom was obligated. In our republic voluntary enlistment always encountered more obstacles than in these great nations, . . . and I consider it my duty to recommend to the Honorable Congress the immediate adoption of the only means by which we will be able to overcome the difficulties quickly—the imposition of obligatory military service, based on a system of selection, as was recently instituted in the United States."

President Menocal adds that obligatory military service in Cuba will prove to be "a grand school of social discipline. It makes a citizen understand and feel from the first years of youth, his obligations to his country, and makes him respect the law, not by the imposition of force, but by the consciousness of duty. Our people will surely sympathize with this new system," General Menocal says, "for which they will prepare, as being of the most ardent patriotism and traditional spirit of sacrifice."

In addition to increasing the Cuban army and navy, the Congress is expected to discuss the wisdom of an amnesty measure and a parliamentary form of government.

One of the oldest and widest known names in the New England summer hotel fraternity has been that of Lougee. In 1869 a man named Lougee with his son George, built the Sea View House at Rye Beach, N. H. This widely known Summer hotel has all these years remained in the hands of the Lougee family, but has now been sold. The purchaser of the Sea View property is Francis E. Drake, one of the Chicago Blackstone Drake family, who will tear down the historic old house, and on part of the site erect a public building, and sell the remainder as house lots.



The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE
General Representative for United States and Canada
115 Broadway New York

All Progressive Dealers Read TOBACCO

WE OFFER {Quality / Service} TO THE TRADE

The Finest Grades of

IMPORTED HAVANA CIGARS

SOLE AGENTS FOR
B. MURATTI, SONS & CO., Limited
LONDON, MANCHESTER AND CONSTANTINOPLE
TURKISH TOBACCO GROWERS and CIGARETTE MANUFACTURERS

G. S. NICHOLAS & SON, Ltd.
43 Beaver Street
NEW YORK TEL. BROAD 5221

PRINT AND SELL!

Signs sell goods. Even cigars. And cigarettes. Also tobacco!

But, you say, signs cost money. Sure they do, unless you can letter 'em yourself. Objection: not one cigar man in a town is born an artist. Though some acquire it. Others try it.

Unless, however, you can do a good job with brush and pencil, crayon and bristol-board, don't do it! For, if you do, and it's rotten, you'll hurt, instead of help, the sale of the stuff you offer on the sign.

So stick to your last! Sell the stuff! Just for the few dimes and quarters that signs cost you'll reap halves and long green dollars!

Still, there's a way to save something on signs. Not especially window work, but inside bulletins and such.

Like this: Get a rubber-type letter set. Yes, I know you've got one. Or had one. Or seen the mussy work of one.

Bury all that rubbish! Then go right up the street and plank down from $3 to $5 for a 72-point set of nice, clean rubber type, in both upper and lower case.

Seventy-two point? That's simply a trade title for one inch type. One inch high, yes.

Now ask the stamp man to include a sixteen inch rule, with brass spacer. Some sets have this feature, others haven't. But it's a mighty important article for spacing letters and keeping the line on a *line*.

Tell the dealer you'll donate *all* the type *ornaments*, fancy work, stars, ramble lines, curlycues, and all the extra trimmin's except the actual type of alphabetical A to Z, large and small size, figures, and pronunciation marks, like periods, commas, question and exclamation points if he'll exchange them for an *extra* can of his best *black* ink.

Never use red, blue, green or purple inks. They fade. And, besides, they're hard to read, as a rule.

For color work, as emphasis on a brand name, buy three Blaisdell paper pencils. Get one red, blue and black. Then use them sparingly, merely to *underline* one or two particular words of interest on each sign.

And never use more than *two* colors to a sign. Either black ink and red pencil, or the blue, seldom both unless you wish to border the card or paper with a thin pencil line of red, blue or black, to throw out the announcement in stronger relief as a center, surrounded with liberal *white* space.

Use white cardboard. Get a semi-porous finish, *not* glazed. This softer or porous card absorbs the printing ink better, providing it is not too much like a blotter. Ask your paper man, he knows.

Experiment a little before you print your first card-sign. Look in the newspapers and pick out an ad which has attracted your attention. Notice its display style. See how the compositor has allowed plenty of room for a strong headline, followed by a body type of copy which stands out from the page and the other ads on the same sheet.

Always get a good *black* impression from your letters and ink. Hold your ruler and spacer firmly with your left hand and thumb, using the forefingers to control the printing *spot*.

Then, if it's necessary to repeat a type impress, in order to obtain a neater and blacker finish, you can do it. Be careful, though, that you've got the same place, otherwise you'll spoil the sign with a blemished surcharge, or double impression which seems to have slipped.

However, you'll soon master the swing and stride of this job, and you'll be proud of your work, while, as a reward, you will save a really considerable amount of expense money formerly going to the sign-man.

Note: Perhaps, as you read the magazines, you see many excellent illustrations, or cuts, which are *live* enough to brighten the corner where they are.

These, then, would likewise make similar suitable pictures for your own signs. If so, trim them carefully, and paste them upon your cards. They add to their attractiveness, thereby making sales where plainly printed words often fail.

'Nother thing: Go down to the ten-cent store and buy a half-dozen assorted size plain black frames. They assist, with the finish they give to a sign, to sell stuff in a more respectable manner, a la Champs Elysees. THE SMOKER.

Patents Recently Granted

The following patents recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trade-mark attorney, Real Estate Trust Building, Washington, D. C., at the rate of 20 cents each. State number of patent and name inventor when ordering.

1,242,478. Cutter-head for cigarette-machines. Richard E. Rosewarne, Covington, Ky.

1,242,699. Cigarette-case. Thomas J. Jurick, Great Falls, Mont.

1,242,902. Combined tobacco-receptacle and pipe-cleaner. Randall Kent, Elizabethtown, Pa.

1,243,158. Cigar and cigarette holder. Harry A. Gray, Milwaukee.

1,243,827. Holder for cigars in packages. Thomas E. Fearon, Philadelphia, assignor to The Miller, Du Brul and Peters Mfg. Co., Cincinnati.

1,243,994. Tobacco-handling device. Ellsworth Slack, Miamisburg, Ohio.

1,244,057. Cigarette-box. Antoni Kupiszewski, Auburn, N. Y.

1,244,163. Supplemental (cigar) box-lid. Philip A. Becker, Brooklyn.

MORE TOBACCO FOR THE BOYS.

Thomas M. Johnson, war correspondent in France for the New York *Sun*, in a cablegram, received Monday, said: "There is no danger of the supply of tobacco in the trenches giving out, although the officers admit that the men are smoking more than ever they did in the billets. The quartermasters of the first contingent received official notice yesterday that forty-two cases of *Sun* tobacco were on their way from the main supply depot and would reach the front within a few days.

"It was decided in this case to make an exception to the rule of 'share and share alike,' and to give the men in the trenches rather more than their share while reserving a sufficient quantity for the men back in the billets. This assures the men in the trenches that they will have enough to smoke and will permit the men in the billets to piece out their supply by buying tobacco which has just arrived."



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

Slow Collections in New England

Boston Jobbers Have to Be a Little Patient, as Retailers Have Been Paying Out a Lot of Money of Late—Most of the Stores Are Doing Well—C. B. Perkins Chairman of the War Camp Recreation Fund—Prince Hamlet Popular in Providence.

BOSTON, November 5.—After dealers have paid the War Revenue Tax, bought Liberty Bonds, paid their taxes, and a few other things, jobbers can have what is left in the till, which is nil. The retailer dug into the old stocking last week, and now nothing is left but the hole. Jobbers will have to be patient for a while, they may have to wait a few weeks on collections. Though money is tight there are assurances that collections will be easier, soon.

Retail trade has been good, exceeding the same period of 1916. Increased sales were due to extra buying by those who have relatives or friends in the Army or Navy.

Each store has a soldier's kit, varying in price, and all good ones will be certainly accepted.

Restless women of contestible reason, are holding afternoon gabfest, imploring the public not to send smokes to the boys in the service. On their part, real knowledge of what the boys want, and must have is limited, they mean well, yet some mothers raise funny children.

If Totems and Pippins are not raised to forty-two and forty-three dollars per thousand, where will all the other brands that have come into this market during the past ten years, fit in? Local jobbers, who have toiled to introduce these so called outside brands can sop and think a little now. These brands all have a big following, but trade is fickle, and that odd penny looks big. Economical smokers may try the cigar that sells for a nickel, and forget old brands.

Darwin's theory regarding "Evolution" is adaptable to conditions existing in the cigar trade today.

It's human nature to kick. At the cigar stand of one of the down-town hotels yesterday a man came up to the counter, and, laying down 30 cents asked for three cigars that previously were sold "three-for-a-quarter," when the salesman passed him back a nickel and told him that they were selling at the old price, the customer, with a sneer on his face, remarked: "Oh, I supposed they are being made of tobacco." The salesman afterward said that another man having the same experience, had remarked: "Oh, I see; they are being made smaller." In reality, the cigars were of exactly the old time size and quality. Only the hotel, having a good stock on hand, decided to let the price remain the same. All the thanks they got for it, at least from the two men, was an expression of suspicion.

Bill board advertising enhances sales of Admiration cigars, of which Joseph P. Manning are the distributors. Selected boards in and around Boston are used. The Admiration brand now is one of the big sellers on this market.

Anyone that will have any 1/40's to sell can clean them out during the Holidays. Local factories will be able to put out only a limited number, as they are behind on their regular packings.

The Philadelphia Hand Made Perfecto of Bayuk Bro. now is an open brand in Providence. Dealers are paying forty-three dollars per thousand, and selling them for six cents each.

The Prince Hamlet brand is getting a good distribution in Rhode Island.

Henry Freeman, the Worcester, Mass., retailer and jobber, drove to Boston in his new Maxwell, this week.

Myer Yeretsky of La Integridad fame, has joined the Gasoline Club, being the possessor of a large Locomobile limousine. Myer is more popular than ever now at the Georgian and the Hayward.

Charles B. Perkins Co. got out one of the most attractive army kits yet offered; it sells for two dollars, ready for mailing.

Leavitt & Pierce, Inc., Harvard Square retailers and manufacturers of the famous Cake Box Mixture smoking tobacco, are not selling any special kit, but they are doing some business which is shown by the number of packages sent across. Several tons of Cake Box tobacco and Cake Box Cigarettes are ready to go over. Thousands of Harvard men in the service, are users of the two brands.

Lucky Strike is rated now as a leader in the Ten Cent cigarettes.

Frank J. Goodwin of Baker Bros., has just completed a term as juror in the Superior Criminal Court.

Roy L. Wescott, who has been assistant manager of the Boston City Club, was made Temporary Manager, succeeding Westerman, who recently resigned.

Wescott has all the requirements necessary to make good in his new position, and his legion of friends, wish him success.

Houghton & Dutton, one of Boston's biggest and most successful department stores, will shortly open a cigar department, featuring all the popular brands of cigarettes, cigars and tobacco. H. D. Vittum, the advertising manager, has added many successful departments since he took charge. He was formerly advertising manager for the Liggett Co.

Kelley's Bouquet, jobbed by the Commonwealth Cigar Co., Boston, is showing the call in mild Havana cigars, around the best cafes and hotels in and around Boston. Jim Armstead has got the clerks and waiters plugging for Kelley's Bouquet, El Roi Tans, and La Preferencia.

(*Continued on page* 24.)

Vuelta Wrapper, Vuelta Filler Vuelta Through and Through

H. UPMANN HABANA

Because a cigar is a Havana cigar, it does not necessarily follow that it is remarkably good; all Cuban tobacco is not as fine as some Cuban tobacco.

But Cuban tobacco grown in the famous province of Vuelta Abajo is acknowledged to be supreme—the finest cigar leaf in the world.

Upmann Cigars Are All-Vuelta Cigars

No other kind of leaf is used in the UPMANN factory. Hence, the steadily increasing demand for UPMANN'S everywhere.

CHARLES LANDAU
82 Wall St. - - - New York

Sole Agent for the United States

THE CIGARETTE OF THE PERIOD



THEMELIS
ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.
NEW YORK MONTREAL, CANADA

SHADE-GROWN HAVANA



E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

By Special Appointment

To the Late King Edward VII

DIEU ET MON DROIT

Philip Morris

The World's Oldest High-grade Turkish Cigarettes

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.

72 Fifth Avenue New York

Approaching the Consumer

Just to show the arguments some folks use regarding advances of cigar prices, here reproduced is a screed, from the San Francisco *Daily News:*

Uncle Sam, needing war money, says: "Upon cigars, cigarettes and drinks there shall be imposed an additional tax—say, 1 per cent—to be paid by the manufacturer or importer."

The manufacturer, or importer says: "Very good, upon the retailer there shall be imposed an additional price, say 2 per cent."

The retailer says: "Upon the consumer there shall be imposed an additional price, say 3 per cent."

Dear reader, we are going to ask three questions. We are going to give answers to these questions but would like your answers, if you have better ones.

1.—In respect of war taxation on tobaccos and drinks, who is the final, obvious, odoriferous goat? The consumer.

2.—Will not the manufacturer, importer and retailer make excess war profits? They will.

3.—Is there a chance for the consumer, upon whom the additional taxes, plus the additional profits, are imposed, to impose something on somebody? Certainly. He can impose upon himself the use of less tobacco and drinks.

The only recourse of the consumer is to use less. Yet, pause a moment! Let us have "business as usual!"

However, there are other things subject to new war taxation—telephone and telegraph messages, express packages, theatre tickets, soft drinks, gum—things the folks are using regularly.

In respect of these things, the consumer—nobody else—will pay more. And the consumer's only recourse is to use less.

Business as usual. Taxation as usual.

The consumer must expect to stand and will stand war taxation. The point is as to whether he will stand war taxation, plus the war taxation profit of the wholesaler, plus the war taxation profit of the retailer. For instance, the 5-cent cigar is demanding 6 cents, when government added less than a quarter of a cent to its taxes, and the 10-cent drink is 15 cents, when government added only about a cent. In short, the increased tax is taken as an excuse to gouge, all along the line to the consumer.

'Rah for the cob-pipe and faucet water!

BOSTON BREVITIES

(*Continued from page* 24)

Chester Lincoln of the firm of Lincoln Bros. New York City is expected in Boston this week.

Charles B. Perkins of the firm of C. B. Perkins Co. has been appointed Chairman of the Y. M. C. A. Campaign for the Sailors and Soldiers' War Camp and Community Recreation Fund, and has appointed on his Committee Marus Conlon of Waitt & Bond, James Logan, of J. P. Manning Co., Maurice Hanauer, of Bieringer-Hanauer Co., H. S. Rowley, of S. S. Pierce Co., Arthur Blacey, of the Bromfield St. Store of C. B. Perkins, R. B. Pearson, of the United Cigar Stores Co., Reed Estabrook of Estabrook & Eaton, Louis Hyneman of Hyneman Bros. and Charles T. Ellis. The campaign to raise three million dollars begins this week.

Viola Saville, daughter of J Freeman Saville, the Board of Trade Retailer and Jobber, was married this week.

Dubonnet Coronas, packed twenty-five in a box, Boite Nature packing, is being featured by the Klein Drug Co., Essex and Washington streets.

Frank Taylor of C. B. Perkins Co. is calling on the trade again. Frank was in an auto accident in Philadelphia some few weeks ago, and got badly damaged.

Edward McGrady, manager of the retail department of George F. Young & Bro., had his chest out a mile. The reason for this extension is an eleven and a half pound baby boy.

Arthur Burrill, manager of the cigar department of J. Fred Gibson Co., Providence, won the Ford recently offered by Liggett & Meyers, Tobacco Co., for the most popular person, male or otherwise in the city of Providence.

Arthur, like all other millionaires, refused to patronize street cars thereafter, driving to work each morning. One morning he drove it down, but someone else drove it home, and is still driving it. However, Arthur does not worry, as he had the car insured against theft.

This is to notify the trade that William Allen, manager of the cigar department of R. L. Rose Co., Providence, has changed his lunch hour from 12 to 1, to 1 on. Next time you do this Bill, send out postal cards, then the boys can arrange their milk routes in advance.

Ralph Gans of Gans Bros., was here this week boosting the La Muna brand.

John Rankin, the State street retailer has taken over the soda fountain, which he formerly leased.

GREEK EXPORT DUTY ON TOBACCO.

The American Consul General at Saloniki sent to Washington last week a cabled message as follows: "Greek Government has imposed immediate export tax upon new and old tobacco of 1 drachma per kilo on all Argos district and similar quality tobacco. Two drachmas per kilo on all other tobacco. On new tobacco which can be officially proved to have been sold before October 29 and which will be shipped before December 13, half tax only will be collected. The measure especially affects American concerns. Detailed report by mail." (Drachma, par value, $0.193; kilo, 2.2046 pounds.)



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK

TO BRING VICTORY

"We must reverse for the time being all the processes of a free people.

"We must put vast powers, such as no Nation in history has ever conferred upon men, into the hands of those entrusted with our executive government.

"We must submit to sumptuary laws which we thought had been relegated into the lumber of forgotten things, in order that the power and the resources, and the spirit and the soul of the people may be dedicated without stint to the accomplishment of a victory without which their freedom will be but illusory, and their liberty will vanish.

"But we do it of our own free will. No man constrains the American citizen to part with his liberty. He gives it up if need be for the time, in order that he may preserve for his children and his children's children some part of that liberty without which he considers life as worthless."—From the speech of ex-Attorney-General George W. Wickersham.

GROCERS AND ADVANCING CIGAR PRICES.

Many grocers have failed to note the change in cigar and cigarette prices and continue to supply their customers at the old figures. In some instances dealers advanced prices, then finding a competitor close by still selling at the old price they promptly marked their goods back to the old level to meet competition. Others are watching the market and advancing with it and refuse to be influenced by what the fellow in the next block is doing. They declare they must make a profit to pay their bills and if the cheap chap is caught by the sheriff, it is none of their affair.—*San Francisco Grocer.*

PHILIPPINE SHIPMENTS.

COMPARATIVE STATEMENT SHOWING BY MONTHS THE NUMBER OF CIGARS AND CIGARETTES EXPORTED TO THE UNITED STATES DURING THE FIRST NINE MONTHS OF 1916 AND 1917.

	Cigars.		Cigarettes.	
Month.	1916.	1917.	1916.	1917.
January	4,506,224	12,943,106	255,000	201,000
February	9,857,689	11,022,952	987,750	395,000
March	5,619,246	20,157,629	340,000	807,500
April	7,369,630	12,971,206	716,250	570,500
May	7,581,073	15,803,910	500,250	249,000
June	7,958,154	19,673,334	50,000	787,500
July	12,485,366	17,221,377	925,000	890,000
August	10,181,510	27,393,719	330,250	135,000
September	13,051,677	15,888,810	435,000	260,000
Total	78,610,569	153,076,043	4,539,500	4,295,500
Increase or decrease		74,465,474	244,000	

PHILIPPINE TOBACCO.

COMPARATIVE STATEMENT SHOWING BY MONTHS THE QUANTITY OF LEAF AND PARTIALLY MANUFACTURED TOBACCO SHIPPED TO THE UNITED STATES DURING THE FIRST NINE MONTHS OF 1916 AND 1917.

	1916 (Kilos.)	1917 (Kilos.)
January	207	101,480
February	19,881	205,228
March	17,306	327,353
April	7,193	126,414
May	9,332	513,660
June	12,302	250,151
July	223,279	142,709
August	10,110	352,611
September	77,324	353,863
Total	299,610	2,050,606
Increase		1,750,996

(Not including chopped tobacco which is subject to $0.08 tax per pound.)

Released for publication October 4, 1917.

A. B. Powell,
Acting Collector of Internal Revenue.

HEED "THE OLD MAN'S" TALK

Having Sold More Than 200,000,000 Pounds of Tobacco, North Carolina's Silver-Tongued Auctioneer Indulges in Interesting Reminiscences

Calling himself an old man, although he personifies cheerfulness that youth might envy, G. E. Webb, celebrated as a silver tongued tobacco auctioneer and editor of the *Southern Tobacco Journal,* thus discourses concerning his varied experience:

"He has sold during his professional life more than two hundred million pounds of tobacco, or about as many pounds as the State of North Carolina now produces on an average. During all the years the Old Man has been selling this tobacco he has sold the stuff at all kinds of prices. He has seen frowns and despair depicted upon the faces of many thousands of farmers on account of low prices—and then he has seen them smile and sometimes shout for joy, when receiving high prices. He has sold tobacco—one time at least—for $25.00 per pound, and then millions at 25 cents a hundred. He has sold a break (one time) that averaged 55 cents per pound. This was years ago in Durham, and the sale consisted almost entirely of fine wrappers, some of which sold for $1.50 per pound. He has sold millions of pounds for 2 cents per pound which would now sell for 20 cents, and so on.

"After, say, forty years of selling tobacco, the Old Man is going through a new experience this season. He is selling thousands of pounds of tobacco daily that is brought to market on auto trucks, and he is selling tobacco for prices that are higher than he ever dreamed they would or could be. On last Tuesday he sold a break of tobacco at Piedmont Warehouse that amounted to 262,000 pounds for an average of $34.43, for which the farmers received the sum of $92,855.36. We mention this sale because we are connected with this house and have been for 23 years.

"If the Old Man should ever live long enough to become old, he may retire—and then in his memory live over the years of his experience as a tobacco auctioneer, and in doing so he may write something of his experience, and of the big men in the trade with whom he has come in contact."

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice

TWO STANDARDS for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO CO., Richmond, Va.

MAY RATION SMOKERS

Present Shortage in England May Cause Users of Tobacco to Go on Limited Allowances.

In a letter from London, dated October 22, a correspondent writes to the New York *Sun*, saying that the tobacco trade in England is seriously considering the adoption of a system of rations for smokers.

"The manufacturers are only receiving one-third of the supplies they received in 1916, but the demand has not increased in anything like the same degree, and as the supplies to the troops have to be maintained out of the national stock the trade has a great difficulty in meeting the demand.

"Stocks are getting shorter and shorter, and unless smokers exercise economy it will be necessary to introduce tobacco cards to insure every man getting a fair share.

"Steps are to be taken to point out to customers the shortage and to warn them that unless some check on consumption takes places the tobacco supply for the general public will give out in a very few months."

UTILIZING THE PROFITS

To Strengthen and Increase the Assets—The Careful Transactions of the American Sumatra Tobacco Co.

When the American Sumatra Tobacco Co. was formed, about eight years ago, the plantations owned by eight different interests were consolidated into one company, and the owners agreed to take common stock, dollar for dollar, on the basis of the valuation of the tobacco lands as appraised by a committee of independent tobacco experts.

These experts appraised the lands taken in at $6,000,000, and the new company, therefore, issued $6,000,000 common stock in payment. The bankers who organized the company purchased $1,000,000 preferred stock at par, and this cash was put into the new company's treasury for working capital. Hence the company issued stock only for cash at par, or for appraised values at par.

More recently the American Sumatra Co. purchased the jobbing business of A. Kohn & Co., paying therefor $800,000, par value, in common stock. Later, was purchased the Connecticut Tobacco Co., for which was paid $1,000,000, par value, in preferred stock. These acquisitions round out the company's selling and producing organizations.

The 1,850 acres of Connecticut tobacco lands previously owned by the company, of which 1,100 are under shade, were purchased and developed out of earnings. Purchase of the Connecticut Company adds 650 acres under shade to this total, and in this connection it is interesting to note that the latter acreage was valued by the company's officials at $1,000,000, which would indicate that the value of the Connecticut lands previously purchased and equipped entirely from earnings have a value of in excess of $2,000,000.

In addition to this application of surplus earnings in the original holdings of Connecticut tobacco lands, the company has built and maintained in good repair over 2,200 tobacco warehouses, drying sheds, barns, cottages, etc., and all the other complementary equipment to extensive tobacco production in connection with the development and cultivation of the 37,900 acres owned in Georgia, Florida and Connecticut. The Connecticut Tobacco Co.'s buildings totaled about 500.

The company's cash current assets in excess of current liabilities, outstanding notes and preferred stock, are equivalent to $58 a share on the common in addition to which fixed assets have a conservative valuation of over $60 a share.

Which causes the *Wall Street Journal* to say: "Strength in American Sumatra Tobacco stock has been due to prospects for profits of in excess of $2,500,000 this year, together with the company's sound financial standing."

On the four corners of Nicollet avenue and Lake street, Minneapolis, are four stores selling cigars and other tobacco products. As neither of the four firms is in business solely for health purposes, the four owners recently had a little confab about prices, and it was noticed that at once all of them were charging advanced prices for their goods.

—

The Ritter-Burns Tobacco Co., of Huntingdon, W. Va., has been incorporated with a capital of $100,000. The incorporators are C. R. Ritter, B. B. Burns, H. K. Eutsler, E. E. Williams and Paul W. Scott, all of Huntingdon.

—

Class says: "If you can't tell the truth in your advertising, for the love of Mike, be plausible!"

MANILA CIGARS



American Shapes and Sizes

Special Brands for Jobbers

Bi-Monthly Shipments.

Always Fresh

Write for open territory to

HENRY OTTENBERG, Importer, 146 Front St., N. Y

New OPTIMO

BEST OF THE BEST



BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

ROCKY FORD

HAND MADE →CIGAR← DELICIOUS FLAVOR

Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c.—2 for 5c. and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices PITTSBURGH, PA.

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY
111 FIFTH AVENUE, NEW YORK

FROM THE FIRING LINE

Personals and Trade Jottings

C. E. Kissel will open a cigar store in Antigo, Wis.

—

Marcelino Perez is spending the week at New Milford, Conn.

—

Five-cent cigars have "hopped" to six cents in Reading, Pa.

—

R. P. Peterson has bought the Frank Adams cigar store in Rudyard, Mont.

—

At present about 125,000 acres are devoted to tobacco culture in the Philippines.

—

The strike at the factory of S. H. Furgatch & Co. in New York was settled last Thursday.

—

W. W. Weeks, representing the Benito Rovira Co., is calling on the trade in Buffalo.

—

Chester A. Lincoln, of Lincoln Bros., expects to leave for a trip to New England, this week.

—

W. M. Simpson, representing Wm. Glaccum & Sons, is in Texas. E. A. Hamilton is in New England.

—

Julius Riesenberg, representative of Rosenthal Bros., may leave for a short trip to the West this week.

—

The United Cigar Stores Co. has opened a new store across the street from the post office in Cedar Rapids, Iowa.

—

Benito Rovira, of the Benito Rovira Co., writes from Cuba that "Tobacco is extremely high and still going up."

—

The newly completed tobacco warehouse of the American Sumatra Tobacco Co. was opened in East Hartford, last week.

—

The new Hotel France, in Petersburg, Va., will be opened about November 15 under the management of Hulsken & Scallan.

—

G. W. Stocking, Western representative of Marcelino Perez & Co., has left for Florida, where he will spend a week's vacation.

—

T. M. Estes, J. R. Davis and E. R. Bain have incorporated the Farmers Tobacco Warehouse Co. at Campbellsville, Ky., with a capital of $25,000.

—

The United Cigar Stores Co. will open a new store in the 22-story building now being erected at the corner of Remsen and Court streets, Brooklyn.

—

H. I. Schacklett, representative of the Gene Vall Cigar Co., has returned to Washington after attending the wedding of his brother at Louisville.

The Mannington Tobacco Storage Co., capitalized at $10,000, has been incorporated in Mannington, W. Va., by L. N. Beaty, Fred G. Barlow and B. F. Wells.

—

Amended articles increasing the capital stock of the Fayette Tobacco Warehouse Association from $50,000 to $75,000 were filed at Lexington, Ky., on November 1.

—

Claude Turner, representative of Salvador Rodriguez, is calling on the trade in Georgia. W. Rosenfeld, Western representative, reports excellent business in his field.

—

And don't forget that if the parcel post package costs twenty-five cents or more to carry it, there will be a war tax of one cent for each twenty-five or fraction thereof.

—

H. Handler and A. Levie, representatives of Julius Klorfein, are in Chicago. Both men have been instructed not to accept any new orders, so they are enjoying vacations.

—

Nathan Greenwald, representative of Kohlberg & Co., is covering Brooklyn territory. Charles Kohlberg is calling on dealers in New York City, on the upper West Side.

—

James Glaccum, of Wm. Glaccum & Sons, is back in New York after making a flying trip to Chicago and St. Paul. He looked over things with R. F. Payton, the Glaccum Western representative.

—

Tom Torbert, representing Simon Batt & Co., is in San Antonio, F. Peterson is in Texas, and Eugene Stoltz is in San Francisco. Simon Batt & Co. have only one complaint to make and that concerns the shortage of cigar boxes.

—

The Benito Rovira Co. has added another size to their new shade grown wrapped El Arabe line. It is a Waldorf size, two for 25 cents, and is a very attractive, well made cigar. The shade grown wrapped El Arabe is now made in four sizes.

—

Stockholders of the R. J. Reynolds Tobacco Co. have ratified the resolution adopted by the directors to increase the authorized capital stock from $20,000,000 to $40,000,000. The new stock is to be composed of $10,000,000 preferred and $10,000,000 Class B common.

—

J. B. Rovira, of the Benito Rovira Co., plans to leave for Memphis this week. He will see R. F. Donovan, local representative, and will then go to Kansas City. He will make arrangements to place the new shade grown wrapped El Arabe in the districts named.

—

In all, 60 employees of S. Monday & Sons, Brooklyn, came forward when Joe Monday made an appeal for subscribers to the Liberty Loan, and announced they were "proud to buy a bond." "Everyone of our workers is a patriot and I am proud of them all," said Joe Monday.

—

Under directions of the Cigar Box Makers' Union, the workers are now permitted to work but 55 hours a week in place of 60. This new ruling is seriously affecting the output of factories and at the same time hits cigar manufacturers who are unable to obtain all the boxes that they need.

—

The H. F. Fidler & Co. cigar plant at Womelsdorf, Pa., employing the most hands of any of the factories up the pike, has given its employees a substantial increase in salary. The increase came as a surprise, as none was asked for by the men and women employed in the factory. In some of the departments the increase amounts to about 25 per cent.

—

The annual theatre party of the Chicago Stewards' Club will be held at the Olympic Theatre on Tuesday evening, November 20, with Oliver Morosco's production of "Canary Cottage" as the attraction. All proceeds from the affair will, as in past years, be devoted by the club to preparing baskets of food for the needy poor at Christmas time.

—

W. E. Lea, a prominent tobacco dealer of Timmonsville, S. C., was in Fitzgerald, Ga., in the interest of the proposed tobacco warehouse and market. Mr. Lea has handled a large part of the 1917 tobacco crop for Georgia growers through his Carolina warehouse to the full satisfaction of his local clients. He will probably lease the Fitzgerald warehouse for the coming season.

—

J. B. Back, the Brooklyn manufacturer, has sold his retail store at 65 Court street, Brooklyn, to John Winkler. Since taking possession of his new factory at 449 Fulton street, the manufacturer of Royal Moor has been increasing his output and desires now to open new territory. He expects to leave next week for a trip to the Pacific Coast. Starting in Connecticut, he will work West.

—

Thirty-five employees of the Fernandez Cigar Co., Third street and North avenue, Milwaukee, walked out Saturday morning after the firm had refused to grant a 5 per cent. increase per 1,000 cigars. A strike is practically a certainty in another large cigar factory. The strike at the Louis Kindling & Co. plant spread Friday and Saturday morning. Only eight employees remained at work.

—

Factory employees of the El-Rees-Co Cigar Co., at Greensboro, N. C., subscribed for 67 Liberty Bonds of the second issue, some of the cigar makers taking two. With the exception of four men, the subscriptions were received from women employees. The Greensboro *News* reports that the El-Rees officials were highly gratified at the patriotic spirit shown by the workers.

—

Max Zutty, formerly of Mayer & Co., leaf dealers of New York, died at his home, 136 Hart street, Brooklyn, of a complication of diseases, on Wednesday, a week ago. He was born in Grodno, Russia, and had been a Brook-

lynite for many years. He leaves his wife, Jeanette; a daughter, Cina, the wife of Dr. Abraham Progebin, of Brooklyn, and two sisters, Mrs. Adeline Palmer and Mrs. Annie Loewenthal.

—

To aid the *Sun* tobacco fund, the Schulte Cigar Stores will donate 5 per cent. of the day's receipts of November 9 and 10. On November 10, all purchasers will be given a small flag to be placed in the buttonhole, as a souvenir.

The Old King Cole Cigar and Tobacco Co. has changed prices on smoking tobacco as folloys: 3½ ounce tin, 50 cents, will be changed to a 3 ounce tin, same price, half pound tins will be increased in price from $1 to $1.15 and the pound tin will be increased from $2 to $2.25.

—

In order to avoid confusion and misunderstandings in the application of the war revenue tax, the retail tobacco dealers of Ogden, Utah, have formed an association and adopted a fixed scale of prices to govern cigars, cigarettes and all other kinds of tobacco. Nearly all cigarettes which formerly sold for 10 cents are now two for 25 cents and the same applies to former 10-cent cans of smoking tobacco. H. E. Goddard is president of the new association and and D. L. Boyle is secretary.

—

Roberts' cigar store, at No. 106 Asylum street, Hartford, was entered, Saturday night or early Sunday morning, and a box of cigars and about $15 in change taken. The front door of the place was found unlocked. Detective Sergeant L. J. Lowe is investigating. He was unable to determine from information furnished him whether the door was inadvertently left open when the store was closed, Saturday night, or whether it was opened with a key by burglars.

—

Benjamin Hart, of 471 Seventeenth street, South Brooklyn, a retired cigar manufacturer, who had been in business for forty years at 21 Hamilton avenue, died on November 1, of old age. He was born in England and came to this country sixty years ago. He leaves four sons, Mark, Henry, Morris and George; two daughters, Anna and Julia, and a sister, Mrs. Hannah Hamburger. Mr. Hart was a member of King Solomon Lodge, I. O. F. S. of I., and the United Brethren.

—

The C. M. Hintze Cigar Co. has incorporated at Stoughton, Wis., with a capital stock of $50,000. The incorporators are Charles M. Hintze, W. C. Hintze and H. H. Morris. The company will materially increase production of its output and employ more help shortly. C. M. Hintze and W. C. Hintze are lifelong residents of Stoughton and are well and favorably known to the community. Mr. Morris is on the road for the cigar company. He came to Stoughton from Phoenix, Ariz.

—

Additional service between San Francisco and Manila now is maintained by the Java-Pacific line of steamers of Dutch registry. This line operates four vessels which reach Manila from Soerabaia via Makassar on the outward voyage, and call at Hongkong and Nagasaki en route to San Francisco. On the return trip from San Francisco the vessels reach Manila via Nagasaki and Hongkong, and ply from Manila to Batavia. The vessels of this line are the *Tjisondari, Karimoen, Tjikembang,* and *Arakan,* all of which carry passengers and freight.

—

The New York, New Haven & Hartford Railroad, for the purpose of conserving the car supply and giving better service in the movement of less than carload merchandise from their New York stations to New England territory, proposes to adopt the "shipping day" plan. Under this plan through cars will be operated on certain specified days in the week. It is believed that a sufficient tonnage will be secured to warrant the running of cars through to specified points or territory without transfer. Vexatious delays at transfer points will be avoided and embargoes caused by congestion will be unnecessary.

DECORATED METAL BOXES

FOR TRADE CANCO MARK CIGARS

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*



Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Office
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

A SURE WINNER
EL CAVALO
MILD HAVANA CIGAR
An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.
HERMAN BAUM
62-70 BARCLAY STREET NEW YORK

BINDERS FOR "TOBACCO" Common Sense Kind
Sent by Mail $1.25. Delivered at Office $1.00
Tobacco Trade Journal Co., 10 E. 39th St., New York



A. WINTER, President M. WINTER, Sec'y and Treas.
PINZON
HAVANA CIGARS
BONDED FACTORY
M. PEREZ CO.
168 Water Street New York
Factory: Key West, Fla.
Warehouse: Industria 114, Havana, Cuba

TRADE NEWS FROM NEAR AND FAR

Frank C. Niles, of the Niles & Moser Co., of Kansas City, is in New York.

—

Holland has forbidden the export of cigars, cigarettes and other tobacco products.

—

J. H. Parker, Jr., of the Parker-Gordon Co., of Kansas City, is a visitor in New York this week.

—

M. Duffy has opened up another cigar store on Atlantic street in Seattle, in the heart of the shipbuilding district.

—

T. L. Durham, manager of the Hendersonville, N. C., branch of Slayden-Fakes & Co., the Asheville, N. C., jobbing house, is in New York on business.

—

Kenneth Baillie reports that the I. Lewis Cigar Mfg. Co.'s John Ruskin and other famous lines to be going nicely in San Francisco, where he was busy last month.

—

Ashland O., retail dealers in tobaccos and cigars met Sunday a week ago at the Citizens' Relief Fire Company's rooms and organized an association. Fred T. Flinn was chosen president; James Hughes, secretary; and Preston Long, treasurer.

—

The *Mail* of Hagerstown, Md., says that retail cigar dealers there have announced that "the nickel cigar has virtually gone out of existence as a result of the increase in the wholesale price by manufacturers of $5 per 1000, the largest advance in the history of the industry."

—

Fire did $3,350 damage to the three-story brick business block at Perdido and St. Charles streets, New Orleans, about midnight Tuesday a week ago. The blaze originated on the second floor from an undetermined origin. The lower part of the building is occupied jointly by James Mentrozes as a restaurant and by John Vega as a cigar store. The upper floors where the fire spread were unoccupied.

—

The Tobacco Co. of California, like all the other big corporations, has provided a goodly proportion of young men for the army and navy. From their sales force during the past few weeks they have given George Hardy from the Sacramento territory; H. H. Loewenthal from the Eureka territory and M. Stanley from the San Joaquin Valley. These boys have already left for the training camp at American Lake.

—

The American Tobacco Co. has purchased four acres of ground near the Louisville and Nashville Railway at Bowling Green, Ky., on which they will at once spend several hundred thousand dollars in building warehouses and factory buildings for the employment of between five hundred and one thousand persons. The company will operate warehouse stemmeries and manufacture tobacco in Bowling Green. The city council met in special session and granted the company free water and tax exemption for five years, and agreed to build four blocks of macadam streets.

—

The salesladies employed by the Union News Co. at the stands in the stations of the Boston & Westchester Railroad, while capable enough in selling candy, magazines and soda, are not so expert in cigar selling. When a smoker requests a certain cigar, a young lady generally hands him one cigar instead of offering the box. And in other ways they show lack of training as regards selling smokes. "Oh, I don't like to sell cigars. Cigarettes are not so bad. But when a man asks me for a cigar and inquires for a clear Havana, this, that or the other thing, I really don't know one from the other," said one of the salesladies.

—

Beginning an active campaign against the sale of cigarettes in Nashville, Detectives Carr and Dixon last week arrested nine cigar dealers and ordered them to report to the police station to be registered on a charge of selling cigarettes. The officers first went to the United Cigar store on the corner of Fourth avenue and Union street and arrested the clerk in charge. The following are the stores where arrests were made: Freed & Fisher, United Cigar Store, Young & Thompson Drug Co., Waldrum Drug Co., Schott's Drug Store, Zibart Bros., Broadway Drug Co., Wright Drug Co., and Sparkman Bros.

Government Expenditures

Now that the second war loan has been subscribed, we have another breathing spell and it is in order to cast a look ahead upon the future demands of the Treasury. Congress has authorized, pursuant to Treasury estimates, the sale of $10,538,945,460 of obligations of various kinds, in addition to $7,000,000,000 first authorized in April last, $2,000,000,000 of which were issued in June. Of the $538,945,460, $63,945,460 will be used to refund an outstanding issue and the remainder is to reimburse the Treasury for disbursements against which bonds were originally authorized.

With $2,000,000,000 raised in the First Liberty loan, if $4,000,000,000 is accepted in the Second Liberty loan, the further amount of obligations authorized is $11,475,000,000. These, however, are not all authorized in the form of bonds. Four millions may be issued only in Treasury certificates, and $2,000,000,000 in war savings certificates. The former are issued for short terms, and are particularly designed to be taken by banks, to bridge over the periods between loan offerings. The war savings certificates are intended to be a popular and convenient form of obligation for sale on small payments. Deducting these issues, there remain $5,475,000,000 which are to be offered in bonds similar in detail to those of the Second Liberty loan.

All of these offerings, together with the taxes levied, were estimated by the Treasury to somewhat more than cover the prospective requirements of the Government, including its loans to allies, up to July 1, 1918. It has not been supposed, however, that all of the Treasury certificates or war savings certificates would be outstanding at the same time. They serve temporary purposes and are convertible into the several issues of bonds. Congress will be in session from early in December, throughout the remainder of the fiscal year, and will provide for other bond issues as needed.

"The real problem," says the publicist for the National City Bank of New York City, "is how fast will the program adopted by the government require disbursements to be made? Figures have been given in the newspapers ranging from $14,000,000,000 to $19,000,000,000 as the amounts required during this fiscal year. It is evidently difficult to make a close estimate upon enormous operations, involving so much work that is out of the ordinary run. On the face of the proposition it looks impossible to expend that amount of money for the purposes in view, within the time stated. The major portion of the expenditures are for fabricated goods, and the total value of all the manufactures of the United States in the year 1914 was $24,246,000,000, and in 1909, $20,672,000,000. It is true that prices are now much higher than in those years, but some idea of the volume of business involved in the expenditure of even $14,000,000,000 can be gained by the comparison. The total expenditures for the first four months of the year have been approximately $3,000,000,000, and for the month of October $1,000,000,000. Presumably they will increase, particularly for shipbuilding and aeroplanes, but how much can they be advantageously increased?"

THESE ARE NOT NORMAL TIMES.

At present we are living in feverish times. Everyone is working at full speed and high tension. There is a feeling abroad of get all you can while the getting's good, and many are working the Get-Rich Wallingford methods to the limit. There is bound to be a reaction and those who have violated the rules of honest business will be the first to feel the full force of that reaction.

These are not normal times, and the disposition to take undue advantage of them is not confined to any particular industry, but permeates the whole business structure. In making prices the cigar dealer should be careful that he does not overstep the bounds of a legitimate profit over expense. We know it is human to follow the crowd and get everything that is possible to be obtained. But we must look a little to the future. For his own sake and for the benefit of the trade in general there should be no attempt on the dealer's part to make abnormal profits. The man who makes a legitimate profit at this time, will be better able to withstand the shock when the reaction comes, than the man who has grasped all he could, and he will stand higher in the estimation of the community than Wallingford.—*Smoke.*

Fred Davis, of Sam'l I. Davis y Ca., will visit San Francisco next month in order to discuss matters with El Sidelo distributors on the Pacific Coast.

According to a press report, tobacco cards will be issued by the Austrian Government after January. Without these cards, it will be impossible to purchase tobacco in any form.

El Leon Invincibles
Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
JOSEPH P. MANNING CO.
BOSTON, MASS.



BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA
S. H. FURGATCH Y C A. 75th Street & Avenue A. New York

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.
CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.
Established 1872
MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

WM. STEINER, SONS & CO.
LITHOGRAPHERS
257-265 WEST 17TH STREET, NEW YORK.
(STEINER BUILDING)
SPECIALTIES { CIGAR LABELS, CARTON BOXES AND EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS
Western Representative, O. J. ROSENBERGER, 214 West Ontario St., Chicago

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

DIAMOND JOE
TRADE MARK
CIGAR FACTORY
ESTABLISHED 1850



Preeminently in a class of its own
H. Fendrich, Maker, Evansville, Ind.

5c. CIGAR

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Book keeper, care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

WANTED — SECOND-HAND STRICKLER Scrap Machine. Address The J. F. Cherry Co., Newark, Ohio.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN—Fully posted in all grades of cigars, clear Havana, seed and Havana and nickel, including Manilla. Thoroughly acquainted with the best jobbers in all sections of the country. Highest reference. Address A. M. H., care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

FOREMAN WITH 20 YEARS' EXPERIENCE DESIRES POSITION. Address Foreman, care Tobacco.

NOTES AND QUOTES.

Col. A. E. Dick, for the past season associated with the management of the Profile House, Franconia, N. H., has sold his interest in that hotel.

—

It is said that men have been known to make money and friends by attending to their own business. Spending time in criticism of competitors is usually a poor investment.—*Hotel World.*

—

A writer in *Colliers* thus gives his idea of the cause of crooked business men:—"I believe that most of the dishonesty in business to-day results from business incompetence. The tradesman who attempts to deceive the public usually does so because he is not a good enough merchandiser to hold his own by honest methods with competent merchants. Fake bargains, lying advertisements and other threadbare business tricks are more often the pitiful attempts of an incompetent tradesman to measure strides with capable merchandisers than the result of inherent dishonesty."

—

One thing about this income tax business is that you don't hear every boob boasting about the money he pulls down every year, any more.

—

Contributions to The Tampa *Times'* "Smokes for Soldiers" fund are coming in from all counties of south and central Florida.

—

The Merchants' Association has undertaken to co-operate in raising a War Camp Community Recreation Fund of $3,750,000, of which it is expected that $750,000 will be contributed by New York City.

—

The 5-cent cigar will soon be a thing of the past, according to John Reichert, secretary of the cigarmakers' union in Milwaukee.

—

Rochester cigar and tobacco dealers are incensed over a story appearing in a morning newspaper which announced that these dealers were making a larger profit than ever on cigars, cigarettes and tobacco in consequence of the new emergency revenue tax.

—

A Kansas woman claims that her husband tried to force her to drink some carbolic acid. Her husband claims that it was whiskey he offered her. At that, it takes an expert to tell the difference between Bone-Dry whisky and carbolic acid.—Luke McLuke in Cincinnati *Enquirer.*

THE DEALER'S PROFITS.

Looking over the price lists that have come to hand since the new war tax was announced, it would appear that manufacturers are still under the impression that the retailer can successfully conduct his business on a 20 per cent, gross margin. There may be a few that may be able to do so, but they are the exception. For some considerable time the retailer has been selling cigarettes and tobaccos at the cost of doing business and sometimes for less. For his profits he has been obliged to charge business and sometimes for less. For result has been that his trade on profitable merchandise has practically remained stationary, while his trade on unprofitable goods has considerably increased.

It is claimed that where goods are sold on a 20 per cent gross margin, that the extra discounts, gratuities, free deals, etc., will offset the deficiency on the profit side of the ledger. But in figuring profits, the dealer cannot take these things into consideration, because they are an uncertain quantity, liable to change and discontinuance at any time. Then, again, there are numbers of good, reliable dealers who are not always in a position to take advantage of these extras. It is upon this class, and they probably compose the majority of the retailers, that the allowance of only 20 per cent gross works a hardship.

Some manufacturers seem to think, at least their price lists would indicate that they do, that the retailer has no expenses in conducting his business. They remind one of the Duluth dealer who was recently asked to join the association in that city. During the conversation he was asked what his overhead charges were: "Overhead charges," said he, "why I have none, I live upstairs."

It is claimed that retailers have unduly raised the prices on some brands. In the readjustment of prices there is sure to be some mistake made. But if the list of prices that are at present prevailing in some cities, and published in another part of this issue, is carefully examined, it will be found that in the majority of cases, the retailer is asking no more than a legitimate profit over the expense of conducting his business.

The 20 per cent margin idea, like the nickel, has prevailed too long.—*Smoke,*

The Flower of Tobacco

well cured and skilfully used has maintained




MI FAVORITA

at the forefront of all brands




The Park and Tilford Standard is the warrant of their excellent quality

MI FAVORITA CIGAR CO., Inc.

KEY WEST, FLA. 529-549 West 42nd St., NEW YORK

Cable Address: Karnak, New York Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS

14-16 SOUTH WILLIAM STREET - - - - - NEW YORK

Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew.	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St. New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in All the World's Markets

U. S. REPRESENTATIVE

WM. T. TAYLOR - 140 East 34th Street, New York

Waldorf-Astoria
Segar Company, Ltd.

LA MAGNITA

Clear Havana Segar

Tampa Made in Bonded Factory

In All Popular Sizes

SEND FOR CATALOGUE

Office and Humidore
Waldorf-Astoria Hotel, New York



Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York

El Principe de Gales

THE OLD STANDARD IN PURE HAVANA CIGARS

SINCE 1854

WINDOW DISPLAYS

Edw. Greger, 125th street, near Eighth avenue, is featuring the Alexander Humboldt in two sizes. In the display is comprised a large poster, in four colors, blue, gray, yellow and black. The poster is smart and attractive.

L. Simon & Son, Broadway and 112th street, are devoting their large window to a very interesting display of Centrilla. One large poster "Centrilla" sets in the centre of the display, with a pink background and black and white lettering. Four smaller posters attached to the panel depict men in the act of smoking, with cups in front of them, "After dinner." Across the top of the panels the name "Centrilla" is placed.

Park & Tilford are displaying Lobella, H. Upmann and Mi-Favorita in the side window of their store at Fifth avenue and 26th street. Each brand occupies a separate show window.

The Exchange Buffet, Madison avenue and 30th street, displays Nueva Epoca, Optimo, Bouquet de Eduardo H. Gato and Rodena.

DON'T TOLERATE DISLOYALTY.

In imposing a fine of $200 upon Edward O. Singleton, proprietor of the Tampa Variety store, because of Singleton's disloyal utterances in the court as well as on the streets and in his place of business, Municipal Judge J. T. Watson took a decidedly commendable step. He gave Singleton ample opportunity to prove his loyalty by allowing him to write to Washington in the hope of establishing the fact that he had offered a war invention, free of charge, to the government. Singleton failed to produce this proof.

In this connection it is said that at least one man of German birth or parentage, in spite of the warnings that have been published, endeavored in one instance to interfere with the second sale of Liberty bonds. His remarks were uttered in a way that might protect him from prosecution, but nevertheless they were uttered with malicious intent.

Toleration of disloyalty and treachery is wrong and un-American, and, furthermore, such toleration encourages alien enemies in their work—and such work is certain to end in grave trouble for the offenders.—*Tampa Times.*

Having organized the Sioux City Tobacco Men's Association, retail dealers in Sioux City declare that owing to the advances in the price of the raw material and labor, prices have gone up so that the retailer fails to make any money in handling it. One retailer declared that it was impossible to pay his overhead expense on the profit he makes on both cigars and tobacco. His overhead expense for the handling of these articles amounts to 22 per cent. His net profit amounted to only 1 per cent. In the last few months he has lost more than $300 on his tobacco business. "While the cigar dealers of the city have endeavored to keep away from the one-cent raise plan, we are finally having to come to it," Martin Neswick, one of the leaders in the movement, said. "Things have come to a point where we have to do something. The jobbers are adding the increase to us, and we cannot stand it. The consumer will have to pay."

A Cigar of Reputation

REAL FABRICA DE TABACOS PUNCH R.E. HABANA J. VALLE Y CA

28 Rayo Street

UNITED STATES REPRESENTATIVE
August Kuttnauer
235 5th AVE., NEW YORK
Telephone, 5633 Madison Square

Proprietor
Manuel Lopez
HABANA, CUBA

HIJA De JOSE GENER
HABANA, CUBA
Manufacturer of HAVANA CIGARS
"HOYO de MONTERREY" "LA ESCEPCION" "EL VINYET"
VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.

A trial advertisement in

TOBACCO

will convince you of its merits. Let us send you rates.

CARL UPMANN
MANUFACTURER OF
FINE CIGARS.
406-408 E. 59TH ST.
· NEW YORK ·

E. C. McCullough & Co.
IMPORTERS OF
MANILA TOBACCO and CIGARS
20 Broad Street
New York, N. Y.

A DISASTROUS FREEZE

Unusually Cold Weather in Wisconsin Did Much Damage to the Uncured Tobacco—Farmers Disappointed.

EDGERTON, Wis., November 2.—A disaster which the tobacco growers of this state have for some time been fearing occurred the fore part of the week in a hard freeze that penetrated the curing sheds. A big storm, followed by a drop in temperature to 20 or below for a couple of nights, has wrought untold damage to the uncured tobacco crop. Never before has this state been visited by so early a hard freeze or one more destructive in its character. It is believed that at least half the crop has been more or less affected, while the late harvested portion is likly to be ruined. At most it can but mean a tremendous money loss to the Wisconsin tobacco growers, besides it will require an additional amount of trouble to separate the frozen from the good leaf, for there is bound to be an unusual amount of fat stems to contend with. Farmers who had counted on large returns from their tobacco crop must be prepared to meet disappointment, but to what extent cannot yet be determined. Possibly some use can be made of this frozen leaf, time will tell. At a time when the markets are short of cigar leaf to meet the manufacturing needs of the country the coming year, it is a misfortune to see the expected supply of any state dwindle.

The only recent transaction of old leaf coming to notice is the purchase of 350cs by Julius Marqusee from local packers.

The shipments out of storage reach 500cs and 1 car of bundles to all points since last report.

IN LA SULTANA'S DOMAIN

(*Continued from page 5.*)

for a few months, but reserve stocks that for a long period will insure the maintenance of the high La Sultana standard. It has ample supplies of Havana filler. Besides, it has contracts with some of the most famous factories in Havana for their "shorts." Tobacco used in the manufacture of various choice imported Havanas, much prized in this country, reflects its quality in the filler of La Sultana.

Though the Tobacco Corporation of America could make a handsome profit now by selling all its tobacco, it will continue to manufacture La Sultana cigars. For it prefers the more satisfactory profit that accrues through the honest maintenance of an established brand.

The actual value of a good brand is much greater than most people suppose. As distribution mounts up into the millions, a brand, as an asset, is appraised proportionately. A brand that couldn't be purchased for "big money" is a prized possession. To make a brand more valuable always is sound business policy. Better than immediate cash profit for the Tobacco Corporation of America is the judicious enhancement of La Sultana brand.

Pursuing a policy notably progressive, the corporation for the present is concentrating on efficiency in manufacturing and distribution. Planning eventually to centralize its operations at Allentown, Pa., it will establish there its chief factory and the entrepot from which millions of cigars will be distributed.

TAMPA TOPICS

(*Continued from page 3.*)

Cigar manufacturers and persons connected with the industry led all others in purchasing Liberty bonds of the second issue, the cigar committee, led by Collector of Customs J. F. C. Griggs, securing a total of $211,000. The following were among contributors:

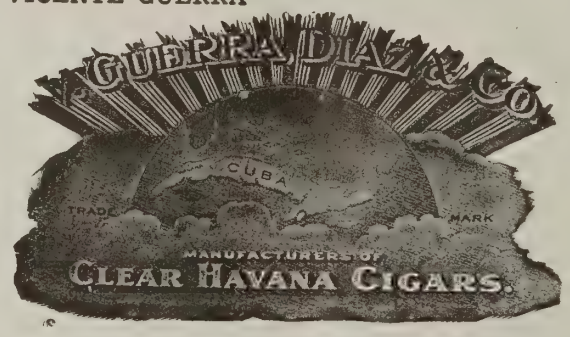
Cuesta, Rey & Co., firm	$50,000
Cuesta, Rey & Co., employees	6,150
Celestino Vega, personal	47,000
Celestino Vega & Co., employees	1,000
Fred J. Davis, personal	10,000
El Sidelo Cigar Co., employees	2,050
F. Garcia & Bros., firm	2,000
F. Garcia & Bros., employees	1,050
Salvador Rodriguez, personal	5,000
Salvador Rodriguez, employees	1,60
Corral, Wodiska & Co., firm	5,00
Manuel Corral, personal	5
C. Corral, Sr., personal	5
Corral, Wodiska & Co., employees	1,85
E. Emil Klein, personal	1,00
Jose Lovera Co., employees	2,40
Arguelles, Lopez & Bro., firm	1,00
Arguelles, Lopez & Bro., employees	2,40
American Cigar Co., personal	10,00
Enrique Pendas for A. O Pendas	2,50
Havana-American Co., employees	5,80
M. Stachelberg & Co.	3,50
M. Valle y Ca.	1,55
Francisco Arango & Co., firm	1,50
Francisco Arango & Co., employees	2,10
Henry Leiman, personal	1,00
Tampa Box Factory, employees	3,00
Val M. Antuono, personal	1,00
Val M. Antuono, employees	3,95
Manuel B. Pendas, personal	1,00
Alfredo Pendas, personal	50
Y. Pendas & Alvarez, employees	50
Mrs. Jerome Regensburg, personal	50
Miss Dorothy Regensburg, personal	50
E. Regensburg & Sons, employees	1,45
Perfecto Garcia & Bros., firm	50
Perfecto Garcia & Bros., employees	1,20
Jaime Pendas, personal	50
General Cigar Co	1,40
Harry B. Roberts, personal	50
J. W. Roberts & Sons, employees	15
Mariana Alvarez, personal	50
A. Santaella & Co., employees	2,90
Berriman Bros., employees	1,30
Sanchez & Haya Co., employees	70
San Luis Cigar Co., employees	2,00
Havatampa Cigar Co., employees	1,30
Jose Escalante & Co., employees	4,00
V. Guerra, Diaz & Co., employees	1,15
F. Lozano Sons & Co., employees	1,10
Morgan Cigar Co., employees	50
Bustillo Bros. & Diaz, employees	90
Moise Bustillo & Co., employees	70
D. N. Holway & Co., employees	1,10
San Martin & Leon Co., employees	1,05
Garcia & Vega, employees	1,15
J. M. Martinez & Co., employees	60
W. C. Knight, personal	50
J. A. Herring, Jr., personal	70
Philip Shore, personal	50
J. F. C. Griggs, personal	50
	$208,450
And miscellaneous subscriptions ranging from $50 to $400, aggregating	2,550
Grand total of	$211,000

As announced November 7, the United Cigar Stores Co. has redeemed coupons for the *Sun* tobacco fund in the amount of $17,902.28 and the Schulte stores, $7,167.65. The fund now has reached a grand total of $121,656.72, of which $83,375.10 has been expended to purchase smokes for soldiers.

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality


HAVANA CIGARS


Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

VICENTE GUERRA


FRANK R. DIAZ
La Flor De V. Guerra Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatio, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO
FLOR DE NARVEZ
VICLO
TRADE MARK
REG. U. S. PAT. OFF.
WALLS COURT
EL LESSERO
CALATRAVA
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

A Mild Aromatic Smoke


S. PALO Y CA.
SIMON BATT CO., Prop.
Office and Factory: Nos. 469-471 Broome Street, New York

L. KEHLMANN CO.
229-239 WEST 28TH STREET
NEW YORK CITY
PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 5. NEW YORK, NOVEMBER 15, 1917. Per Annum, $2.00 Six Months, $1.00

THE UNION WILL WAIT

Because of the approaching holidays and because of the fact that practically all the factories are rushed with urgent orders, the Cigar Makers' International Union has decided to leave labor conditions in New York City undisturbed for the present. Recently, it was announced that an effort would be made to organize all open shops, the intention was to bring into the union every cigar maker who could be persuaded. Joint meetings were held in a New York hall and a committee of 25 was appointed "to examine conditions in the trade."

Now, however, it has been voted to wait a while before continuing the attempt to organize all shops. Secretary Brown of Union 144 said regarding the situation: "We realize that the present is not the proper time to begin our work of securing a better wage for the cigar makers. We know that the manufacturers now are receiving their holiday orders and we do not want to detract from the value of the same. Furthermore, we do not wish to take men away from their work, as now is the time they most need money, in order to enjoy the holidays. We want to be fair to everyone and if in return, others were as fair with us, things would be brighter."

TO EXTEND THE DROUTH

"Dry" Advocates May Try to Secure a Vote on Prohibition in New York—Possible Happenings.

Rollin O. Everhart, of the Anti-Saloon League, is authority for the statement that at the recent election 122 towns (not cities) in New York State went dry. At the spring elections, held in some parts of the State, 25 towns went dry, making a total of 147 towns going dry this year. He also said that out of a total of 932 towns in the State 670 are now dry.

The cities, however, have not had a chance to vote on the question yet; in fact they have not voted on Prohibition since the passage of the Raines law, about twenty years ago.

But there is reason to believe that Governor Whitman, in his message to the New York Legislature, will urge a referendum on State-wide Prohibition. If such a bill is put through it will upset the plans for submitting the local option question to the voters in New York city. Many politicians believe it will be put through, basing this belief on the effect that the granting of Woman Suffrage has had.

So far the Anti-Saloon League at No. 156 Fifth avenue, New York, has taken no steps to prepare petitions to bring before the voters, at a special election, the question whether or not New York city shall come under the provision of the Hill-Wheeler bill.

While other cities in the State automatically come under the provisions of the bill and, if petitions are filed, will vote directly as to whether or not they as cities shall go wet or dry, the bill provides that New York shall have a chance to say first whether the terms of the bill shall apply to New York or not.

A movement is on foot to have the bill amended so that New York shall be on a plane with the other cities of the State. This would obviate the necessity of two special elections or action on two rather complex questions at one election. If the amendment is passed petitions may be filed which will permit the New York voters to vote on local option at a special election April 16. If it is not passed a special election may be held on that date to determine if the Hill-Wheeler bill shall apply to this city. It may be, however, that the question will be allowed to rest for a year.

The dry campaign is going ahead in the other cities in the State, being handled in each case by local committees. Special elections on the question will be held April 16 in Buffalo, Syracuse, Rochester, Elmira, Binghamton and many other cities, but none in Albany, it is reported. In each of the cities mentioned the vote will be on "wet" or "dry" and the women will vote.

REMEMBER THE BOYS

It's less than six weeks to Christmas; and "over there"—in the trenches — are thousands of "our boys" in olive drab. They have been drilled, hardened, "educated" in the ways of war.

And now they "are up in front"—on the firing line—fighting "to bring in the thousand years of peace."

Knee-deep in sticky mud—suffering hradship we cannot realize—ever under the "strafe" of an implacable foe.

Wet, weary almost to exhaustion, they are relieved by their comrades, until they are ready again to "do their bit."

Those are "our boys" fighting in the trenches—for us.

The least we can do is to send them plenty of smokes.

MEXICAN COUNTERFEITS FORWARDED

WASHINGTON, November 12.—Samples of counterfeit Tuxedo and Velvet smoking tobacco, sold in Mexico, were obtained by representatives of the State Department and forwarded to Washington. By the State Department, this imitation tobacco, packed in containers purposely designed to deceive, was transferred to the Department of Commerce.

In appearance the containers are so deceiving it is no wonder that the spurious Tuxedo and Velvet could be sold throughout Mexico. Judging by the package, the average buyer anywhere would be misled by the fraud. But when tested to ascertain its smoking quality, the Mexican counterfeit has scant resemblance to the genuine stuff. In fact, it is a mockery.

The Department of Commerce has placed the samples obtained in Mexico at the disposal of the companies owning the brands.

A BIG DEAL CONCLUDED

Metropolitan Tobacco Co. Leases Desirable Location for Executive Offices and Main Branch.

The Metropolitan Tobacco Co., has leased for a long term the building at 443-449 Lafayette street and extending through to Fourth Avenue. When the plans, prepared by Buchman & Kahn, for extensive alterations and improvements are completed, the building will serve for the executive offices and main branch of the Metropolitan Tobacco. Co.

The property is owned by the Wilkes & Nottbrack Co. and has a frontage of 105 feet on Lafayette street and 149 feet on Fourth avenue. The present building has four stories and a basement.

The lease was arranged by Douglas Robinson & Charles S. Brown Co. in conjunction with Horace S. Ely & Co. Emmett & Parrish were the owners' attorneys. Goldsmith, Cohen, Cole & Wise acted for the lessee, Emil Lebman, the son of Leo M. Lehman, metropolitan representative of Charles the Great, concluded the deal.

FINE TOBACCO EXHIBIT

Showing the Varieties of Leaf Grown in Cuba, Porto Rico and the United States—To Be Sent to the Philippines.

That tobacco growers and cigar manufacturers in the Philippines may have the information that comes from the careful inspection of well chosen samples, Charles A. Bond, Philippine tobacco agent in New York, is procuring exhibits of the various types of tobacco grown in Cuba, Porto Rico and the United States. The collection of samples to be shipped this week to Col. Rafferty will include tobacco of different kinds, obtained from practically every district but in the assortment and classification, special attention was devoted to leaf suitable for cigar purposes.

Neither pains nor expense were spared in procuring numerous, well authenticated samples. The generous quantity that in the exhibit will represent the better quality of Vuelta Abajo leaf came from an extra choice vega, such tobacco now sells for upwards of $1,000 per bale. Other grades and districts are correspondingly represented.

The utilization of the exhibit of tobacco from Cuba, Porto Rico and the United States, is but a part of Col. Rafferty's campaign for the education and encouragement of Filipino tobacco growers.

A LIGGETT & MYERS ACQUISITION.

The Liggett & Myers Tobacco Co. has acquired in Huntington, W. Va., a desirable factory site about nine acres in area, at a cost of nearly $70,000. The purchase includes the land and buildings occupied by the Liggett & Myers Tobacco Co. under lease for the past seven years. The buildings include storage facilities and a re-drying plant.

In Huntington, various rumors were circulated concerning the intentions of the company. First it was reported the company planned a cigarette factory, later it was asserted that the company intended to make burley wrapper cigarettes or "little cigars." But no official announcement has been made.

Regarding the Outlook

"Well, everybody is happy. let come what may," said one manufacturer this week, and he seemed to have struck it right. Manufacturers about town appeared in better spirits. Business has recovered apparently from its attack of laziness. Stereotyped complaints were heard, but they are always expected. Certain cigar manufacturers who haven't been receiving extra large orders of late, were suddenly swamped with requests for cigars. "At once!"

Some brands of cigarettes took another jump in price this week and dealers protested. Tobacco in small tins also went higher. The five cent cigar—where is it? Of course there always will be nickel smokes, but the old favorites have become "six centers."

Cigar men returning from Connecticut, state that part of the new crop is very good. Some of it is only medium, but under no circumstances could it be said the crop contains any bad tobacco. The demand for Connecticut shade grown continues.

Holiday orders are coming in, fast. And those who have prepared to meet the rush, will benefit; those who didn't, woe betide them! If the war will affect the holiday business of the cigar folk in anyway, it is not apparent now. War or no war, cigars are wanted for Thanksgiving Day, Christmas and on all the other happy days. Remember, many soldiers will be home for dinner on these days and arrangements are being made for other fighters not fortunate enough to be near home. For instance, in New York, private families are offering to dine soldiers on the feast day. And they must have smokes!



JOSEPH J. OLLENDORF

President of the Tobacco Salesmen's Association.

He may not be numbered among America's greatest orators, but he is a man who never hesitates to speak. Always he says what he thinks. Earnestness and perserverance are predominant in his character. To promote the welfare of the Salesmen's Association, he has labored hard and spoke often. His ability is apparent, his zeal is undeniable. Though best known, perhaps, because of his eloquence, he has many other qualifications that make him popular. He inspires confidence; no one would question his sincerity.

Elevated to the chief office of the organization in which he has long taken great interest, J. J. Ollendorf justifies predictions that he will make an excellent president.

As a presiding officer, he may exemplify usefulness and dependability. But his aptitude is not restricted to parliamentary procedure. As a salesman, he can discourse on the merits of Preferencias, Principe de Gales or Kelly's Bouquet in a way that will make the most hardened dealer inclined to buy. In calling on the trade in New Jersey and up State in New York, he has secured orders that evoke envy. And everywhere he goes, "Joe" Ollendorf makes friends.

THE REASON FOR HURREY

The New Supervision of Business Co-operation—A Man Who Has Exceptional Experience in Organization—His Duties.

WASHINGTON, November 13.—Clarence B. Hurrey has been appointed Supervisor of Business Co-operation of the Bureau of Internal Revenue by Daniel C. Roper, the new Commissioner.

This newly created position will be of special interest to manufacturers throughout the country inasmuch as the purpose is to co-operate with the various manufacturers for the benefit of both the Government and the manufacturers.

Mr. Hurrey brings to his task a broad business training combined with exceptional experience in organization work. He has been connected with a number of large business projects and by reason of his ability as an organizer he was called to the Post Office Department as a business expert to assist in establishing the Postal Savings Banks and Parcel Post System. During the past three years he has been officially connected with the Chamber of Commerce of the United States.

In his new position Mr. Hurrey's function will be to keep in touch with the public, to collect and assimilate business suggestions and to diffuse correct interpretations of the War Tax Law and regulations through all possible channels to the taxpayer.

GRAND BALL TO BE GIVEN BY LA NACIONAL.

La Nacional, the Spanish benevolent society which numbers among its members many men of prominence in the tobacco and cigar industry, will celebrate, giving a grand ball at Harlem River Park, Second avenue and 127th Street, New York, on Sunday afternoon, November 18. Dancing begins at 4 p. m. The music for the occasion will be furnished by the 71st Regiment Band.

PAT McGUNIGAL GETS MEDAL

The first navy medal of honor to be awarded since the United States entered the war, Secretary Daniels announced on Monday, goes to Patrick McGunigal, of Youngstown, Ohio, a ship's fitter. At great hazards McGunigal rescued an observer from a kite balloon at sea brought down by a squall. He also received $100 in cash.

SOLDIERS DID GOOD WORK.

When the New York bankers began to organize a Liberty Bond selling campaign, application was made to Washington to utilize the services of conscripted bond salesmen. The government agreed to loan them for this important work. Twenty-six were requisitioned from "somewhere" on Long Island and turned loose in New York. Their success was notable.

NEW DRYING PLANT FOR OWENSBORO.

The Green River Leaf Tobacco Co. has been organized in Owensboro, Ky., with a capital stock of $200,000. The incorporators are J. M. Vaughan, R. E. O'Flynn, Jay O'Flynn, all of Owensboro, and G. O. Tuck and J. M. Buckner, of Louisville. The new concern owns two large warehouses in Owensboro and is now installing a drying plant. Buckner and Tuck are among the best-known tobacco men in Kentucky.

—

The Porto-Rican American Tobacco Co. has declared a scrip dividend of four per cent. payable December 6, to stock of record November 15.

CASH FOR LEAF BUYING

The American Tobacco Co. Will Borrow $25,000,000 on Notes for 90 Days Bearing 6 Per cent Interest.

A syndicate, headed by the Guaranty Trust Co., Chase Securities Co., and Kidder, Peabody & Co., will purchase $25,000,000 6 per cent. 90-day notes from the American Tobacco Co. The money will be used for the purchase of leaf tobacco and other raw materials. There will be no public offerings of the notes.

The American Tobacco Co., as well as other large tobacco manufacturers, frequently is a large borrower of money from banks, especially at the leaf tobacco buying period. This issue, in other words, is little different from previous borrowings, although probably larger in amount and will provide an increased amount of working capital.

Leaf tobacco is now at the highest price in the history of the country. The note issue only represented a centralization of the company's debt in one issue.

A GERMAN ADMISSION

Kaiser's Subjects Can't Get Much Tobacco Because of an Unfavorable Exchange Rate—Bad Situation.

WASHINGTON, November 12.—A German newspaper, recently obtained by Government officials here, contains an article explanatory of the existing scarcity of tobacco in Germany. After admitting that some "hopes had been raised in tobacco circles by the recent announcement that Holland no longer would forbid the export of tobacco," the writer of the article says:

"These hopes have now finished, however, for the free importation of tobacco is not yet in sight. All importations of tobacco have to take place through the Tabakhandelsgesellschaft at Bremen or by virtue of licenses issued by this concern; and the distribution of imported tobacco is effected under the supervision of this concern.

"Only the most necessary amounts of tobacco are imported in order to avoid as far as possible an unfavorable influence on the German rate exchange. Thus the imported amounts of tobacco have little relation with those amounts which were imported before the war commenced. Most of the factories are permitted to have 2-3 of their former pre-war consumption. From the output of the factories, which is considerably reduced, 75 per cent is taken for army use, thus leaving a very small amount for distribution of the civil population.

"There is little present prospect of remedy in the situation, which is admittedly rather serious.

"The high prices which must be paid for cigars and smoking tobacco may in no way be attributed to manipulations which are alleged to have been carried on by the tobacco dealers. The high prices simply result from the circumstances. The question of rationing smokers has been minutely considered, but does not seem to be feasible."

BONIFACES ASSEMBLED

Many Big Hotel Men Attend the Exposition and Convention in New York City—Brown Entertains.

The second annual National Hotel Men's Exposition and thirty-first annual convention of the New York State Hotel Association were opened in New York city, Monday, commencing with a wheatless, meatless luncheon, at which 300 guests of George C. Brown, proprietor of the Park Avenue Hotel, cheered the announcement that proprietors of hostelries from coast to coast would stand behind the Food Administration to the last crust.

Sheriff-elect David Knott warned New York city hotel men of the necessity for voting at the next election. He cautioned them to watch closely, and they were silent; he begged them to see that all their employees voted, and they looked inquiringly at the speaker; he told them local option might threaten, and they understood—and cheered.

Following addresses by George C. Brown, of the Park Avenue; Edward M. Tierney, of the Arlington, Binghamton; John McGlynn, president of the New York State Hotel Association, and Oscar Tschirky, general manager of the Waldorf-Astoria, the guests formed in front of the Park Avenue Hotel and marched behind a band and the Stars and Stripes to Grand Central Palace, where 350 concerns manufacturing and marketing articles adapted to hotel use are exhibiting methods of wartime thrift and patriotic sacrifice.

Simultaneously with the luncheon to the hotel men, their wives were lunching informally at the Hotel Biltmore as guests of John McE. Bowman.

The official opening of the exposition with addresses was scheduled for 8 o'clock Monday night, but owing to the interest displayed by the visitors in the exhibits, Chairman Tierney from the balcony surveyed the throng, and, turning to his speakers, declared the exposition had "just naturally opened of its own accord" without their assistance.

The Faker at Work

WASHINGTON, Nov. 10.—Impostors posing as Federal employees are trying to sell rheumatism and other "cures" which they represent to the gullible as being made by the United States Government, is a warning issued to-day by the Bureau of Chemistry, United States Department of Agriculture. Letters received from residents of Minnesota and South Dakota tell of such misrepresentations by agents of the "United States Medical Dispensary" or "Dr. Henry Post," Washington, D. C. The packages and labels guaranteed for $20 "cures" for various ailments but failed to give any address of those who are to refund. Federal inspectors have been unable to locate any such concern or doctor in Washington or elsewhere.

The label contains a serial number and states that the "product" is "guaranteed by Dr. Post under the national pure food and drugs act of June 30, 1906." The number given is that assigned to a concern which has never made such a product and has no connection with Dr. Post or a Dr. George Lawrence of South Dakota, who, according to a correspondent, represented himself as both Dr. Post's agent and an employee of the United States Government.

The department's inspectors cannot find that the product is being shipped in interstate commerce, which would bring it under the Food and Drugs Act, and are of the opinion that the agents carry it personally to escape detection by the Federal authorities. The department, therefore, has brought the matter to the attention of various State and city food and drug officials with the view of securing their co-operation in detecting and preventing such fraudulent practices. "Dr." Post is supposed to be one of the fellows who recently touted an "anti-tobacco medicine."

DOOCKLER'S CLOSE CALL

While Motoring Near Maspeth, the Garcia Grande Salesman Was Badly Bumped by a Trolley Car.

Alex. Doockler, Brooklyn representative of Julius Klorfein, met with a serious accident, Friday evening. He was driving his Ford along the car tracks out near Maspeth, L. I., when a Flushing avenue trolley car, coming up behind, struck Doockler's vehicle and sent it crashing against a tree. Doockler was hauled out unconscious, from beneath the machine, and after being attended by a doctor, was sent home in a taxi-cab. He lives at 1888 Marmion avenue, The Bronx.

Doockler received lacerations of the face and a severe shaking up. Passersby said it was a miracle that he wasn't killed. His machine was badly damaged and is now in a repair shop in Brooklyn. Gamely, Doockler reported for work Tuesday morning, but he was told he had better rest up and take it easy for awhile. It is said that he has a good case against the B. R. T., as report has it that the motorman of the trolley car was at fault. Doockler wants to know whether all respect for the "flivver" has disappeared, as the motorman's attitude showed absolute disrespect.

SHIPPING CONDITIONS

Freight Rates in Most Instances Have a Tendency to Advance and Cargo Space Is Hard to Get.

WASHINGTON, November 13.—Officials here say that there has been no particular change in shipping conditions to Great Britain recently, except that space to London has become somewhat scarce, owing to the loss of ships and requisitioning of space by the British Government.

To France shipping continues difficult. Space for commercial cargo is scarce and departures are infrequent. The requisitioning of some of the steamers operating to French ports has proportionately reduced available cargo space and of course it is more difficult to procure transportation.

To Italy, up to last week, space was fairly easy to secure and commercial cargoes were cleared promptly.

No service is available to Greece. To Holland and Scandinavian countries, service is temporarily suspended. The discharging of Swedish steamers which have been unable to obtain clearance, is proceeding.

South American shipping continues easy, both as to space and rates. To the Orient and Australia, rates have an upward tendency, as available space is well engaged up to the end of the year. The movement continues mostly via Pacific ports, steamers from New York being few and far between, especially to Oriental ports.

COUNTERFEIT $5 SILVER CERTIFICATE.

A deceptive counterfeit of the $5 silver certificate is reported by the United States Treasury department. This counterfeit is printed from photo-mechanical plates on a single sheet of fair quality, with a few printed green lines representing the silk fiber of the genuine. It is of the series of 1899, check letter "A," face plate number 300, Houston B. Teehee, register of the treasury; John Burke, treasurer of the United States (Indian head). Care should be exercised in handling notes of this issue. If carefully scrutinized it will be seen that the lathe work in the counterfeit is broken and disconnected. The Indian portrait is too dark, the numbering is too large and poorly formed, as well as being out of alignment on the specimen at hand. The seal and large blue numeral, face of note, appear to have been hand cut, and the figures are poorly executed. The back of the note is more deceptive than the face.

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

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ONE THING AND ANOTHER

The cigar market is circumscribed by the ability and willingness of consumers to pay.

In one way or another, nearly every man limits his expenditures. Sometimes a decision to buy, or not to buy, is made arbitrarily. Habit has a lot to do with it.

Indisposed to pay more than the former price, an erstwhile customer may try something else. Or, possibly he will choose to do without.

Any increase of price, however reasonable, may spoil a chance to make a sale.

The average smoker makes frequent purchases. But, usually, he restricts himself to goods of a certain price. Whether he seeks solace in nickel smokes or extracts satisfaction from imported cigars, though he has bought a brand for years, he may demur, if asked to pay more.

Every retailer has customers who protest. Inclined to be fussy, or suspicious perhaps, they are hard to satisfy, especially on prices.

Throughout the country, such customers may be more numerous than one supposes.

At least a part of the popularity obtained by a brand is associated directly with the retail price of the cigar.

Where the cost to the consumer has been fixed for years, an increase in the retail price may vitiate previous advertising.

If a brand, for a decade or more, has been advertised as the "best eight cent cigar in America," an advance of the retail price to nine cents makes a difference.

Yet, more important than the retention of prices is the maintenance of quality.

Use inferior material or employ workmen less skilled in the manufacture of cigars of established character and you assure a forfeiture of reputation.

To impair the quality that has caused a brand to be popular, is about the most costly thing a cigar manufacturer can do.

If he permits a brand to deteriorate, he loses more than money. If he makes it possible for smokers to say truthfully, "So-and-so's cigars are not so good as they used to be," he is taking a step that leads to a downfall of business.

LOTS OF LITTLE CIGARS DESIRED

The present shortage of little cigars is more than noticeable.

Quick, and in big quantities, small smokes are wanted.

To the extent that persistent demand may accelerate production, the output of little cigars should be increased immediately.

Despite the greater cost of tobacco, the manufacture of little cigars, to be sold at increased prices, is not unprofitable. Nor is the chance now offered an opportunity that every manufacturer can afford to overlook.

The fact that so large a buyer as the United Cigar Stores Co. finds it desirable to advertise for little cigars is significant.

Such an advertisement is an attestation of the drained condition of the market. Hence, the incentive to activity.

THE CHANGE ONE SAW.

It was growing late in the discreetly glittering corridors of Philadelphia's magnificent Hotel Pomposia, and the attendant magnates behind its great bronze counters were yawning wearily. Tired business men, exhausted by the vigors of a six-hour-and-five-meal working day, collapsed into huge leathern chairs for just one final fifty-cent cigar before terminating the evening's misery. In the intervals of their conversation one caught faint echoes of dance music from various ballrooms beneath that cosmic roof. Across this stuffed and gilded scene moved the hardbitten, thrifty, bandy-legged little Scotch comedian in his trade-marked costume—kilts, bonnet, wriggly stick and all, swaggering to his well-earned rest. The songs he sang that night were hummed by athletes in college shower baths, by lonely telegraphers waiting for the midnight express to thunder past them up the Rockies, by fishermen holding their course out from Gloucester. One saw it all in that inimitable gait—pride in his power of success, and with it just the slightest dash of contempt for those whom that success impressed? Some eager young person in uniform slammed an elevator door on all this greatness, and the incident was over. The Y. M. C. A. auditorium at Camp Dix isn't in the least like the Hotel Pomposia, but the songs were the same on a night six years later. Four thousand boys in uniform thought the comedian unchanged, and laughed and sang with him as of old. What could they know of that bitter hillside in Flanders where his only son had died at the head of his men, burying his father's hope and pride? There was no hint of that in the songs. The singer closed by telling dryly and briefly of this war and the soldier's share in it. He turned to swagger off in the old way, hesitated, stopped dead, and his hand snapped up to his forehead: "Soldiers of America, I salute you!" he cried. A queer hush followed, then thunders of applause. Without knowledge the boys yet knew that that salute was not from the comedian, but from the captain—dead in Flanders these two years and more.—*Collier's.*

A great many men don't like figures. There is a sense of effort connected with ascertaining basic facts which engenders a tendency to avoid such exercise. It is a great deal easier, very often, to run along beaten tracks, to accept conclusions and estimates supplied in printed form, and to mark and sell goods according to set schedules. While in normal times this sort of thing may have been to a degree acceptable, we are living under conditions right now which render such a course almost surely fatal. We've got to know the facts and it won't do to accept those which heretofore have been standards.—*Bulletin of Pharmacy.*

ANOTHER WAR LADY

Her name does not appear
Anywhere in the list
Of Red Cross nurses.
Nor is she knitting
Sweaters for the soldiers,
Or socks for them.
Yet always she is doing her bit
For the boys.
Sometimes in the trenches,
Or, again, back of the
Lines. Perhaps in barracks.
And especially in the
Hospitals.
Lady Nicotine.—*Detroit News.*

SO GOOD DEEDS DO SHINE

The Sun Fund, up to Tuesday night amounted to $130,571.16. The total expended for smokes to date is $69,388.54

The *Sun* tobacco fund was started July 1. The first shipment, 1,275,000 cigarettes, went to France July 14. Three months after the first shipment the *Sun* tobacco fund had delivered to army transports more than 50,000,000 smokes, and such shipments now continue and will continue at regular intervals. They all go in army transports under convoy, so that the danger of the cargo being torpedoed is minimized, and the delivery of the tobacco to the troops is assured—if it escapes the submarines.

The *Sun* tobacco fund's smokes are all shipped in bond. That is to say, the tobacco is bought at the factory in large quantities and shipped from there under seal and delivered directly into the hands of the depot quartermaster, so that, as the tobacco is not to be consumed in this country and is not to be sold, it escapes all internal revenue and other taxes. This saving of taxes alone has already amounted to tens of thousands of dollars, all of which has gone into tobacco instead of revenue stamps.

Every dollar of administrative expense of the *Sun* tobacco fund is paid by the *Sun,* so that every dollar contributed to the *Sun* goes into tobacco 100 per cent net, delivered into the hands of the soldiers in France at no other cost from start to finish than the cost of the tobacco.

Because no expenses are charged against the tobacco fund and because of the saving of the revenue stamps and the low wholesale rates paid by the fund for tobacco at the factory, purchased in lots of millions, every dollar paid into the fund by subscribers averages upward of 500 smokes laid down in the hands of soldiers in France. Every hundred dollars paid into the fund means 50,000 smokes. Every thousand dollars means a half a million smokes.

Purchased by the *Sun* fund, cigarettes and smoking tobacco are distributed to American soldiers in France like rations.



SERGEANT ARTHUR GUY EMPEY, AUTHOR OF "OVER THE TOP"

An American who went to England to enlist. As a soldier he saw the hardest sort of service. He was commended for gallantry more than once. Several times he was badly wounded. Now he writes entertaining books and delivers thrilling lectures on the war. Incidentally, he is acclaimed as the most successful booster of the SUN fund to procure smokes for American soldiers in France. He knows how helpful a smoke is to a man in the trenches.

TOBACCO FOR CHINA

Nanyang Bros. Co. Ships 1,500,000 Pounds Monthly

E. H. Constantine, general manager of the Nanyang Brothers Tobacco Co., of Hongkong and Shanghai, as a result of his visit to the United States, has arranged for the shipment of 1,500,000 pounds of Virginia-Carolina bright leaf tobacco to the Orient every month.

Capt. J. O. W. Gravely, of Rocky Mount, N. C., has been made American agent for the Nanyang Brothers Tobacco Co. The company will erect a large warehouse at Rocky Mount. Also, a New York office will be opened to care for clearances and banking operations—all to be under direction of Captain Gravely.

The better to develop important plans, involving the purchase of upwards of $4,000,000 worth of tobacco a year, "Mr. Constantine," so the *Southern Tobacco Journal* reports, "has been visiting all the principal markets in the bright belt of Virginia and North Carolina, accompanied by Captain Gravely, and they have laid out ambitious plans for securing the desired quantity and quality of the golden leaf."

Estimates of United States Tobacco Production

The Average Yield Per Acre in Different States

WASHINGTON, November 12.—A preliminary estimate by the Crop Reporting Board of the Bureau of Crop Estimates, places the 1917 crop of tobacco at 1,185,478,000 pounds as against 1,150,622,000 pounds estimated for December, 1916, and as against the average for the five years, 1911-1915, inclusive of 983,723,000 pounds. The preliminary yield per acre is 835.8 pounds as against 818.2 pounds for the ten year average. As to quality the crop is reported two-tenths per cent below the normal.

Connecticult and Pennsylvania are at the head of the list with a preliminary estimated yield of 1,400 pounds to the acre. In the case of Connecticut this is a decrease from the ten year average of 1,620 pounds, in Pennsylvania it is an increase from a ten year average of 1,330 pounds. Virginia shows an average of 700 pounds as compared with the ten year average of a production of 730 pounds to the acre; North Carolina stands practically the same, the estimate showing 630 pounds to the acre this year as against 632 pounds for the ten year average. South Carolina shows 850 pounds as against a ten year average of 730 pounds. Another remarkable increase is Florida which shows 1,100 pounds to the acre as against an average of 920 pounds for the ten year period; Ohio shows 960 as against 865; Wisconsin, however, is only 950 pounds whereas the average for the ten years, 1,153 pounds. Kentucky shows an estimate of 900 pounds as against 839 for the ten years and Tennessee 810 pounds as against 765 pounds for the ten years.

The heaviest estimated production is that of Kentucky with a total of 418,140,000 as compared with 435,600,000, the December, 1916, estimate, but far ahead of the five year average of 329,836,000 pounds. The quality percentage shows a material decrease being only 88 per cent of normal as compared with 94 per cent in 1916.

North Carolina, the second State of importance, shows an estimated production of 199,584,000 as against that of 176,000,000 for December, 1916, and a still further increase over the five year average of 149,706,000 pounds, accompanied by an increase in quality from 80 to 86 per cent. Virginia, while it shows an increase in quality from 80 to 88 per cent, shows a steadily decreasing quantity. The State is 130,465,000 pounds, the December, 1916, estimate showed a decrease to 192,200,000 pounds, and the estimate for 1917 a still further decrease to 126,350,000 pounds. The only other State showing a yield of over a hundred million pounds is Ohio with a total of 101,760,000 as against 95,000,000 in 1916, December and an average of 96,916,000 for the five years, a slight decrease in quality was shown from 90 to 88 per cent.

Other States show an increased production, Pennsylvania with an estimate for the present year of 58,100,000 as against 49,096,000 pounds as of December 1, 1916, and with a five year average of 53,295,000 pounds; this, however, is accompanied by a decrease in the quality percentage from 92 to 86. South Carolina shows an increase in quality from 70 to 81 per cent. The five year average crop for that State has been 28,601,000 pounds. Last year the

(*Continued on page* 23)

ERADICATING LASIODERMA SERRICORNE

The Pestiferous Tobacco Beetle—How to Prevent it

By G. A. Runner, Entomological Assistant, Southern Field Crop Insect Investigation

Injury by the tobacco beetle is almost entirely the work of the larvæ, or young. The adults, or beetles, do not seem to injure tobacco directly in any way except when burrowing out after transforming from the pupa or resting stage.

This insect damages cigars and pressed tobacco by eating out or burrowing small cylindrical tunnels and leaving them filled with a mass of dust and excrement. In cigars the holes sometimes extend straight through from one side to the other; in other instances they wind about through the filler of the cigar so that a large part of the interior is destroyed without much evidence of injury showing on the wrapper. The larvæ often work between two closely packed cigars, slitting the wrapper lengthwise for some distance. In a box or package a single larva may injure several cigars. The pupal cells frequently show between closely pressed cigars or on the edge of the band. Dust and refuse from feeding collect in the bottom of the box and between the cigars. Injured cigars do not draw well and burn unevenly, and dust is drawn into the mouth of the smoker.

In cigarettes holes are bored through the wrappers and frequently through the cork tips. The interior of the cigarette is filled with refuse, and the wrapper becomes soiled and discolored. Injury is more likely to occur in cigarettes made from the sweeter, milder types of leaf, such as are used in the more expensive grades. Fine Turkish tobaccos are especially liable to infestation.

Smoking and chewing tobaccos often become badly worm-eaten. In the pressed kinds galleries are formed, and in chewing tobacco the wrapper is cut and the edges furrowed (fig. 2.) Granulated and fine-cut tobaccos become mixed with the dust and refuse from feeding and with dead bodies of the adults. Pupal cells occur on the sides of the container or in the tobacco. Holes are found in the paper or tin-foil wrapping.

Leaf tobacco is affected in much the same manner as cigars. The larvæ bore holes in every direction through the leaves, and the tobacco becomes soiled with dust and refuse. Fine wrapper becomes worthless. In leaf tobacco used for filler, for manufactured tobacco, or for snuff, the damage is confined more to the tobacco actually consumed by the larvæ than it is in the manufactured products, the mere sign of infestation making the finished product unsalable and worthless.

The increase and spread of the insect in tobacco factories in this country within comparatively recent years has been very noticeable. Experienced tobacco dealers and manufacturers attribute this to the more general use of steam for heating factories and other buildings. The higher and more uniform temperatures maintained make breeding conditions more favorable for the insect, and the chance that development will be checked or the insects killed out by the cold weather is not as great as before steam heat was employed.

The recent rapid expansion of the tobacco industry has carried the pest, in leaf tobacco or in tobacco products, to many localities where until within the last few years it had been unknown.

In this country the beetle now is disseminated so generally that it is a common occurrence to find it in show cases and storage rooms or humidors in cigar stores where worthless or infested stock is not properly treated or destroyed. The majority of shipments returned to cigar and tobacco factories come from dealers in the South and from other localities where climatic conditions are especially favorable for the rapid increase of the insect. Even in summer comparatively few complaints come from dealers in certain of the Northern States and Canada. In view of these facts, when damaged goods are returned to the manufacturers after having been in the hands of the dealers for some time, it is always possible that the product was not infested when shipped out from the factory.

The tobacco beetle feeds upon a variety of dried vegetable substances and upon a few of animal origin. Its more common food is cured leaf and manufactured tobacco. In drug stores and grocery stores often it is found infesting dried roots and leaves of certain kinds and pressed yeast cake. In drug stores frequently it becomes a serious pest and causes considerable loss. Numerous cases of injury to plush upholstering in furniture and to dried plants in botanical collections have been recorded. The insect also feeds upon tobacco seed.

The insect lives in its food substance during all stages of its existence. In tobacco or other food substances kept constantly warm breeding is continuous, and there may be as many as five or six generations a year. Under usual conditions in tobacco warehouses in the latitude of Virginia and Tennessee there are three or four generations a year. The time required to complete the life cycle of the insect depends mainly upon temperature and may be as short as 45 days, normally varying in summer from 45 to 70 days. Eggs are laid in the food substance. They hatch in from 6 to 10 days. The larva period is from 30 to 50 days and the pupa period from 6 to 10 days. Under usual conditions adults live from three to six weeks. In temperate climates the insect passes the winter. mainly in the larva stage. It thrives best where the temperature and humidity are high and in tobacco or other food substances protected from rapid evaporation.

In food substances kept constantly warm all stages of the beetle may be found at any time, and the great variation in the time required for development gives constant overlapping of generations. Under usual conditions in tobacco warehouses and in unheated buildings there are, however, well-marked periods when the adults are most abundant. In the latitude of Virginia and Tennessee there seems to be a period of greater abundance of the adult coinciding with the first warm weather in June, and again in August and early September. At Clarksville, Tenn., starting with the egg stage, in early May, three or, under some conditions, four generations are possible. At Richmond, Va., three generations may occur under warehouse conditions before the appearance of cold weather, the adults appearing in May, July and October, and from the adults emerging earliest in the spring there may possibly be a fourth generation reaching the adult stage before winter.

In cigar stores and small establishments it is not difficult to eradicate the tobacco beetle. Infested stock may be treated and the building thoroughly cleaned. The humidors or storage closets should be perfectly tight, and infested stock should be destroyed or treated as soon as signs of infestation are noticed.

In large factories and tobacco warehouses, however, complete eradication in many instances is extremely difficult, or perhaps impossible. The factories in some cases are old wooden buildings, roughly built and containing innumerable cracks and crevices in which tobacco dust and refuse have accumulated, offering ideal hiding and breeding places for the beetles. Even in modern factories of brick or concrete construction it is difficult to eradicate the insect completely after it has once become established, but it is much easier, of course, to keep such buildings clean and free from accumulations of refuse material in which the beetles may breed. The measures to be employed in eradication work or in sterilizing buildings will depend upon local conditions.

For destroying the different stages of the beetle in crevices of floors or walls, live steam applied through a nozzle from movable pipes or hose, hot water, gasoline, carbon disulphid, or dilute ammonia may be used. Suction cleaners also may be used to advantage for such work. In cigar factories the stock of leaf tobacco should be kept in a tight or screened room, as far as possible from the rooms in which the cigars are made or handled. Trays of unsorted cigars should be covered or kept overnight in a screened compartment, as eggs deposited on the cigars at this time, even from a single beetle, may be the cause of heavy losses afterwards.

In cigar and tobacco factories the greater number of beetles are brought in with the leaf tobacco. Beetles also breed from infested stock and from accumulations of refuse material. Factories in some instances are in close proximity to tobacco warehouses where beetles are present in large numbers. A comparatively small number of beetles in rooms in which cigars are made, or in rooms where the cigars or other classes of manufactured tobacco are packed, is sufficient to infest the stock seriously by depositing eggs in it. The protection of the finished product before it is packed is generally of more importance than the condition of the raw material, as with most classes of manufactured tobacco the process of manufacture frees it from different stages of the beetle present in the raw material.

The modern cold-storage plants now found

in most cities furnish a convenient, inexpensive, and effective means of sterilizing infested tobacco. The method has been used to a considerable extent, but the temperatures more commonly used have the effect of suspending insect activity instead of causing death. Cold storage at temperatures between 32 deg. and 65 deg. F. prevents further damage as long as the material is held in storage. The different stages of the beetle are not killed, however, and activity is resumed when the tobacco is removed from storage. When lower temperatures are available a more satisfactory and effective method is to subject the tobacco for a week or more to the lowest temperature that can be obtained. A long series of experiments with infested tobacco in cold storage at low temperatures has shown this method to be thoroughly effective.

The cold-storage room should be as dry as possible, and the cigars or manufactured tobacco should be removed from storage when the air outside is dry, to prevent sweating. Some system of dry cold storage or air-tight receptacles for holding the cigars or tobacco is desirable, although not absolutely necessary if care is taken to remove the material when the air is dry. If the material is removed from storage when the air is damp, the condensation of moisture may make the tobacco or cigars more liable to mold, or may cause discoloring, staining, or warping of the boxes or containers.

A large number of cigars placed in cold storage by a manufacturer were kept under observation by the writer. The cigars were not put in containers, the boxes being merely piled on the floor of the cold-storage room. The boxes were removed when the air outside was dry and put under presses in a dry room for a time to prevent warping of the covers of the boxes. The treatment proved thoroughly effective in killing all stages of the beetles. The manufacturer reported that no injury to the cigars as a result of the treatment was apparent. Different lots were kept at a temperature of about 12 deg. F. for from one to four weeks.

Although there are certain objections to the cold-storage method of control, such as loosening of the wrappers of fine cigars by sudden changes in temperature, danger of sweating when removed from cold storage, injury to quality from too rapid aging, etc., it has certain advantages and in some cases may be found more desirable than other methods of treatment. When precautions are taken to prevent sweating, it is evident that the exposure of manufactured or leaf tobacco to cold in a cold-storage room is not more apt to cause injury than the exposure of the same material to low temperatures during winter.

In localities where severe freezing occurs the doors and windows of warehouses or other buildings where tobacco is stored may be thrown open at favorable times during the winter and the tobacco subjected to freezing temperatures. This control measure has been employed by tobacco men in different sections of the country, and excellent results have been reported, the degree of success in exterminating the beetles or checking their increase depending upon the temperatures obtained. Experiments made with infested manufactured bacco have shown that it may be sterilized easily by this means.



A STERILIZER USED IN EL ORIENTE CIGAR FACTORY

Before being utilized in some of the Manila cigar factories, the leaf tobacco is sterilized by steam. The temperature to which the tobacco is brought in this steaming process is over 100 degrees, Centigrade.

The modern practice of storing certain classes of leaf tobacco in hogshead in sheds, giving practically out-of-door conditions and variations of temperature, furnishes an effective means, in cool climates, of reducing injury to leaf tobacco which may be stored in this manner.

Experiments made with infested tobacco indicate that the effectiveness of cold in killing different stages of the beetle can be increased by alternations of heat and cold. Sudden and extreme changes in temperature seem more destructive to the beetles than longer exposures to moderate cold. This method is applicable also to cold-storage treatment of infested tobacco.

It has been found that adults of the tobacco beetle become inactive after a few minutes' exposure to heat above 117 deg. F., but recover unless, for a considerable length of time, the temperature is kept higher than 120 deg. An exposure of one hour at temperatures between 140 deg. and 150 deg. proved effective in killing all stages of the beetle. The time required for treatment depends upon the quantity and character of the material. A temperature of from 125 deg. to 140 deg. F., continued for a few hours, or of 150 deg. for a short time, has been found effective under ordinary conditions.

Tests made in tobacco factories have shown that the temperatures reached during certain processes of manufacture are sufficiently high to sterilize the tobacco quickly and effectively as it passes through the driers. Reinfestation of the finished product depends on the methods of packing, handling and storing.

While steam furnishes, under some circumstances, an effective and convenient means of sterilizing empty storage rooms or warehouses, numerous difficulties prevent its use in sterilizing infested tobacco. If leaf tobacco is exposed to steam at high temperatures for any length of time it becomes more brittle, the texture of the leaf and the aroma are changed as the natural oils are drawn out, and the color becomes darker. Notwithstanding the general prejudice against steaming, however, there seems to be considerable evidence that mild steaming may be employed to advantage in treating certain classes of cigar tobacco, and the process is said to have been used to a considerable extent. A convenient method of steaming cigar tobacco in revolving drums, with the steam under pressure of about four atmospheres, is said to have been used successfully in the Philippines.

HENRY BENDHEIM'S ESTATE.

Henry Bendheim, who, at the time of his death, January 18, 1917, was vice-president of the Metropolitan Tobacco Co., left an estate of $1,641,630, according to the report of the transfer tax appraisers filed in the Surrogate's Court. Relatives and friends receive substantial bequests, and the principal of the estate goes to two brothers and a sister. The assets were: Cash, $175,930; personal, $665,385; stocks and bonds, $881,115, of which the largest holdings are 3,070 shares in the Metropolitan Tobacco Co., valued at $491,200, appraised at $644,700; 200 shares American Tobacco Co., $43,775; Liggett & Myers Tobacco Co., $30,780, and 100 shares of the P. Lorillard Co., common, valued at $22,700.

WALSH BECOMES CHIEF COUNSEL.

WASHINGTON, November 12.—John Walsh, who for some months has been acting chief counsel of the Federal Trade Commission, has just been chosen to fill that position permanently.

Mr. Walsh has been with the Trade Commission two years, having been appointed special counsel in 1915. He is the first Chief Counsel the Commission has appointed, the position having been vacant. He came from Washburn, Wis.

FORMED IN PHILADELPHIA

A New Retailers' Association

PHILADELPHIA, November 6.—Cigar store proprietors in the Quaker City have finally taken action on the long deferred movement for a representative association. Partly as a result of the work of several live dealers and partly because the trade press has been unanimously in favor of the idea, a score of leading dealers got together last Friday night at the Walton Hotel and organized the Philadelphia Retail Tobacco Dealers' Association. Although the meeting was looked upon at first as a tentative proposition to discuss the outlook for an association, it really resolved itself into a session for organization. To complete this another meeting has been called for November 21, at which time it is hoped to have several hundred leading dealers present to ratify by laws and constitution.

Horace K. Leach was elected President at the meeting last Friday, Coates Coleman, treasurer, J. E. Knight, secretary, Franklin K. Sterner, Dan Ostrow and Mr. Nassau, assistant sales manager for the Antonio Roig and Langsdorf company, vice-presidents. Others present were William C. Taylor, of the M. J. Dalton Co., Mr. McDonnell, of Yahn & McDonnell, Samuel Greenwald, F. W. Mead, of the *Tobacco News.*

One of the announcements made at the meeting was that virtually every cigar factory in Philadelphia has recently given employes another raise of ten per cent in wages. This is on top of numerous increases in the cost of labor made since the start of the war, and is taken to presage still further increases in the price of cigars.

All retailers who are in touch with the manufacturing situation at all, here, know that most of the present wholesale prices are based on stock bought at least a year ago. It has been pointed out in this correspondence before that numerous small manufacturers have been forced out of business by the rising prices. Unable to carry a stock sufficiently large to keep them going in competition with the big fellows, they found on going into the market that they could not make cigars for sale at present prices, and many of them quit the business. The situation has also materially cut down the production up state, where scores of stogie factories have had to close their doors.

In the retail trade here, the situation is no less serious. Recently attention was called to the utter lack of uniformity in transferring the war tax from the retailer to the consumer. Even now prices are not uniform among stores that cannot be considered in the cut price class. The United Stores and many of the big independents have been selling ten cent cigarettes at eleven cents, while others charged 12 and in some instances 13 cents.

Further increases in the retail price of many standard lines of cigars, cigarettes and smoking and chewing tobacco threatened still further to disorganize. For months Mr. Taylor has been talking organization to all the dealers in the city. Ostrow also has been a hard worker in the cause, as have Coleman and Leach. A few weeks ago, when reference was made to the movement in this correspondence, there really seemed little hope that it would get started. Its backers were met at every turn with the statement that previous attempts to organize in this city had failed. But in spite of this they persevered and once started the plan met with a great deal of favor on the part of representative dealers.

It is estimated that there are about 5,800 cigar dealers in this city. Of course this number includes proprietors of small, outlying stores, many of whom handle cigars as a side line to candy, stationery, toys, etc. The number is large enough, however, to assure the association of a good membership. Already an active membership campaign has been started with the co-operation of nearly all the big jobbing houses. Stickers advertising the next meeting are to be sent to every dealer in the city, and it is expected that several hundred will attend the next meeting.

That it was high time for an association was indicated the first of this week when dealers got notices of immediate advances in the price of Camels, Tuxedo and Prince Albert. Camels are now a two for a quarter proposition in Philadelphia. Some dealers are charging 13 cents straight. The price cutting stores in no instance are selling below 12 cents and some of them are getting two for a quarter.

A general advance all along the line is expected by dealers here. Manufacturers who went to $43 recently on five cent goods are said to be having difficulty getting a margin of profit out of their receipts after meeting the demands of labor, which is continually getting scarcer. In this situation another advance is considered inevitable.

One result of the present condition of the market this year is to be the total elimination of the old fashioned gift idea. Dealers are beginning to tumble, to put it mildly, that cigars given away put nothing into the cash register, directly or indirectly. In former years it was the custom here as elsewhere to send out boxes of high grade goods to customers but this year anything of that kind sent out will be C. O. D. Last year the liquor dealers here broke away from the old and expensive gift habit. Dealers are also eliminating the practice of giving a gift smoke to the man who buys a box of cigars once in a while. Too many good customers got wise to the saving they could make through this system when old high cost of living got up over their heads, and instead of filling up every night or morning, bought a box of three fers (when such things were) once a week and got a good smoke free, gratis for nothing, than which there is nothing cheaper except finding money.

A. Schulte will open a store in Trenton on or about the first of the year, and about the same time the local chain probably will be extended. Schulte and other leading dealers report extraordinary success with the G. H. P. company's Producto.

They're getting out another of those cute little signs. It reads: "Please don't smoke your cigar in this office unless you have to—I mean two."

The Ledger demonstration window at Broad and Chestnut streets had one of the most effactive ads seen so far in this vicinity last week, Chesterfield cigarettes being the commodity. A young fellow who looked like a soldier in his nice new uniform and, to quote a man who looked him over from the crowd one night, "probably will be if he ain't," stood in the window and demonstrted the truth of the "Mild-sure, but they satisfy" line by smoking pack after pack of the brand.

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The Spark Cigar, manufactured by F. Harriman & Son, of Camden, N. J., is promoted to the six cent class.

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The Deisel-Wemmer Co. has increased the wages of cigar makers throughout its string of factories.



GRADING LEAF TOBACCO IN MANILA

From the Cagayan Valley, each bale of tobacco brought to Manila is opened and graded, not only to allow the tobacco to be assorted for use in manufacturing but also so that the government inspectors may see, and be assured of, its quality. Note the manner in which the "hands" are packed to prevent the tobacco from being broken by handling during the dry season.

Big Tobacco Production in Petersburg

Leaf Rehandled Amounts to 50,000,000 Pounds Annually—Cigarette Output Close to Four Billions Yearly—Millions of Cigars and Millions of Pounds of Plug and Twist Tobacco—The Figures This Year Are the Biggest Ever.

Pertaining to the manufacture of tobacco in Petersburg, Va., government figures show the average per year for the three years of 1913 to 1915 inclusive to have been 2,122,462,000 cigarettes, 13,200,000 cigars and 5,461,000 pounds of plug and twist tobacco. The value of manufactured tobacco for 1916-1917 will be almost double that of 1915-1916, the increase in cigarette production being close to 4,000,000,000. This is made possible through large additions to the cigarette branch of the British-American Tobacco Co.

In addition to the manufactured product, Petersburg dealers and manufacturers annually stem or rehandle about 30,000,000 pounds of leaf tobacco for domestic and export trade. Approximately 25,000,000 pounds annually are exported from Petersburg, while the amount imported for use in the factories ranges from 3,000,000 to 5,000,000 pounds. Taking into consideration the amount of leaf consumed by the Petersburg factories in the manufacture of cigarettes, cigars and smoking, plug and twist tobacco, the total amount of leaf stemmed and rehandled is conservatively estimated at 50,000,000 pounds. At the high average paid for tobacco the present year, the total value of such crop will reach figures in the neighborhood of $18,000,000 to $20,000,000, and the value of the manufactured product will also be much greater than in any former year, notwithstanding scarcity of labor.

For the past seven years the total amount of bright and dark leaf tobacco sold in Petersburg annually has averaged more than 6,000,000 pounds, the figures for 1916 totaling 5,320,660. With the exception of 1915, these are the lowest figures for the seven years.

Extensive establishments of the British-American Tobacco Co. Ltd., the Export Leaf Tobacco Co. and the Dunlop Tobacco Co. are located in Petersburg. Working conditions in the factories of these companies are very satisfactory, and the value of the big plants to the city is of first importance. These interests are under the supervision of Edgar S. Bowling, who is strongly identified with Petersburg interests and is a most progressive business man.

Concerning the tobacco industry of the locality, the Petersburg *Index-Appeal* declares: "With the total value of tobacco manufactured annually in Petersburg amounting to more than $7,000,000, this industry must be given first place among the primary industries of the city.

"It may be that because the tobacco industry is one which we have had with us longest its importance to the city is not fully appreciated. But when we consider that more than three thousand men, women, boys and girls earn their living from labor in the local tobacco factories, and that these same people work under conditions far better than the average, receiving wages considered fully commensurate with the services rendered, credit must be given to the manufacturers.

"Petersburg has been a big tobacco market since its founding, perhaps. Certainly there is no person now living who can recall the day when it was not the chief money crop in Petersburg markets. This city has wider fame as a peanut market, because it is considered the largest peanut market in the world. And yet the value of its peanuts is not so great as the value of its tobacco, and not one-tenth as many people are employed in the peanut factories as in the tobacco factories.

"It is only during the past four years the growing of bright tobacco has been undertaken in this section of Virginia. Its cultivation is the result of a campaign made by the Petersburg Chamber of Commerce, which secured bright tobacco experts and had them demonstrate the cultivation of this tobacco. The production of bright tobacco in Southside Virginia will reach well into the millions of pounds this year, and some being marketed in Petersburg is declared to be as fine as ever seen in any market.

"It is estimated that about 30,000,000 pounds of tobacco is grown annually within a radius of fifty miles of Petersburg in Virginia and south of the James River. The total amount of tobacco grown in Virginia reaches probabliy 150,000,000 and is more than one-tenth of the entire output of the United States.

"Under normal conditions in Petersburg, three thousand people are employed in the various tobacco plants here, of which there are eight. In the cigarette factories 700 women and girls are employed and 500 men and boys. There is present demand for labor in this department. About three hundred white women and girls are employed in the cigar factories.

"In the factories manufacturing plug, twist, leaf and smoking about 1,000 negro men and boys are employed and 500 negro women and girls."

The Arguments of the Retailers

Information that the anti-liquor interests in Ohio were now waging war on the tobacco field was repeated at the meeting of the Independent Retail Tobacconists' Association, Thursday evening, at Terrace Garden. H. H. Hunter presented the facts. He said the anti-liquor people already had succeeded in having a law passed forbidding the sale of cigarettes to anyone under the age of 21, and they were endeavoring now to restrict the use of tobacco. He gave warning that agitators may be expected to begin operations in New York State at any time, and that it would be well to prepare to meet their attacks now. Judge Hunter also spoke regarding the Federal Trade Commission and said that the commission would not act on the price fixing question. He had heard a rumor, however, that the Department of Justice will shortly take action against manufacturers who refuse to sell tobacco products to dealers who have not increased prices. Judge Hunter concluded the law committee report by saying he had been informed that the District Attorney of Los Angeles, on October 21, had received information that the raising of prices on all tobacco products had not been made necessary by the new revenue tax. The Grand Jury is now investigating. In addition, it is possible that New York will be the scene of a price investigation within the month. Hunter also announced that trade organizations are spreading and he expected to hear soon that the cigar clerks have formed a union.

Ike Ochs, representing the committee appointed to see manufacturers to discuss a living profit for retailers, reported progress, but said the committee was not ready to "Have the matter aired for publicity."

President Gompers stated that he attended a meeting of the Bronx Retailers' Association two weeks ago. He spoke regarding the necessity of concerted action on the part of all associations throughout the city. The Bronx dealers will appoint a committee to take part in any joint meeting that may be held.

O. Abramowitz urged organization of dealers and argued that a campaign should be conducted for that purpose, along the lines of unions. He suggested a committee be appointed for each ten stores, for canvassing purposes. Ike Ochs said it couldn't be done. Then, Ochs attacked the United Cigar Stores Co., saying that the "United" was the "bell-cow" and everyone else would follow, no matter what they did. He also took card manufacturers over the jumps and produced figures to show how great had been the increase on ordinary playing cards. They had risen first from $1.92 to $2.50 and now had been sent up to $3.19 per dozen. There is no cause for all this increase, he said, and the card people were due for an investigation, if anyone was. Having found the consumer was seriously objecting to paying 35 cents for a deck of cards, he called up a Brooklyn card dealer with whom he had previously done business. He asked for a card he could sell at 25 cents, and the reply was they didn't have any or at least couldn't sell them at the price. The company demanded $3.60 a dozen, and if the retailer sold these cards for $3.90 he wouldn't make as large a profit as he had previously made.

President Gompers discussed conditions in the trade. He mentioned how in former days a dealer would build up his business and then when the time came would retire, leaving the store to his son, but nowadays they can't make enough to retire comfortably on when they want to relinquish their business and take life easy. He said the tobacco business was an honest and legitimate one and that the men connected with it in the retail division were entitled to a larger profit. For himself, he said, he would be only too glad if the Government did take a hand in the investigation of conditions; then perhaps the retailers would be given a show.

Came then, the usual attack on the coupon. Back and forth they kicked the little green ticket; back and forth did they smash the companies giving out coupons, and excitement prevailed. Finally Manny Neuwirth couldn't stand it any longer and jumping to his feet he cried, "Let us get to the bottom of this thing.

(*Continued on page* 23)



JOSE GARCIA, A MISSIONARY PRIEST, WAS THE FATHER OF A GREAT INDUSTRY. ABOUT THE TIME OF THE WAR OF REVOLUTION IN AMERICA, A HUNDRED AND THIRTY-FIVE YEARS AGO, HE WAS DEVELOPING PHILIPPINE CIGAR LEAF FROM TOBACCO SEED GATHERED BY HIM AT SAN LUIS, CUBA. FATHER JOSE WAS THE FIRST TOBACCO PLANTER IN THE CAGAYAN VALLEY.

Today there are twenty-two thousand families cultivating tobacco in that wonderful and fertile country, AND THE MANILA FACTORIES ARE SHIPPING CIGARS TO AMERICA AT THE RATE OF TWO HUNDRED AND TWENTY MILLION A YEAR.

American cigar dealers and American cigar smokers like Manila cigars. They are Mild—They Burn Freely—They are Hand-Made.

THERE IS PROFIT IN MANILAS

A complete list of factories and aistributers furnished on application

THE MANILA AD AGENCY 546 West 124th St., N. Y.

Weather Ideal for Tobacco Planting

Timely Showers Are Placing Semi Vuelta, Partido and Remedios Districts in a Condition to Withstand Drought for a While—Outlook Bright for a Fine Cuban Crop—And the Acreage Will Be Bigger Than Last Year—The Prices, Quien Sabe?

HAVANA, November 9.—The second fortnight of October brought a substantial increase in the exports of cigars from Havana, as compared with the same period of last year. This result is attested principally by the better showing of exports to Great Britain and the United States, the increases to the other countries being of lesser importance. The decrease in the exports to Russia is not surprising because of the unsettled conditions in that republic. As far as the exports to Spain are concerned, there may be some mistake, as the Spanish steamer Reina Maria Christina alone took 594,920 cigars on October 20, consequently here is a difference of over 400,000 cigars, and as 27,800 cigars had been shipped more in the first half of October, exports to that country fell off only about 15,000 cigars last month.

Cigar factories continue working under full pressure; there will be no let up until the holiday orders for the United States are filled, and as many orders for the United Kingdom as the limited number of good cigarmakers will allow them to execute before the close of this year. So far there has been received no extension of the time limit, set by the British importers of cigars, when they increased their orders last month. Business to the other countries shows no improvement worth noting.

The leaf market is active, but not to the same extent as last month, as high prices and decreased stocks naturally restrict business. The market, however, is unchanged, and holders of leaf feel confident and independent, refusing all offers below their expectations, as they think the American buyers must come to them.

Weather conditions have been ideal for the planting of the new crop in all the tobacco growing regions, the ground being in prime condition, thanks to plentiful showers in October and the beginnings of this month. In the Semi Vuelta, Partido and Remedios districts, where the moisture does not evaporate as quickly as in the sandy zones of the Vuelta Abajo, the young tobacco plants could successfully withstand a drought of seven weeks from now on. This is a great advantage, and as the seedlings promise to be plentiful and reasonable in price, the replanting of seedlings is bound to be pushed actively until planting is finished some time next month. The good prices obtained by the vegueros this year has stimulated them to make extra efforts, and the acreage planted will be considerably larger than last year. The rather uncertain prospects, of future remunerative prices for sugar cane has influenced many vegueros in Santa Clara province to abandon cane cultivation, and return to tobacco, as it now promises them quicker and better returns than sugar cane. Remedios tobacco particularly will produce a large crop in 1918, provided nothing unfavorable occurs to mar the present good outlook.

However, American manufacturers should not be too optimistic about future prices, for even if Cuba should produce a large and good crop, it would come upon an exhausted market, and for that reason the demand would be such as to readily absorb the entire amount that could be raised. By that time the war may be finished also, and then there would be a phenomenal demand from Europe.

Exports of cigars, per S/S Mexico, totaled 565 cases, containing 2,495,849 cigars, which were consigned to the following countries, viz.: Great Britain, 1,112,095; United States, 1,094,954; Australia, 108,750; Canada, 53,500; Portugal, 43,000; Argentine Republic, 27,250; Uruguay, 23,500; British Africa, 21,800; Gibraltar, 8,000, and Brazil, 3,000 cigars.

Exports of leaf tobacco, from Havana, for the week ending October 30, 1917, totaled 4,994 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 4,474; to Canada, 108; to the Argentine Republic, 335, and to Uruguay, 77 bales.

The only leaf buyer, who came in this week, was S. Ruppin, of S. Ruppin, Inc., of New York. There are expected to arrive tonight from Boston, Albert W. Kaffenburgh, of I. Kaffenburgh & Sons, and Wm. Batchelor, of the A. C. C. Company.

Benito Rovira is still here, although he may leave tomorrow, as he has nearly completed his yearly purchases of leaf, and which we understand have been as large as in former years.

Romeo y Julieta are very busy, although having nothing of any special interest to report this time. Billy Taylor sent some splendid orders from the States.

Partagas continues to work as hard as ever in filling orders to Great Britain, and Robert E. Lane has been doing his usual hustling in capturing orders from the American importers all over the United States.

Charles Landau, the representative of the H. Upmann factory, has been forwarding excellent orders from the American importers.

Park & Tilford, who control the Hoyo de Monterrey brand, have been sending their usual large orders to La Escepcion factory, keeping the latter busy to capacity.

The Punch factory is working actively for Great Britain, and also for the holiday trade in the United States.

Calixto Lopez & Co. are working strong for the American market and other countries.

Belinda is very busy in executing orders for the United States, as well as for England.

Por Larrañaga cannot complain, having plenty of orders in all directions.

Ramon Allones is getting its full share from the States and Great Britain.

La Corona factory is very busy. El Rey del Mundo, C. E. Beck & Co., and Sol and Devesa de Murias are doing well. ROSAM.

THE BISHOP WANTED A CIGAR.

In the *Western Tobacco Journal,* Marvin H. Lewis tells an anecdote of the late Bishop Alpheus W. Wilson, one of the most noted divines of the Southern Methodist Church. The Bishop was the victim of a railroad wreck and had been carried out and placed on a bank beside the roadbed, apparently dead. One of his friends hovered over him, looking for some sign of life, when the Bishop slowly opened his eyes.

"Bishop," said his friend, "what can I do for you?"

"Get me a cigar," replied the Bishop.

And though too weak to raise his head he lay on the ground bank smoking the cigar, and enduring pain like a stoic.

KENTUCKY PROSPECTS

From Louisville, E. T. Robards writes to the *Farmers' Home Journal* as follows:

"I said that we would see the new crop open at high-record prices. This week, the forecast I made became true, when a new hogshead of common red tobacco, from Hart county, that would hardly grade above an American grade 'L,' was sold at $21 at the Louisville Tobacco Warehouse. At the opening of the season last year, local buyers and warehousemen all agree that this same hogshead would not have sold for over $12, and if this is a forecast of what is to follow, it means an advance over last season of 75 per cent, and as several of the smaller loose-leaf markets of the State had a season average of $18, should we add 75 per cent to that average, we would have a season average of $31.50, but we hardly think this a fair basis, for last year's crop was a phenomenally good crop, the finest I have seen in many years, if ever before, with few failings, which will not be true of the 1917 crop.

"Those who wagered $100 that the average would be nearer $25 than $20 will doubtless feel encouraged to think they have a good chance to win, as this has been done, and few takers of the lower figure are to be had.

"Reports from some who have stripped out some of their crop, that it is not weighing near what they expected, has given rise to the opinion by some of the leading buying interests in the trade that the 1917 crop will not weigh out over 200,000,000 pounds, and this view is also supported by the reports of "experts," who have already visited the barns, and report that they are not nearly so full as in former years, and that the length of the plants is far shorter than usual, and all these facts tend to support the theory that this will be the shortest crop of Burley since the "cut-out year," and as the annual consumptive demand has doubtless reached 250,000,000 there is a deal of anxiety among the 'smaller fish' if the 'big fish' will not swallow up the entire crop, at prices that will be frightful to them, if not prohibitive. Beyond doubt, we are approaching a new year's selling season with some intensely interesting conditions confronting us that will make each and every buyer sit up and take notice, and the hungriness of the masses will make them see fewer defects and objectionable features in the crop, as a hungry man finds when set down to a table, where it is not a question of quality but a matter of quantity, he can get without spending all his ready cash.

"Beyond doubt, since there has grown in the last few years, an enormous demand for colory tobacco for both cigarettes and pipe smoking, we will need more of this type of Burley than has been grown this year, as it is the impression of the trade there will be less color in this crop than in former years, hence I strongly advise the farmers in picking and classing to be sure and get out of their reds every colory leaf, into classes of their own, as they will be well rewarded for their attention to this matter."

A retailer at Newburyport, Mass., has unearthed the latest mean man. He purchased a six cent house trap, took it home and caught the only mouse in his house, and then wanted the merchant to take back the trap and return the money.

Seeing a Blue Streak in Chicago

Most Dealers Had a Dull Week

CHICAGO, November 9.—Trade here isn't so good as it might be. Jobbers are complaining some. Incidentally, they say that collections are poor. Most of the retailers admit that sales have fallen off, at least a little. Changes in selling prices and the fact that a lot of smokers have been called to the colors seems to be the general reason put forth by the dealers in accounting for the slack trade. Everything in the cigar line keeps climbing in price and all are looking forward to bigger increases early next year. Local factories are not rushed as yet but with Indian summer here at last business is bound to pick up and the rush for locally-made goods for the holidays is expected to take place shortly. A lot of 5-cent cigars are now sold for 6 cents and others will fall in line in a few days, and for the time being everyone is "up in the air."

There is a lot of ability in the sales-force that is making the Roi Tan brand such a big seller in Chicago.

M. G. Thompson, G. H. Gilmore, H. E. Zittermeister and A. A. Derrig located in the city and J. C. Batchler, who covers the country trade, are all hustlers, and it is plainly seen why "El Roi Tans" are leaders here. "Pardon me, Mac, I almost forgot you." Ernest MacKenzie is the chief "Roi Tanner" of them all and he has full charge of the entire salesforce in this territory; and you, too, "Louie" Obendorf. Louis is a well-known figure among the cigar trade here and has worked this market for many years.

Harris-Schwarz & Co. have advised the trade here of a further increase in the price of their 5-cent brands.

The new Elks' Club building was opened last week. The Chicago lodge erected a handsome 16-story building on Washington street near Fifth avenue. At the grand opening were a lot of local cigar men who are Elks in good standing.

Coudax cigarettes are coming back again. After a lapse of almost a year a salesforce is in the field again. John Rockenpenny is working out of the old office at 222 North State street. Many Coudax hanging signs are seen in the stores.

The E-Z pipes are receiving the attention of the clerks in the Schulte stores. E-Z's sell for $1.00. A lot of them are sold.

Chicago bandits still are at work. This week they got away with $200 from Fred Potthast, who owns a big cafe at 4 West Van Buren street. They also "hit" Fred Ward for his pile of "dough" and a lot of cigars and liquor in his saloon at 675 West Madison street.

Mrs. Louisa S. Van Shaack, the widow of Peter Van Shaack, founder of the wholesale drug business of Peter Van Shaack & Sons, died here a few days ago. The burial took place at Manlius, N. Y.

With an endowment of $1,000,000 for the education of poor boys and girls, the Julius Rosenwald Fund has been incorporated here. The trustees are Mr. and Mrs. Rosenwald, their son, Lessing Rosenwald, and Armand S. Deutsch. Julius Rosenwald is the head of the great mail order house of Sears-Roebuck & Co., Chicago.

Business is big at the Sherman Hotel store of Breitung. The men in charge of this store all are hard workers. The force consists of W. H. White, Guy D. Reed and William Getzelman. All are old timers in the cigar game and have a host of friends.

R. M. C. Glenn, of Seidenberg & Co., New York, was here this week on important business. All the jobbers in the Middle West who handle El Roi Tans were in conference with him at the Annex. The important topic was the price question of Roi Tans.

The new packing of Lord Salisbury cigarettes, 16 for 15 cents, is now on the market. Sub Rosa little cigars, packed eight in a box, and selling for 5 cents, are also coming.

Up they go. Bachelors have jumped in price. They now cost the retail trade $4,400 a thousand. E. Hoffman & Co., the jobbers, can't get enough to supply their trade.

Mort Regensburg, of E. Regensburg & Sons, was here last week holding an important meeting with all the salesforce of Nathan Fox & Co., the jobbers of Admiration. The new prices were discussed and a campaign for the future of Administration was laid out.

A nifty auto truck is now making deliveries for the house of Albert Breitung. It is seen all over the loop. It is painted a very soft green color with gold letters. The growing business of this enterprising house forced them to put on an auto delivery wagon to take care of their deliveries.

The National Cigar Stores has just rounded out the biggest October in its history. It operates two very fine cigar stores in the First National Bank Building.

Frank A. Rian, representing Simon Batt & Co., made the rounds of the city trade. Frank is well-known in this market.

Henry E. Ackerburg, the cigarist at 187 West Madison street, is featuring Romeo-Garcia boite nature box that sells at $1.00 the box of 10.

Flor de Del Mora, something new, 2 for 15 cents, is now on sale. They are made by Gonzalez Fisher y Cia., of Tampa.

The Tribune "smoke fund" for the boys in France has reached, at this writing, a total of $7,554.60. It keeps going up all the time.

"Oh, Boys." The gas man has gone to war and the gas woman has come to replace him. The next time you telephone to the gas company for a man to come out and fix your range you will receive a neat and alert young woman.

James Sheridan, a local salesman who has been selling the Val Roma brand for Spector Bros., has resigned. He is going to remain in the cigar business and has some big deals in view.

When last heard of, Fred Oakes, of E. H. Gato Cigar Co., was in Butte working his way back to Chicago via St. Paul. Business at Fred's Chicago store increases right along.

George Smith, a well-known salesman who represented Melachrino for a number of years, is now selling paint for the American Paint Co. George likes his new connection; says he has only one "color" to give the trade and that is "Maduro," as he only sells black roofing paint. "Our best wishes for the future, old top."

Harry Alces, of Chas. Morris & Co., paid Chicago his last visit this year. Harry remarked to one of our dealers that this has been a very good year with him.

Breitung's Invincibles, selling at 7 cents, is a new offering in all of the Breitung stores. It is made in Baltimore by Heineman Bros. On Wednesday and Saturday it is sold at a special price of 6 cents.

Glance over this list of accounts secured for the new Francisco De Bances brand of the Preferred Havana Tobacco Co.: La Salle Hotel, Sherman House, The Blackstone, Tobin's, Chicago Athletic Club and Shoemaker & Co.

A report appearing in one of the trade papers that I. Briskin, the jobber, had returned is untrue. Mr. Briskin has not been seen since he disappeared sometime in August.

Nearly all the brands of cigarettes made by the American Tobacco Co. and sold in this market are now on sale in the new packages. Ten in box are now packed eight, and 20 in box packed 16.

Ramon Dobler has left us again. This time Ramon has gone to Cincinnati, Louisville and other eastern points to boost Park & Tilford's brands.

The 30-day deal of 20 per cent. in Helmars gratis on each 1,000 Murads is taking big. All the dealers are stocking up for some time to come.

Sam Paley, of the Congress Cigar Co., is getting ready for his annual trip to Havana. La Palina is selling big. October was the biggest month for the firm since they have been in business.

The report published last week in a New York trade paper that Harry Allen had connected as manager for Shoemaker & Co. is denied by the firm.

A nifty packing of Lord Salisbury cigarettes that contains 12 packages of 16 cigarettes each, a total of 192 cigarettes, and retails for $1.80, is on display in several stores. They are all done up for mailing and will make a big hit around the holidays.

Governor Edwards, the private brand of I. Briskin, made by Haas Bros., will shortly be advanced in price.

Detroit dealers are getting together and in the future they will only handle such brands as show them a profit of 30 per cent. or more.

Miss Maude Lawshe, of the office force of Best & Russell Co., won the contest to get smokes for Uncle Sam's fighters for the *Daily News*. She has the honor of being known as Chicago's "Uncle Sam Girl" and won a dinner for six at the College Inn and six theater tickets, besides a trip to Camp Grant at Rockford.

Miss Katherine Ryan, in charge of the general office of Albert Breitung, had many boosters and finished sixth in the list of prize winners. For her efforts, she also received a trip to Rockford, besides two theater tickets.

H. L. H.

GETTING ALONG BETTER

Favorable Weather Enables Wisconsin Growers to Cure Their Tobacco More Satisfactorily—The Next Ten Days.

EDGERTON, Wis., November 9.—The week has witnessed the return of warm days which is aiding the curing of the tobacco so long delayed by unfavorable weather conditions. Growers contend that even a few days of Indian summer have made a remarkable improvement in the hanging tobacco and should it continue a week or ten days longer the earlier portion at feast will be entirely cured out. Even the frozen leaf, though curing dark in color, is believed to have some value. No one is able to estimate as yet what proportion of the crop suffered from the hard freeze of a week ago that entered the curing barns. Until stripping commences it will be largely guess work to say how far fat stems will figure in the crop.

Wisconsin cured leaf is traded in almost exclusively in the eastern markets for local packers have very little old leaf to offer the trade.

The shipments out of storage reach 650 cases and three cars of bundles from this market since last report.—*Edgerton Reporter.*

In Omaha it is said that within a short time all retail dealers in the city will follow the lead set by the few. In most of the small towns in Iowa, according to report, dealers are asking "a penny more."

MILLIONS OF LITTLE CIGARS WANTED

We are open for LITTLE CIGARS weighing over 3 pounds to the M. in quantities of 50,000 and upwards.

Manufacturers anywhere in the United States who can supply goods of this description are invited to submit samples, or call in person.

UNITED CIGAR STORES CO.
44 W. 18th Street NEW YORK CITY

Your Money Is Just as Welcome as You Are

Optimists, Up-State, Can See Prosperity Coming—Preaching Patience—The Long Arm of Coincidence—And the Strong Arm That Totes a Grip—Prohibition Isn't So Bad for the Cigar Trade—Camels Are Climbing—Ike Strasser Discourses on Tobacco Scarcity and Prices—Heralding the Red Eaglet.

New York State Capitol District,
November 12, 1917.

Thursday's the day! That's the time all us fellers must put on our Sunday-go-to-meetin' clothes and smile, then walk right over the top with the 18 per cent payments as the second quota for the ditto Second Liberty Loan!

'Most every chap will meet his neighbor at the Second National Bank on the 15th. And, without doubt, that is what the average smoker has been thinking about for the last week or so.

Else why would a usually busy Albany dealer say, as he did a few days ago, "My business has dropped off between $30 and $40 the day since two or three weeks ago."

Still another retailer said: "Our sales have decreased just about $10 to $12 daily. We are barely meeting expenses."

Many other tradesmen speak along similar lines. But, with optimistic vision, these same dealers look for a big boom in trade in a very short time. They appear to base their reasons upon the vast Government expenditures, especially the enormous wages paid to labor, and the general opinion is that this money will work its way down to the tobacco man much in the manner of the shifting and settling sands of the old original hour-glass.

"Considerable more territory has been wished upon me," said District Manager George Thompson, of the Liggett & Myers Tobacco Co. "My circle now includes two of the larger military camps, especially Camp Ayer in Massachusetts. So, you see, I have nearly all I can do just now to keep Miss Fatima and her sister products where the people can get them. We're selling more and more stuff every day, and it requires time to look after details, I'm sure."

Orphics have been preached upon patience, yet the logic of Aristotle and the philosophy of Socrates would be frazzled to a finish by those Garibaldi veterans who have been trying to complete the interior annex of the Hotel Ten Eyck, Albany.

Kerensky has confronted the Bolsheviki and Viscount Kikujiro Ishii has negotiated an important treaty since the contractors promised the finished job at the tall hotel.

Other events of world-wide importance have occurred, too, since Myron J. Canaday began his original preparations to install the lobby cigar stand in this Ten Eyck palace.

Fixtures are practically ready, so M. J. has decided to put the goods in condition for the winter's siege by having 12 electric cinnabar or vermilion vapor moisteners for cigar stock.

These humidifiers will keep the extensive selections of the Canaday cases in perfect condition. So, immediately upon the evacuation of the workmen, the cabinets and floor sections will be ready for instant opening. This date depends upon those artists of the Rue des Italiens.

"Good morning, gentlemen," saluted Fred Lewis, the Saugerties, N. Y., jobber and manufacturer, "how many thousand Clay cigars shall I enter in my little book? Up goes the price, effective this week, you know, so you'd better let me put you down for the anticipations of the approaching holidays, at least."

Connecticut calisthenics seems to be an excellent conditioner for Teddy. Even though he has but one remaining blinker, that single eye probably can see well enough to make Colonel Dan T. Moore hop around the mat like a flea on a cat.

Perhaps, then, the athletic Jack Cooper will train another student using methods suggestive of Roosevelt strenuosity. All bets on the contest will be deposited by cheer contestants with Fred Schumm, the Brooklyn betting commissioner.

Now, this Cooper-candidate we have in mind is L. Greenwald. Arm and shoulder development is particularly desired for Greenwald. So the same rules which apply to the T. R. training will do nicely for Greenwald.

Why? Well, in the first place Greenwald represents so many, so *very* many factories in New York, Pennsylvania, Porto Rico and Tampa, that he simply *can't* carry the samples unless he has the broadest shoulders and the strongest arms!

Most of the load in Greenwald's gymkhana-grip consists of shapes and sizes for the John Ruskin cigar. While most of the factories producing the brands which weigh the most, are from the numerous plants of the Inter-Borough Cigar Co., S. Seidenberg & Co., and I. Lewis Cigar Manufacturing Co.

Following the lead of the United Cigar Stores Co. in selling all popular brands of tobacco in foil packages for the former price of five cents, many Capitol District dealers are now using this method of attracting working men smokers of this class of long cuts and cut plugs.

Six cents is the newly established price for this line of goods. This is principally so because the well-known long cuts of the local market have advanced at wholesale to $7.20 the gross, or five cents the packet in dozen lots or more to retailers.

Numerous other outside smokings, however, are still jobbed at the old prices, so some retailers have re-established the nickel as the standard for all.

Men who use these tobaccos therefore go to the stores where the nickel is enough, and these dealers report lots of cigar and pipe sales as appreciation of the reduction.

"Yes," announced Manager C. J. Shaxby, of the J. W. Stevens' store, "I have arranged to return to the five-cent figure upon all of these popular smokings. It helps to bring business from the man in the street who needs the extra pennies for many other odds and ends."

Nearly every large selling cigar brand of the old five-cent division is now generally sold here for six cents. Included in this list are the Havana Ribbons, R-Bs, Rocky Fords, Bolds, Cincos, and similar stock.

Some stores sell either one or another item of the above as a five-cent leader while the old stock remains. But the only nickel cigars sold on local counters at the present time, day in and day out, are private brands of less wholesale value.

Starting Wednesday last, Distributor S. E. Fulder of North Pearl street, Albany, announced to the trade that his leading nickel cigar, the 512, would be six cents straight.

Sam is sorry to do this, but his increasing costs will not permit the five-cent value to be continued with present quality.

In the Civil War the designation of Albany's favorite home regiment was changed from the Tenth to the 177th N. Y. Volunteers. Then, in the time of the Spanish-American, the old Tenth was once again renumbered, this occasion as the First New York. When the Mexican trouble became acute the famous Tenth was ordered out, but was not sent to Texas, and the numeral was not altered.

Now, however, the Tenth is at the New York Guard Camp at Spartanburg, S. C., where it is about to be dismembered as the new 111th Infantry, U. S. A., to various commands of machine gun batteries.

Before this occurs, though, and the men are sent to France, the officers desire the folk at home to send useful items to the enlisted personnel who cannot supply the comforts themselves.

Among the extremely welcome gifts mentioned especially are the Fatima and Camel brands. These, captains and lieutenants say, "look like a million dollars to the men," particularly since the Liberty Loan subscriptions and the bounding prices at the camp have made the soldier's monthly thirty dollars look a great deal less than the vanastorbilt millions.

Carrying his cretonne bag, flowered with July hollyhocks, and containing the necessary 18-inch needles, olive drab yarns, with the other little things needful for the knitting of army sweaters and such, our brisk and busy friend, Wright McCastline, came to town last week to head off the Bersaglieri Brigade of business which the Capitol District jobbers insist upon doing with the Detroit tobacco factories of the Scotten, Dillon Co.

"Nothing under $40 this year in Holiday fortieths," advised Harry Stearns, when here last week for Estabrook & Eaton, Boston. "And I guess these goods are scarce, too. People who have been in the habit of giving 25 cigars in a box for Christmas, and who do not want to pay more than $1 for such a package, just won't get the goods this season, and that's all there is to that, you can bet! But, in finer boxes, the purchaser will have as wide a selection as ever, even though the price may be a trifle higher."

Friends of sub-jobber W. P. Dingman, the Albany dealer who has been seriously sick for some time, were glad indeed to see Will around town again last week. It is not probable, though, that Ding will go back to the biz yet a bit.

"They're duplicating, and that proves their success," announced Will Dearstyne the other day when Frank D. was preparing for a Capitol District canvass on Popper's Seven-Center. Under the new arrangement and label, the Dearstyne Brothers Tobacco Co., of Albany, will have control of this brand for the territory, with their own name upon the box cover.

To avoid the necessity of redecorating all their windows with entirely new lithographic signs, the United has sent to each store a series of price cards to insert in the frames over the old prices.

For the present, practically one-half the windows will be devoted to the cigarette brands of the Tobacco Products Corporation. Among these leaders will be Naturals, Nestors, and Melachrinos.

Thirty cent packets of Murads, Naturals, Melachrinos, Moguls, and so on will be favored by the United stores, and special certificate deals will be offered with some of these big boxes.

Twenty cents is the new price for Richmond Straight Cuts, 20s, though many independent retailers ask only sixteen or seventeen cents for them just now. Camels will go to 13 cents, it's said.

"Prohibition in the South this year looked as if it might ruin our business in that field," explained Phil Wilkinson, the representative of Bennett, Sloan & Co., New York. "But our Southern representative tells me that his trade was never better, in part due, no doubt, to the immense army training camps in that section.

(*Continued on page* 18)

A Dozen Facts and Suggestions From a Successful Cigarette Manufacturer to the Progressive Retailer:

1. As the Turkish cigarette has now become one of your principal assets in the retail business, always feature *Quality*.
2. Be convinced that QUALITY has proved itself in the brand you intend to feature.
3. After you have selected a winning brand, concentrate on that brand, and talk it to your customer.
4. By satisfying your customers with QUALITY, you not only please them, but also hold their trade.
5. Cigarette sales are not "secure business" for the retailer when based only upon the medium of advertising.
6. Every package of MELACHRINO cigarettes sold by you, **sells many more for you**—gratis.
7. MELACHRINO cigarettes have the acknowledged approval of QUALITY from **all** experts of Turkish tobacco.
8. MELACHRINO quality will always live—when advertised brands cease to sell.
9. MELACHRINO cigarettes, unlike any other brands, are **big** sellers in **all** the markets of the world.
10. Measure your profits by QUALITY—the same as you will measure your volume of cigarette sales by featuring MELACHRINO.
11. Keep your MELACHRINO cigarettes attractively displayed at all times on your shelves and counters and in your windows and watch your cigarette sales grow.
12. All retailers crave high class custom. MELACHRINO cigarettes will bring it to your store.

M. MELACHRINO & CO.

1790 BROADWAY NEW YORK

DANVILLE BREAKS THE RECORD.

The Danville, Va., tobacco market sold during October 9,358,260 pounds of tobacco for $3,051,292.41, an average price per hundredweight of $32.60, the highest average on record there.

During two and a half months since August 15, when sales began, 15,566,756 pounds of leaf tobacco were sold on the Danville market for $4,666,030.03, an average per hundredweight of $29.97. As indicative of the growing demand for leaf tobacco it is noteworthy that the sales have shown a higher average price every week since mid-August.

The crop is being marketed with unprecedented rapidity.

UP STATE PHILOSOPHISING

(*Continued from page* 16)

At the same time, our trade up here is good, too, so it looks like a pretty fair year after all."

On the corner of Eagle and Hudson avenue, Albany, Thomas A. Geary has taken over the old-time cigar stand of the late Louis G. A. Snyder. This location has been in several other hands since Mr. Snyder's death, but Brother Geary appears to be bringing the store back to better times. It is a cut-off of travel for many people in the neighborhood who pass downtown.

Opposite, on the other corner of Hudson avenue and Daniel street, a live dealer is in possession of Quinn's former store. It is a combination haberdashery and cigar stand with excellent display windows upon Hudson avenue, the best street for passing workers. Manager Richter knows the value of this show space, and he keeps the fellows interested in his attractive offerings of segars and shirts.

Since Tobacco dug up the two old chaps in Albany who used to stand afront of every decent cigar store, still another wooden Indian has come out of the obscurity of the ages.

Either from Good Ground or Fourteenth Street itself, this latest recruit of Tammany Hall is now standing at the right hand portal of Quinn's Cigar Factory on Hudson avenue.

He is an inconspicuous brave, this Indian, and he looks, for all the world, as though neither Charlie Murphy nor Al Smith had said a word to him about the recent 'lection in his home town.

Perhaps this Tammany Chief doesn't know. Then, again, perhaps he doesn't care! Because, as it is, Quinn's Cigar Factory isn't in the Italian sector of the Bainsizza Plateau. Neither is it in present propinquity to the aboriginal tribes of the six nations. Still, it is better to be a wooden Indian in Albany than a barraconda in The Bronx!

That old ship-of-state, sometime likened to the symbol of the Sahara, which swings along with careless strides on four feet, two humps and a neck, has been scarce and costly this week just past.

Fact is, the Dearstyne Brothers Tobacco Co., Albany jobbers, have been practically cleaned out of Camel cigarettes. They have limited a dealer to a single carton or less per day.

And then, when the shipment arrived from Winston-Salem the goods went out and the price went up! Some retailers had been getting 11 and 12 cents for Camels. Now, many are asking 13 cents.

Perhaps the brand will soon reach a 15 cent level, and stay there.

On Pearl street, Albany, the La Preferencia is being used for a trade foot-ball. At the Morris Drug Co., on North Pearl, the brand is selling for 8 cents in the former three-for-a-quarter size. This firm is also reailing the Hoffman House cigar at the former nickel price.

There is a continuous shortage in local markets of such popular brands as Cycle cigarettes, Honest Scrap tobacco, and Serene tobacco in half-pounds.

In Leicester, England, there is a street occupied by commercial houses frequently noted for short orders. So it is suggested by a prominent Capitol District dealer that some of the manufacturers and distributors in this sector adopt the name the Britons have given their thoroughfare—Short Street.

"Yes, sir," affirmed Ike Strasser, the Albany leaf dealer, "the price of Sumatra is hovering around $6 the pound, with none obtainable. I sold a lot this week for $4.75, and it certainly was a remarkable bargain. All leaf is bound to be scarce and high for many, many months, even though the war were to stop tomorrow."

Sweet Caps, in the new packet of eight, are a recent arrival on the dealers' shelves. This is the fifth brand to be received in the smaller five-cent package.

Now that the Berliner Tageblatt admits the Kaiser is somewhat overstocked with iron crosses of the first, second, third, and fourth classes, it seems that Bill is distributing the entire assortment to gardeners, agriculturists, or any kind of plough-boy who'll guarantee good grub to the boys and girls who like sauerkraut better'n cream-o-wheat.

So the new order of distinguished service granted by Wilhelmstrasse and Potsdam to Dr. Arthur Newton Davis, the Kaiser's American Dentist, and other Yankees in the German terrain, consists of a badge known as the Red Eaglet.

This insignia is a burdock which old Bob Burdette would have called a stalagmite of "pizen" ivy. For it gets you nowhere outside of prison, unless you happen to be a Doc Dumbell or a Karl Mucker.

However, it is rumored here that the Red Eaglet, or a Johnhancock imitation, will very soon be offered by one of the large cigarette manufacturers to the retail trade.

The Smoker.

THE
NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City



Making Their Bow to the Trade:

The New, Handy, Smart

Tea-Lead Pocket Packages

Of Three Famous High-grade Smoking Tobaccos

These Tea-Lead Pocket Packages are put out to supply a widespread demand among consumers of high-grade smoking tobaccos for this new and popular style of packing. We will continue to market all the other styles of packing in which these three brands have been previously put up. The new packings will retail as follows:

THREE STATES to retail at 20c a package
YALE " " " 25c " "
GARRICK " " " 30c " "

We earnestly advise the trade to stock these new packings without delay. It will pay you to get behind these new packings and push them. They are bound to increase greatly your sales of high-grade tobaccos. Smokers of these high-grade brands can now *carry their tobacco about with them* without inconvenience in these handy, practical, Tea-Lead Pocket Packages; which means they will *smoke more* than formerly and *buy more* tobacco from you.

The *first* retail dealers to introduce these new Tea-Lead Pocket Packages in their respective communities are certain to attract many new customers. Order from your jobber *today.*

Guaranteed by

The American Tobacco Co.
INCORPORATED

Three States

This is a favorite brand among smokers who insist on a High-grade Mixture. It contains the very best grades of Kentucky Burley, Virginia and Louisiana Perique, and is made after an old formula that never fails to satisfy the demand for a blend of these fine tobaccos.

Yale

This famous old brand is a mixture of Long Cut and Granulated Plug Cut; its unique blend of Virginia, Turkish, Havana and Perique is especially pleasing.

Garrick

This famous brand is known all the world over and has a host of friends in America among high-grade smokers who prefer a mild, "light" tobacco of top-notch quality.

United States Tobacco Imports and Exports

WASHINGTON, November 12.—Statistics covering the tobacco industry of the United States for the month of August show an increase in the importations of leaf tobacco other than that suitable for cigar wrappers, of which there was a decrease. The former shows an increase as compared with August, of 1916, from 3,400,142 pounds at $1,321,698 to 3,514,191 pounds at $1,947,892. The latter showed a decrease from 740,460 pounds at $906,082 to 552,704 pounds at $605,973.

Under the head of manufactures of tobacco, we received during August 288,942 pounds of cigars, cheroots, etc., from the Philippines valued at $332,336, as against 204,074 pounds at $216,561 in August, 1916; the importations of cigarettes from the same source increased from 2,803 to 2,946 pounds, with a decrease in value from $2,161 to $1,643. There was a marked decline in the importations of cigars and cheroots from sources other than the Philippine Islands from 43,183 pounds at $262,019 to 26,163 pounds at $154,524. Those of cigarettes showed a slight increase from 1,012 pounds to 1,358 pounds, and in value from $5,075 to $5,097. Under the heading of "All Other Manufactures" there was an increase in value from $9,681 to $16,937. This gave a total for all manufactured tobaccos imported into the United States during August, last, of $510,537, as against $495,497 in August, 1916.

The decline in the tobacco exports, to which attention was called in connection with the July returns, continued throughout the month of August, the exports of leaf tobacco only showing a total of 19,269,287 pounds at $2,858,443, as compared with exports of 93,982,472 pounds at $11,580,527 in August, 1916. For the eight months ending August 31 the decrease is still more marked. For the eight months in 1916 the quantity reported was 333,553,832 pounds at $42,711,103, and for the eight months of the present year only 148,713,980 pounds at $26,161,017.

Quite a considerable part of the decrease for the month is due to the fact that Denmark, which took 9,099,137 pounds at $1,035,883 in August last year, has entirely dropped out of the market. The shipments to the United Kingdom fell from 22,987,588 pounds at $3,642,102 to 1,517,276 pounds at $342,063. France showed a decrease in her importations of unmanufactured leaf from 11,853,277 to 3,022,963 pounds, and in value from $1,003,078 to $373,662. Italy showed a decrease from 11,048,674 pounds at $1,311,732 to 4,588,250 pounds at $444,569, and the Netherlands from 26,406,178 pounds at $2,766,818 to 75,523 pounds at $6,500. Canada, however, showed an increase from 1,206,898 pounds at $276,290 to 1,929,831 pounds at $453,077. Other countries showing increased importations during the month included Portugal, from 238,192 pounds at $26,570 to 388,104 pounds at $87,042; Spain, from 2,698,100 pounds at $210,952 to 5,962,110 pounds at $815,007; Switzerland, from 29,860 pounds at $3,882 to 67,404 pounds at $21,424; Mexico, from 10,089 pounds at $1,428 to 254,574 pounds at $32,403. Other countries that reported no purchases during the month were Sweden, Hongkong and Australia; to the latter country we exported a total of 2,426,485 pounds of unmanufactured tobacco in August of last year at a total value of $517,900.

Our exports of cigarettes show a material decrease. In August, 1916, we exported a total of 663,227,000 at $1,124,170, of which 423,552,000 went to China at a value of $818,054 during last August our total exports of cigarettes totaled 247,431,000 at $488,985, and ou of that amount China received 135,350,000, a $254,956.

While the returns as shown above for th month are not very encouraging, those for th eighth months show a very satisfactory condition of trade, evidenced by the steady increas from a total of 1,297,758,000 at $2,044,597 i 1915 to 2,250,868,000 at $5,855,951 in 1916, an still further in 1917 to 4,182,293,000 a $8,046,261.

Cigars and cheroots exported during th month totaled 160,000 at $5,024, as compare with 171,000 at $3,587 in August of 1916. O the other hand, the returns for the eight month show an increase from 1,053,000 at $19,832 las year to 1,595,000 at $37,316 this year. Ther was a decrease in the exports of smokin tobacco for the month from 239,611 pounds a $130,786 to 87,041 pounds at $40,143, and i plug tobacco from 593,415 pounds at $163,39 to 297,424 pounds at $82,116. Under the general classification of "All other manufacture there was a decrease from $43,272 to $2,388.

The total of the above figures shows that th exports of all manufactured tobaccos during th month only amounted to $618,656, as compared with $1,465,212 for the corresponding month of last year. For the eight months, however, there has been an increase from $5,879,06 to $10,004,353. TENNILLE.

Now in the new East India service of the Pacific Mail Steamship Co. is the 16,000-ton steamer *Colusa*. The ports of call include Manila, Singapore, Calcutta and Colombo. The steamer *Santa Cruz* of 15,000 tons follows on November 17.



No. 525. Capacity, Top 50 Cigars, Drawer 300 Cigarettes.

HUMIDORS

Please place your orders now for immediate shipment

Your Railroad may place an embargo on freight for a few weeks

Bubeck & Guerin, Inc.

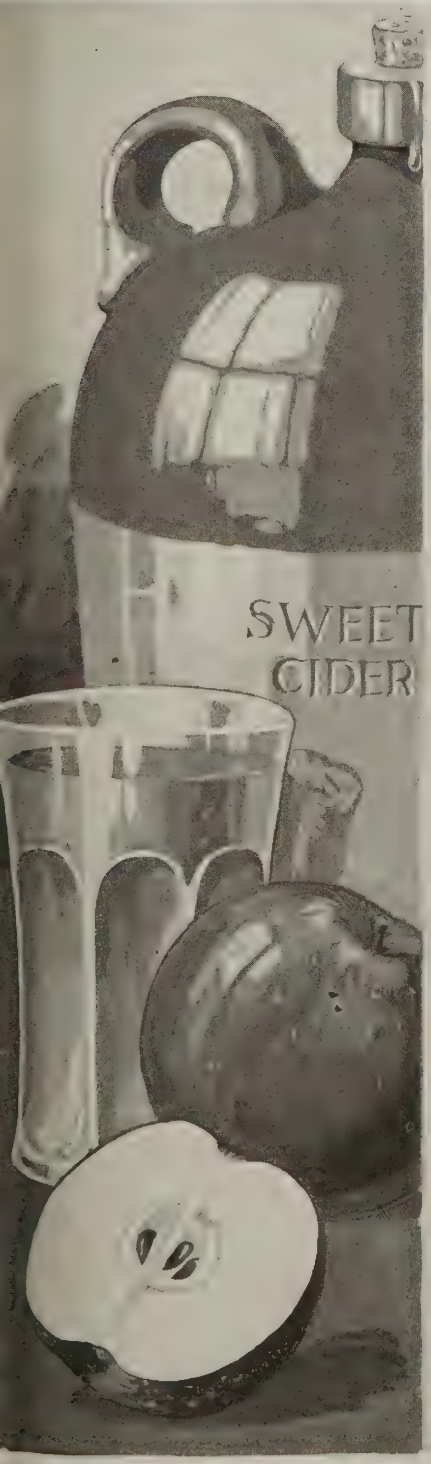
161-163 W. 18th St. -:- New York City



CHANCELLOR

The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars





HOW do you know it's apple season?

"Your Nose Knows"

By the appealing *Fragrance* of ripened fruit. Nature labels her most particular products with *pure fragrance*—to guide you to her best. Sight, sound, taste, touch, often deceive—pure fragrance *never*. Depend upon it. Trust it—"Your Nose Knows." The *pure fragrance* of a fine tobacco is Nature's infallible guarantee of smoke satisfaction—a guarantee to *you* personally, and—"Your Nose Knows."

Such a guarantee you will find in

Tuxedo

The Perfect Tobacco

Blue Grass sunshine and the soil of old Kentucky give the blended Burley leaves of Tuxedo that rich, *pure fragrance* which is so appealing, so satisfying. There is no fragrance like it—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.

INCORPORATED



5 cent BAGS
10 cent TINS
HALF and FULL
POUND GLASS
HUMIDORS

RED FEATHERS

Here's a nickel's worth of stamp, stationery and simplicity which would be sent direct to its proper address and destination—the waste basket:

Mr. Box Customer,
No. 767 Sales Street,
Purchasetown, U. S. A.

Dear Sir: I desire to call your attention to my Blue Mold cigar. It is the finest grade of Havarino in my store and I know you will be pleased with its quality, aroma and price. Permit me to send you a specimen box either to your home or office, and I am sure you will become a satisfied smoker of this superlative brand.

Yours truly,
JOHN JOHNSON,
No. 326 Bank Street, City.

Paper baling machines are crammed to the compressor with such soliciting letters as that! Dealers send them out, helter-skelter, then wonder why mail advertising doesn't bring results.

So, next time you contemplate a similar letter, do this: Go to your biggest and best milliner, wholesale or retail, and beg or buy a sufficient quantity of small *pin* feathers to completely cover your mail list, a feather for each name.

Get *red* feathers if you can. At least, get some *bright* color, red, green, or purple, in vivid hue.

Then have your printer set up a good imitation form-letter which will look more like a *real* letter than it does a dodger. Let a mimeograph man do the work. Tell him you want to enclose a feather in *each* letter, so have him leave a two-inch margin on the *facing* left side, where the feather may be attached through two slits.

Now give him this copy:

Mr. Five Dollar Sale,
No. 865 Prosperity Avenue,
Surplusville, U. S. A.

Good Morning, Sir: That Feather—did you get it? It's a Red Teazle; very lucky, so please don't lose it! And it is good for a La Dicto Havana cigar at my store, any time you may redeem it.

You see, Mr. Sale, I am just placing this La Dicto cigar on the Surplusville market.

This La Dicto is a cigar in which I, personally, have the utmost confidence. It is mild, aromatic, and very pleasing indeed as a smoke for men like yourself, who desire, generally, an Havana cigar with something to it besides mere band and beautiful box. So I have selected a box of fifty La Dictos, in your usual puritano finos size and colorado color, and marked them with your name and address.

Call me on the 'phone, if you wish, and simply say: "Send 'em up." Or, stop in the store today or tomorrow and smoke one with me—try it out.

Remember, the Red Teazle is your reminder of the La Dicto. Keep this lucky feather right under your eye, for it means to you that a really excellent cigar is yours for the asking!

Very few men will redeem the feather for a smoke. Don't look for it. Because it's merely inserted with the copy to create a novelty interest to the letter.

But, here's a proven result: That little red feather will stick in the mind of your *average* prospect until he either tries the La Dicto or some other cigar in your stock. Be assured of that!

THE SMOKER.

A MULE THAT CHEWS TOBACCO.

Thinking the animal made a mistake in not knowing whom she was kicking or it was his fault because he forgot to give her the usual chew of tobacco, Fred Wales, of Grass Valley, Cal., who carried his arm in a sling for some time as the result of a kick from Bessie, excuses his partner of fourteen years for injuring him.

The mule is known to every employe of the mine, 450 in all, and while there is no affection for her among 440 of them, they all have a wholesome respect for her despite her contrary disposition. It is a mine classic that she kicks the airpipe two feet above her for exercise.

With Fred Wales, however, it is different. He has worked with Bessie for fourteen years and has become attached to the animal. He excuses her vagaries as an indulgent mother condones the actions of a spoiled child.

It is merely a matter of temperament, he says, and the other men do not understand her. His faith was shaken temporarily, but not for long.

In the physician's office he took offense at a suggestion that the mule should be killed on account of her viciousness and rushed to her defense.

"It was perhaps my fault; it certainly was not hers. Bessie either did not know who it was when she kicked or I had forgotten to give her the usual chew of tobacco. I am willing to take all the blame."

WINDOW DISPLAYS

The Gray Drug Store, Broadway and 43rd street, devotes a large show window to the display of Gato cigars, American Maid, Bouquet de Eduardo H. Gato and Key Westers all appear in the display. The boxes are placed in a neat array and several posters read "Gato Clear Havana Cigars."

—

The Cartwright Drug Store, Broadway and 70th street, has a Dubonnet Kit display worthy of special attention. Three large posters in blue form the background.

—

Tannenholz Bros., on West 38th street, feature the Prince Hamlet in an attractive way. Light green posters are used.



E. C. McCullough & Co.

IMPORTERS OF

MANILA TOBACCO
and CIGARS

20 Broad Street
New York, N. Y.

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

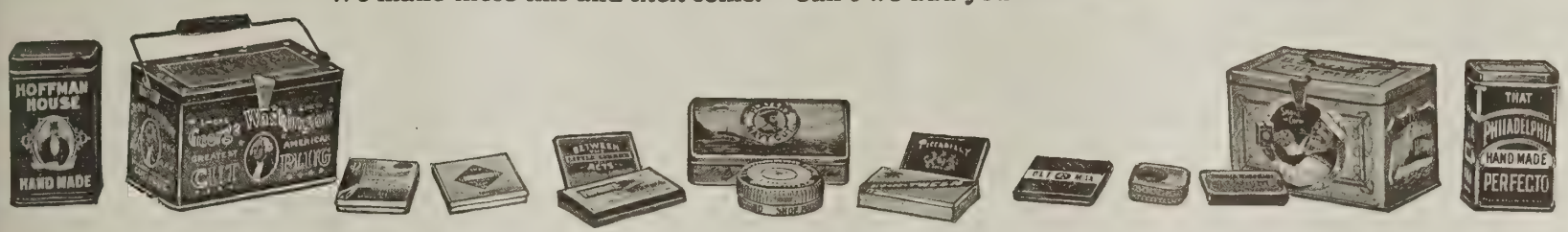
Attractive Sizes *3 for 25c. to 3 for 50c.*

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

ITEMS FROM HERE AND THERE

Edwin Lewis, of the jobbing house of Lewis Chitty Co., Inc., of Jacksonville, Fla., is on a business trip to New York.

—

M. S. Cooper, H. H. Cooper, Jr., and L. Laks have incorporated the Laks Cigar Co. in New York with a capital of $30,000.

—

Let it not be forgotten that the two and one-half billion paid in taxes next year from this year's profits will be deducted from next year's earnings.

—

The Ruyera Lopez Cigar Manufacturing Co., Inc., has been incorporated at Camden, N. J., with a capital of $50,000. The incorporators are Samuel Olster, George Goldstein, Gussie Goldstein and Bessie Olster, of Philadelphia.

—

Charles F. Tonjes, formerly employed by the American Tobacco Co., as a Western representative, is now connected with the advertising department of *Nugent's,* the New York garment weekly.

—

Eugene McDonald, formerly manager of the Bland Cigar and Newsstand and more recently salesman for the Capital Cigar Company, on November 15, takes charge of Bud Conrad's smokeshop on Fayetteville street, Raleigh, N. C., as active manager of the business.

—

The Old King Cole Cigar Company is displaying two of their special holiday packings. One attractive box is called Varieties and consists of King Cole Fiddlers, Pipers, Keepers, Crowns and Towers. The box is in five sections, 10 cigars to each. Another box is the Character Selection Especial. Kings, Guards, Fiddlers, Fancy Tales, After Dinners, Artists and Perfectos, packed six and eight, make up the Character selection. The Old King Cole Co. also has 40 packings on Fiddlers, Castles, Crowns and Artists.

—

"There seems to be no end to the leaf-tobacco boom. On all the Virginia and North Carolina markets the prices are still rising, and such averages as were made in the month of October were never before heard of, and yet the sales for the first days of November show continued increases on all grades offered," says the Richmond *Times-Dispatch.*

TOBACCO CROP REPORTS

(*Continued from page* 7)

estimate on December 1, 1916, showed only 20,280,000 pounds, whereas this year the estimate shows almost one hundred per cent increase over the five year average, the total being 57,970,000 pounds. The Florida estimate is 3,410,000 pounds as against an estimate of December 1 last year of 3,025,000 pounds and for the five year average of 3,379,000 pounds. This State shows the highest quality percentage of any of those reported standing at 98 per cent against 92 per cent for 1916.

The States showing a decrease are Connecticut with a total of 31,080,000 as against an estimate of December 1 last year of 36,186,000 and for the five year period of 30,323,000. This was accompanied by a decrease in quality from 93 to 88 per cent. Wisconsin shows a decrease in quality from 87 to 58 per cent and in quantity from 55,753,000 pounds of December 1, 1916, to 45,885,000 this year.

WITH THE RETAILERS

(*Continued from page* 11)

Let us find who is to blame. If it is necessary to go to Washington to start action against the coupon, let us go to Washington. Or if it is best to go to up-State officials, then let us go there. And if we find we can do the work with the City Government in New York, we will stay here and fight. But above all start the battle."

So the association again will have a bill introduced in the New York Legislature as a measure to have the coupon investigated and eventually killed. New members of the assembly will be interviewed by a committee consisting of Sig. Weil, H. H. Hunter and Retailer Feiner of Brooklyn, regarding the attitude of each as to coupon legislation. Republicans will be appealed to first and then the socialists, at the suggestion of Neuwirth. The members playfully gibed the newly elected assemblymen and said election promises don't count now; action is the word.

The association received an invitation to attend a meeting of the Confectioners' Association held at Teutonia Hall, Third avenue and 16th street. This association is also trying to write the epitaph of the coupon. All members were urged to attend the meeting.

—

"Smokes for Our Soldiers" is the slogan of a campaign conducted in Elmira, N. Y., for one week, beginning last Saturday.

COULDN'T AGREE REGARDING PRICES

San Francisco Retailers Fail to Co-operate

San Francisco, November 7.

The Western Retail Cigar Dealers' Association, which was in session in this city for two weeks making an effort to stabilize the retail cigar business, adjourned without reaching any decision as to a course of action. As far as results are concerned the meeting seems fruitless, and as a consequence everybody is now for himself and price cutting is rampant. A later effort probably will be made to bring about co-operation, but selfish interest was too much in evidence in the recent meeting to hope for anything to be accomplished in that direction in the immediate future. Certain distributors are holding the retailers of their goods to a fixed price, and some even express the fear that if prices are advanced too much it will result in a reduction of consumption and that such reduction will show in the receipts of the Government taxes. If a reduction in tax receipts does occur to a serious degree it is possible that the Government may regulate the prices of tobacco as it has those of sugar, wheat and other commodities.

D. Frankel, of Frankel, Gerdts & Co., in speaking of his trip to Cuba, said that the tobacco growers of that country were growing rich, notwithstanding the fact that the crop is only about half of normal. He bought a year's supply for his factory, and says that he was fortunate enough to be able to secure a high grade of leaf.

Mr. Judell, of H. L. Judell & Co., reports that business continues good with him. He has been unable to obtain all the goods he wants, notably of Tom Moore, Sterlings and In-B-Tween cigars. He ordered some shipped by express.

While the Christmas trade has hardly opened as yet the dealers are looking for a brisk business. With so many of the young men away in the army, cigars will prove attractive gifts. Goods packed in tins and cartons will be the favorite for this trade.

Ehrman Bros. & Co. report that they are just receiving a large consignment of Manila cigars of very good quality. The public is accepting the advance of one cent to six cents on the Philadelphia, and the sales show no diminution.

"Mo." Selig, one of the most popular cigar men of the city, and right hand man for Ehrman Bros. & Co., surprised his friends this week by enlisting in the Regular Army, choosing the artillery branch of the service. He left yesterday for Fort Scott, where he will go into training for the European campaign. Mr. Selig was of the draft age, but had not yet been selected, and his entrance into the service of his country was wholly voluntary.

I. I. Hess, representing the Optimo Cigar on the Coast, is in Los Angeles this week visiting the trade.

Sam Israel, wholesale cigar and tobacco dealer of this city, has found business so good that he has added another delivery automobile to his equipment, and by this means he hopes to keep up with his increasing orders.

E. A. Perry, a salesman connected with the Tobacco Company of California, recently met with a serious accident in a peculiar manner. While in San Jose in his automobile visiting the trade he was struck with a swinging electric light wire and badly burned. He was knocked unconscious at once, but fortunately a passerby saw the accident and stopped the machine. Mr. Perry is now at St. Luke's Hospital, in this city, and while he is not fatally hurt, his condition is serious.

Jack Lowrie, formerly with the Juan de Fuca Cigar Co., is now selling the Gonzales & Sanchez in this territory.

John Bohlman & Co. are preparing to market the Obak at 5 and 10 cents.

Melachrino, Murad, Natural and Marquise have changed prices so that the 10's are now being sold for 5 cents and the 20's for 30 cents.

Bull Durham has appeared on the market here in 7/8-oz. packages.

The Rocky Ford cigar has been advanced in price to $41 a thousand, and is being retailed at 6c.

The R. J. Reynolds Tobacco Co. is already doing special Christmas work on Prince Albert in jars.

The effort to sustain prices in Eureka, Cal., has resulted in the raising of the price of 5-cent cigars to 7 cents. This action was objected to by one dealer and threats of bodily harm were made against him. This is the first "near" riot over the cigar situation.

L. M. Gobeille, who a year ago was selling cigars in this city, has abandoned the trade to become a rice farmer in the Sacramento valley, 25 miles north of Sacramento. He gets to San Francisco occasionally, however, and always visits the trade when here. This year's crop of rice yielded him a little better than 51 sacks to the acre, and he is very enthusiastic over his venture.

H. Bercovich will open the latest link in his chain of stores in this city in the new California Theatre, which opened its doors on the first of this month. This building is not yet entirely complete, and it will be some weeks before the store can be opened. Its location is central and the store should do an excellent business.



THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.

NEW YORK **MONTREAL, CANADA**

Regarding Internal Revenue Collection

Instructions Just Sent Out

WASHINGTON, November 12.—The Commissioner of Internal Revenue has sent the following very important communication to collectors throughout the country relative to the regulations concerning taxes on tobacco, snuff, cigars and cigarettes removed from factory or Custom-houses:

The sections of the Act approved October 3, 1917, imposing additional taxes on cigars, cigarettes, tobacco and snuff removed from factory or custom-house, and providing new sizes of packages for sigarettes and small cigars, tobacco and snuff, are as follows:

"Sec. 400. That upon cigars and cigarettes, which shall be manufactured and sold, or removed for consumption or sale, there shall be levied and collected, in addition to the taxes now imposed by existing law, the following taxes, to be paid by the manufacturer or importer thereof: (a) on cigars of all descriptions made of tobacco, or any substitute therefor, and weighing not more than three pounds per thousand, 25 cents per thousand; (b) on cigars made of tobacco, or any substitute therefor, and weighing more than three pounds per thousand, if manufactured or imported to retail at 4 cents or more each, and not more than 7 cents each, $1 per thousand; (c) if manufactured or imported to retail at more than 7 cents each and not more than 15 cents each, $3 per thousand, (d) if manufactured or imported to retail at more than 15 cents each and not more than 20 cents each, $5 per thousand, (e) if manufactured or imported to retail at more than 20 cents each, $7 per thousand; provided, that the word 'retail' as used in this section shall mean the ordinary retail price of a single cigar, and that the Commissioner of Internal Revenue may, by regulation, require the manufacturer or importer to affix to each box or container a conspicuous label indicating by letter the clause of this section under which the cigars therein contained have been tax-paid, which must correspond with the tax-paid stamp on said box or container, (f) on cigarettes made of tobacco, or any substitute therefor, made in or imported into the United States, and weighing not more than three pounds per thousand, 80 cents per thousand, weighing more than three pounds per thousand, $1.20 per thousand.

"Every manufacturer of cigarettes (including small cigars weighing not more than three pounds per thousand) shall put up all the cigarettes and such small cigars that he manufactures or has manufactured for him, and sells or removes for consumption or use, in packages or parcels containing five, eight, ten, twelve, fifteen, sixteen, twenty, twenty-four, forty, fifty, eighty, or one hundred cigarettes each, and shall securely affix to each of said packages or parcels a suitable stamp denoting the tax thereon and shall properly cancel the same prior to such sale or removal for consumption or use under such regulations as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe, and all cigarettes imported from a foreign country shall be packed, stamped, and the stamps canceled in a like manner, in addition to the import stamp indicating inspection of the custom-house before they are withdrawn therefrom."

"Sec. 401. That upon all tobacco and snuff hereafter manufactured and sold, or removed for consumption or use, there shall be levied and collected, in addition to the tax now imposed by law upon such articles, a tax of 5 cents per pound, to be levied, collected, and paid under the provisions of existing law.

"In addition to the packages provided for under existing law, manufactured tobacco and snuff may be put up and prepared by the manufacturer for sale or consumption, in packages of the following description: Packages containing one-eighth, three-eighths, five-eighths, seven-eighths, one and one-eighth, one and three-eighths, one and five-eighths, one and seven-eighths, and five ounces."

"Sec. 402. That sections four hundred, four hundred and one, and four hundred and four, shall take effect thirty days after the passage of this Act: provided, that after the passage of this Act and before the expiration of the aforesaid thirty days, cigarettes and manufactured tobacco and snuff may be put up in the packages now provided for by law or in the packages provided for in sections four hundred and four hundred and one."

"Sec. 403. That there shall also be levied and collected * * * upon all manufactured tobacco, snuff, cigars, or cigarettes, removed from factory or customs house after the passage of this Act but prior to the time when the tax imposed by section four hundred or section four hundred and one upon such articles takes effect, an additional tax equal to one-half the tax imposed by such sections upon such articles."

Section 1006 provides for continued use of stamps on hand, to be sold and accounted for at the new rates of tax, also that assessment shall be made against manufacturers having such stamps on hand on the day this Act takes effect for the difference between the value of same at the old and new rates, as follows:

"That where the rate of tax imposed by this Act, payable by stamps, is an increase over previously existing rates, stamps on hand in the collectors' offices and in the Bureau of Internal Revenue may continue to be used until the supply on hand is exhausted, but shall be sold and accounted for at the rates provided by this Act, and assessment shall be made against manufacturers and other taxpayers having such stamps on hand on the day this Act takes effect for the difference between the amount paid for such stamps and the tax due.

Graduated taxes on cigars weighing more than three pounds per thousand, the amount of tax to be paid being graded according to the retail price of a single cigar, are imposed by this Act. On all manufactured tobacco, snuff, cigars or cigarettes removed from factory or custom-house from October 4, 1917, to November 1, 1917, inclusive, there shall be levied and collected an additional tax equal to one-half the tax imposed by this Act, the full additional taxes taking effect on and after November 2, 1917.

Taxes are imposed on cigars and cigarettes, tobacco and snuff removed from factory or custom-house for consumption or use on and after October 4, 1917, and November 2, 1917, according to their several classifications, as follows:

Class.		Rates of Tax Effective Oct. 4.	Rates of Tax Effective Nov. 2.
A	Cigars weighing more than 3 pounds per 1,000 if manufactured or imported to retail at less than 4c. each, per thousand	$3.00	$3.00
B	Cigars weighing more than 3 pounds per 1,000 if manufactured or imported to retail at 4c. or more, and not more than 7c. each, per thousond	3.50	4.00
C	Cigars weighing more than 3 pounds per 1,000 if manufactured or imported to retail at more than 7c. each, and not more than 15c. each.....per thousand	4.50	6.00
D	Cigars weighing more than 3 pounds per 1,000 if manufactured or imported to retail at more than 15c. each, and not more than 20c. each.....per thousand	5.50	8.00
E	Cigars weighing more than 3 pounds per 1,000 if manufactured or imported to retail at more than 20c. each .....per thousand	6.50	10.00
	Cigars weighing *not* more than 3 pounds per 1,000, per thousand	.87½	1.00
	Cigarettes weighing *not* more than 3 pounds per 1,000 .....per thousand	1.65	2.05
	Cigarettes weighing more than 3 pounds per 1,000, per thousand	4.20	4.80
	Tobacco and snuff, per pound	.10½	.13

New series of internal revenue stamps are being prepared, and will be issued for the payment of above taxes.

(*Continued on page* 32.)

DIAMOND-F

PROTECTIVE PAPERS

FOR PERFECT PROTECTION

Diamond-F Protective Papers are scientifically made to fit the particular use for which they are intended. Starting with scrupulous selection of raw materials, every step in the manufacturing process is under the eye of paper specialists who see to it that the finished product is as near POSITIVE PERFECTION as modern machinery and human hands can make it.

Diamond-F Glassine should be used in the wrapping and packing of cigars and tobaccos, to keep impurities OUT and the tobacco-goodness IN.

Diamond-F Glassine is transparent. It resists grease, oil and air and is free from all corrosive compounds. It is furnished bleached, semi-bleached, unbleached, embossed and colored, in sheets, rolls and circles. Diamond-F Glassine is made entirely from wood pulp. Diamond-F Filter Paper is U. S. Government-tested.

Diamond-F Service (quality-price-delivery) is a known quantity. Put it to the test. What are your paper problems? Write for samples.

DIAMOND STATE FIBRE COMPANY

Bridgeport, Pennsylvania (near Philadelphia)

Vuelta Wrapper, Vuelta Filler
Vuelta Through and Through

H. UPMANN HABANA

Because a cigar is a Havana cigar, it does not necessarily follow that it is remarkably good; all Cuban tobacco is not as fine as some Cuban tobacco.

But Cuban tobacco grown in the famous province of Vuelta Abajo is acknowledged to be supreme—the finest cigar leaf in the world.

Upmann Cigars Are All-Vuelta Cigars

No other kind of leaf is used in the UPMANN factory. Hence, the steadily increasing demand for UPMANN'S everywhere.

CHARLES LANDAU

82 Wall St. - - - New York

Sole Agent for the United States

Figuring on Selling at a Profit

Unless He Advances Prices the New England Cigar Manufacturer Will Have to Work on a Slim Margin—Peering into the Kaleidoscope of Trade in Boston—Things to Brag About—And Cause to Complain Occasionally—The Record for the Week

BOSTON, November 12.—A well-known cigar manufacturer informed me that the actual cost of making a long filler, Sumatra wrapped, five-cent cigar in Boston to-day, is more than $36 per thousand, not counting any overhead whatsoever. Then, how can a nickel cigar of high quality be sold under $40 per thousand and show any profit to the manufacturer? The trade is familiar with the prices paid for Sumatra wrappers, and the live ones keep informed concerning what is paid for Connecticut binders, and Havana fillers; also, they know that the cigar makers are paid one dollar per thousand more than they received last year. The packers get fifty cents additional and the strippers obtain higher pay. Boxes have gone up, so have ribbons and trimmings. And, on top of all these, the revenue has been increased $3 a thousand. Figure on such items with all the increases. Manufacturers jumped prices about five dollars per thousand on ten-cent cigars and gave as discount the equivalent of the $3. Some business at present prices; they could make more out of Liberty Bonds at four per cent. It will not surprise me if a five-dollar advance will soon be effective. Stripper help is scarce, and so hard to get that a labor shortage is restricting the output of many of the factories.

Lord Romeo panetelas, that formerly sold seven for 15 cents, now retail six for 20 cents.

The many friends of Joseph Trahey, manager of the cigar department of the Woodward Drug Co., extend their sympathy to him and his family because of the sudden death of his father, which occurred last Sunday.

Hattie Goodwin, one of the Goodwin sisters, who some years ago conducted the cigar store at the entrance of the Scollay Square Subway, is back in the game again, having secured the cigar stand in the Tremont Building, and refitted it with new mahogany show cases. Miss Goodwin knows the cigar business, and she has made an intelligent selection of the brands necessary to attract customers. Among the brands carried are the Overland, La Mora Florosa of S. S. Pierce Co.; Ginita and Optimo, of C. B. Perkins Co.; E. and E. Rockefellor, of Estabrook & Eaton; El Roi Tan, Preferencia and Chancellor, of the Commonwealth Cigar Co.; Admirations, and El Leons, of Joseph P. Manning Co., and for a leader in a nickel cigar the Nobles, of the Noble Cigar Co., Westfield.

Stover's Drug Store, at Winthrop Beach, Mass., has full window display of the Girard cigar.

Lewis Aaron's Sons, the Cambridge retailers and jobbers, are pushing with gratifyng results the Handspun nickel cigar made by Joseph Berran Co., New York city.

H. T. Dean Co., of Holyoke, Mass., has taken on the Boston Club, the new nickel cigar of the Commonwealth Cigar Co.

Daniel Frank & Co., are showing some very attractive sizes of Flor de Mendel.

Daily advertisements of In Between Little Cigars, selling 10 for 15 cents, are appearing in the papers. This brand is sold exclusively by Daniel Frank & Co.

Chairman Charles B. Perkins, of the Y. M. C. A. Campaign for $35,000,000, got his committee together last week and arranged for them all to get to work for the drive that started Monday.

A good sized crowd gathered in front of the offices of the Cigarmakers Union No. 97, at 11 Appleton street, to witness the raising of the 12-foot service flag with fifty stars. Short speeches were made by officers of the union. All members of the United States forces, both Army and Navy, are to be kept in good standing. Secretary-Treasurer William F. Kinder has two of his boys "Somewhere in France" at the present time.

Milton I. Deane, of the John M. Deane house at Fall River, Mass., who has been interested and active in the Massachusetts Naval Brigade for many years, is doing active service, having an officer's rating.

Gus Kimball, of W. P. Wilder & Co., is an old salt. He graduated from the Massachusetts Training School some years ago, and could pass the examinations for Ensign or Junior Lieutenant. If the war lasts much longer, Gus may be in uniform.

Baker Bros., distributors of the El Dallo cigar, will soon introduce a new 6-cent size, as well as a large Invincible at 7 cents, four for a quarter. The El Dallo has made a place for itself in this market.

Costello Bros., the Pawtucket jobbers, have taken on the Noble cigar of the Noble Cigar Co., Westfield, Mass.

S. S. Pierce Co. have got out a Soldier's Kit, called the Black Cat Kit, containing cigarettes and tobacco, as well as a number of dainties that will appeal to the soldiers.

The holiday packages of Ruy Suarez & Co., handled by Frederick L. Roberts, the Central street retailer and jobber, are being well distributed in clubs and hotels. El Planco is a favorite.

Joseph P. Manning Co. have a limited supply of El Leons packed in 1/40's, but judging

(*Continued on page 27*)



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St.

TAMPA, FLA.
BONDED



By Special Appointment



To the Late King Edward VII

Philip Morris

The World's Oldest High-grade Turkish Cigarettes

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.

72 Fifth Avenue New York

The Stabilized Price Question

WASHINGTON, November 10, 1917.—Hearings on the stabilized price question have been again extended by the Federal Trade Commission, announcement being made that the hearings must be concluded on Wednesday, November 14, to which date they were adjourned. The testimony of the last two sessions was confined almost wholly to advocates of standard price legislation. Among these were H. C. Brown, assistant general manager of Victor Talking Machine Co.; W. A. McDermid, sales manager of Gerhard Mennen Chemical Co.; Herbert P. Sheets, assistant secretary, National Retail Hardware Association, and Charles E. Butler, vice-president of Brentano's. Percy S. Straus, of R. H. Macy & Co., of New York, was the only opponent to appear at the last sessions.

Mr. Brown, of the Victor Co., insisted that in the whole country there were not more than 75 professional price cutters, that only an infinitesimal fraction of the consuming public derived any advantage from their activities. On the other hand, Mr. Brown declared these "trade pirates" constitute a disturbing element of the whole commercial world.

Mr. Butler, of Brentano's, the last witness, graphically explained the low standard to which book retailing had come and declared that this was due entirely to the methods of "the predatory price cutters, under-selling monopolies in a free market." The phrase quoted was repeated in full with such frequency by Mr. Butler that it gave his talk almost a rythmic quality. Mr. Butler said that in prior days the book retailer was a man of education and intelligence, and was called upon by his customers to advise them as to their purchases. This education influence has been removed by the cut-price methods and the consuming public is the loser.

The Commission gave notice that when the hearings are resumed on November 14, at least one-half of the day will be given over to persons who are opposed to the principle of the maintenance or standardization of price in the retail trade. The afternoon will be given to George L. Record, counsel to the American Fair Trade League, who will sum up the arguments for those who support the principle.

BOSTON BREVITIES

(*Continued from page* 26)

by the way they are going out, the quantity on hand will soon be exhausted. The retailer should order at once, if he wants his allotment of El Leons 40's.

Ohio Flats, the 2 for 5, hand-made stogies distributed by the Manning Co., have made the biggest kind of a hit! Express shipments are being received every day.

Al Kaffenburgh, of the leaf firm of I. Kaffenburgh & Co., Broad street, is in Cuba. Mr. Batchelor of the C. C. A. factory is with him.

Central Union Tobacco, in pounds and half pounds, is in demand again this year. Nate Ives, New England manager for the United States Tobacco Co., reports sales away ahead of last year on the Central Union.

Baker Bros. are pushing the Clovemint Gum, which retails at five cents a package; this gum is duplicating solely on its merit, and there is not one cent spent on advertising. It is made by the Scout Gum Co. at Rochester, N. Y.

W. D. Walker of the cigar department of S. S. Pierce Co. returned from his Western trip, where he booked some nice orders on Overland cigars.

Tom Hughes, of the Tobacco Products Co., had Nate Hubert in town with him last week.

Ben Straus, representing A. Sanetella Co., was a recent trade visitor. C. B. Perkins Co. have the Optimo Brand, and have made it one of the biggest selling shade-grown wrapped cigars in this market.

Fred Suss is due home shortly from a Western trip.

E. E. Steeves, representing Witter Co., makers of the Dolly Madison cigar, one of the newer brands of nickel cigars, that came into this market, says his factory is over-sold.

Frank Fallon, of the Commonwealth Cigar Co., worked this territory years ago on cigarettes for one of the big companies, and although he has not called on the trade for a number of years, they all remembered him, and gave him the best kind of a welcome, by buying El Roi Tans, Preferencias and Chancellors, as well as Kelley's Bouquets.

Frank Swick, of the Philip Morris Co., makers of the famous Cambridge Cigarettes, is in the city for a short time. He has placed in the most desirable locations in Boston displays of the Cambridge Cigarettes. He reports the sale of 50's and 100's ahead of any year. Many Philip Morris cigarettes are sent to France.

FROM THE FIRING LINE

Personals and Trade Jottings

R. I. Ellis, representing A. Santaella & Co., is in Los Angeles.

—

Julius Riesenberg, representing Rosenthal Bros., is in St. Louis.

—

R. S. Whightman, representing Marcelino Perez & Co., is in Maine.

—

Harry C. Alces is working the Middle West for Charles Morris & Co.

—

Fred Davis, of Samuel I. Davis & Co., left for California Saturday night.

—

W. O. Chattuck has bought the G. W. Lindgren cigar business in Archer, Neb.

—

E. A. Hecht, representing Jos. Berran & Co., left last week on a Southern trip.

—

W. W. Weeks, representative of the Benito Rovira Co., is calling on the dealers in Ohio.

—

J. M. Lanfield will leave this week for a trip to the West in the interest of Mendel & Co.

—

R. M. Gans, of Gans Bros., has returned from Boston, where he found business up to expectations.

—

J. B. Rovira, of the Benito Rovira Co., has arrived in Kansas City after visiting the trade in Memphis.

—

Farmaker & Karvikas have purchased the cigar store and billiard hall of Greg. O'Keefe at Neenah, Wis.

—

Al. Korn, representing S. H. Furgatch & Co., is on the road again; when last heard from he was in Detroit.

—

Reno, Nev., cigar and tobacco dealers could not all agree regarding prices, and a "merry war" is reported.

—

Edmond Kelly, of Horace R. Kelly & Co., is sending in some large orders from the South and Middle West.

—

J. Adler has sold his cigar and stationery store at 114 East Third street, Mt. Vernon, N. Y., to A. Hoffman.

—

O. Olson, representative of the R. J. Reynolds Tobacco Co., recently made a successful trip through Southern Oregon.

—

Eugene Stoltz, representative of Simon Batt & Co., working the Pacific Coast trade, is securing excellent holiday orders.

—

George Donley and Laurence Smith were the buyers when Wurster & Daley sold their cigar store at Reedsburg, Wis.

Jos. Berran, of Jos. Berran & Co., is at present in St. Louis, but is expected to return to New York this week.

—

Louis Cohen, a cigar maker at 28½ Myrtle street, Boston, is a petitioner in bankruptcy. He owes $660 and has no assets.

—

H. I. Shacklett is securing orders from the Washington trade in his usually successful manner for the Gene Vall Cigar Co.

—

Marcelino Perez plans to leave for Havana this week, if nothing unforeseen develops. He will look over the tobacco market.

—

John Moriarity, manager of the Old King Cole Cigar & Tobacco Co., is back in New York after a short trip to Philadelphia.

—

Harry Sladon of The St. Gall Restaurant on Fifth Avenue, New York, will give his Beefsteak Party on December 12.

—

Henry Riesenberg, representing E. Popper & Co., is covering Western territory. Sam Adler is still seeking business up-State.

—

Business is fairly active at the Nashville tobacco factories, though buying is probably not as large as it was some weeks ago.

—

L. E. McKitterick, Vice-President of The Tobacco Products Corporation, has gone to the Middle West for a ten days business trip.

—

A. J. Mitchel, representing Julius Klorfein, is in Cleveland, but, like the other Garcia Grande salesmen, he is not taking any new orders.

—

A certificate of dissolution has been filed in the office of the Secretary of State at Trenton, by Seidenberg & Co., of Jersey City.

—

E. H. Goldwater, representative of the E. H. Gato Cigar Co., is in New York and will probably remain here for the rest of the year.

John W. Merriam, of Merriam Segars, Inc., is calling on dealers in and around Kansas City. He will be on the road until the end of the month.

—

Howard Knowles, manager of The Cigar & Tobacco Department of The Fred Harvey System, at Kansas City, is a business visitor in New York.

—

The Grinsfelder Co., formerly in the tobacco business in Spokane, has filed a petition in the superior court asking that the company be disincorporated.

—

Frank Lopez, representative of Garcia & Vega, who was in New York last week, left this week for another trip to the West. He is in Chicago at present.

—

Albert Chatiner, Samuel L. Finn, A. J. Dwyer and F. S. Breene have incorporated the Commercial Leaf Tobacco Co. at Dayton, O., with a capital of $25,000.

—

J. M. Gans, of Gans Bros., has left New York to visit the trade in Chicago, St. Louis, and other cities in the West, to fix the new prices with retail dealers.

—

S. Partagas will open a cigar stand in Frank's barber shop, 7th avenue, between 40th and 41st streets, New York. He will feature all popular brands.

—

Isaac Regensburg of E. Regensburg & Sons, has returned from a trip to French Lick Springs and Chicago. He was accompanied by Mrs. Regensburg.

—

G. W. Stocking, Western representative of Marcelino Perez & Co., is expected to return this week to Chicago, from Florida, where he has been spending a vacation.

—

Barnet Wolff, sales manager for S. Monday & Sons, was elected to the Board of Aldermen on the Socialist ticket, from the Brownsville section of Brooklyn.

—

The cigar and confectionery store of John Nicholson, at Florence, Neb., was the scene of a fire recently. The damage done amounted to about $700, covered by insurance.

—

The Pabst Brewing Co. has declared the regular quarterly dividend of 1¾ per cent. on the preferred stock, payable December 15. Books close December 6 and reopen December 17.

—

The storm which swept Gretna, Va., a town about 30 miles south of Lynchburg, demolished a tobacco factory, several warehouses, a store, a livery stable and four residences.

—

Morris Welcher, of Welcher Bros., has returned for a trip to Connecticut where he looked over the tobacco market. He reports the tobacco as good; likewise good and high in price.

—

Amos J. Mace has been elected president of the International Planters' Corporation, importers and exporters of foreign and domestic leaf tobaccos, with headquarters at 66 Liberty street, New York.

—

Having reached the point where it would be useless for him to accept any more orders for his house, A. A. Levy, New York salesman for Julius Klorfein, is utilizing his talent in the shipping department.

—

President Edward Wodiska, of the Havana Production Co., and Ben Lesser are in Chicago. R. U. Falkner is in Georgia. Tom Gray is still in New York, undecided whether to make another trip this year or not.

—

John F. Whelan, of the United Cigar Stores Co., donated $200 to a fund being raised in Mount Vernon, N. Y., for various organizations, such as the Boys' Club, the local Red Cross, etc. The total asked for is $50,000.

—

Appeals for smokes are now echoed from the stage where actors and actresses make requests

song or otherwise. Jessie Standish, well-nown in vaudeville, introduced the idea at the iviera Theatre, New York, this week. To the ine of "Oh, Johnny," she sang a parody, in hich she urged all to save money to buy nokes for the soldiers.

—

Edward W. Jewett, Jr., formerly a dealer in gars and stationery in Mount Vernon, N. Y., is filed a petition in bankruptcy. His petition ows liabilities of $8,023 and assets of $152 in counts. The largest creditor is E. W. Jewett, ,585.

—

Harry Green, Manila cigar importer in San rancisco, reports that his brand, the Fighting ob, which he offers in twelve sizes from $22.50 , is enjoying a fair sale despite the fact that s advertising campaign has not yet been arted.

—

Mel. Tannenholz of Tannenholz Bros., est 38th street, New York, writes home om Camp Gordon, Atlanta, Georgia, that is raising a mustache in order to save aving expenses. Mel. is now in the Field rtillery.

—

Distribution on the new shade grown wrap-d El Arabe, by the Benito Rovira Co., is owing daily. Al. Davidson, local sales-anager, states that the new El Arabe is pidly taking its place among the big sellers New York.

—

Oscar Veit, the veteran salesman for Gans os., is seriously ill at a private sanitarium on st 78th street, New York. It is feared that operation will be necessary. The many iends of Mr. Veit sincerely hope for his eedy recovery.

—

J. C. Raub has leased the building former-occupied by the Williard & Alexander othing Co., in Waterloo, Iowa, and will re the premises for an up-to-date cigar ore, so soon as certain repairs and improve-nts are made.

—

Glaser Bros., in San Francisco, have re-odeled their establishment by changing the etrance and combining the general and ship-ng offices. This arrangement affords them 20 square feet extra for office space, which ey needed badly.

—

The Deisel Wemmer Co., of Lima, Ohio, nufacturers of the San Felice cigar, have rted an advertising campaign in Westches-r County newspapers advising the consumer t the price of San Felice has been in-ased to six cents.

—

Oscar Moe, of Evansville, Wis., who re-ntly purchased the Strand farm eight miles uth of Stone Lake, will erect three large ds to be used for drying tobacco. Moe is a ccessful tobacco grower, and will plant 25 es of tobacco next year.

—

Cigar makers in Hartford want increases t it will amount to about ten per cent., it is imated. They wish to be paid $1.10 per thousand additional for five cent cigars; $2 per thousand more for ten-centers, and $3 per thousand more for 15-centers.

—

John Wardlow, of the Havana Production Co., arrived in New York this week from Key West. He is accompanied by his son Charles, who is an ensign in the Naval Reserve, having charge of a submarine chaser. Mr. Wardlow plans to spend several weeks here.

—

The United store in the Flatiron building has a display of the Willis pipe, "the pipe with the pan." The display occupies the cowcatcher window and has an electric sign showing a man extracting the pan from the pipe. The United reports an excellent demand for this pipe.

—

Chester A. Lincoln, of Lincoln Bros., returned this week from a trip to New England. He reports excellent business in Providence, Boston, Springfield, and other cities. Well satisfied in every respect with his trip, Mr. Lincoln is assured of a large holiday business for Lincoln Bros.

—

Al. Metzger, representative of Berriman Bros., will leave this week for a trip to the West. Berriman Bros. report excellent business on Jose Vila and have only one complaint to offer and that is the Tampa factory cannot turn out enough cigars to keep up with the demand.

—

The Kansas teachers, in convention at Topeka, Kan., last week, adopted resolutions "protesting most emphatically against the organized efforts of the tobacco interests to create a demand for their wares in our new National Army." Some people will do most anything to pass the time away.

—

The Lexington, Ky., tobacco market will open on December 3 for the winter season. This decision was reached at a meeting of the Lexington Tobacco Board of Trade one day last week. F. W. Blackwell was re-elected president; J. C. Stone, vice-president, and W. S. Letty, secretary-treasurer.

—

The Schulte Stores have come to the front with a Soldier's Kit of their own. It consists of 50 Helmar cigarettes, a fifty-cent Briar pipe and a tin of Stag tobacco, and sells for $1.00. The Kit is ready for mailing and on the address slip it is printed, "While you are thinking of us, we are thinkng of you."

—

B. L. Myers, of Jackson, Mich., has been granted a patent on a cigar and tobacco dampener which keeps tobacco moist by evaporization. A small alcohol lamp and metal cup form the working parts of the apparatus. Vapor is circulated to all parts of the cigar case and the goods kept in a moist condition.

—

The Ligget Drug Co. has opened two new stores in New York City, one at 261 Broadway and another at Broadway & Cortlandt street. A cigar department is a feature in both stores. Still another branch will be opened at Third avenue and 86th street, so soon as alterations are completed. This latest addition will be one of the largest links in the Ligget chain.

Robert E. Lane, United States and Canadian representative of Partagas, has leased the premises at 70 Trinity Place, New York, and is arranging to open there, offices and display rooms that will permit buyers to obtain better opportunities to arrive at a conclusion concerning Partagas.

—

The Savoy Billiard & Cigar Co., at Chattanooga, Tenn., has applied for a charter. The capital stock of the company is $20,000. The incorporators are T. C. Wright, D. L. Wright, E. E. McBrien, J. O. Hall and William P. Means. The cigar company will do business on the first floor of the Savoy hotel on Market street. The former name of the hotel was the Stag.

—

The United Cigar Store, located on Hugeunot street, New Rochelle, N. Y., was directly in the path of a serious fire that destroyed several buildings and did damage amounting to $225,000, Saturday. The United store was opposite to the buildings destroyed and several times was in danger of catching fire. Firemen, however, ably protected the store and saved it from serious damage.

—

Miss Mary Elliott, a New York girl, is "Kissing recruits into the navy." Miss Elliott is at the headquarters of the Minute Men of America, located on Vesey street, New York, and when a young man comes in and signs up for duty, she rewards him with a kiss. In addition, she promises to keep the first 25 recruits supplied with smokes, when they go into service. Two pretty good inducements, say the new sailors.

—

From new associations now being organized, the Independent Retail Tobacconists' Association, New York, is receiving numerous inquiries regarding the work of the organization. Particulars relative to the by-laws and constitution are especially requested. President Gompers says this speaks well for the Independent Retail Tobacconists' Association, as their work is attracting attention. The requests have come from all over the country.

—

The Nanyang Brothers Tobacco Co., of Hong Kong and Shanghai, one of the biggest Chinese tobacco concerns, has appropriated a large sum for the establishment of some ten free schools in South China for the benefit of the poor. As soon as its request is recognized by the ministry of education the company plans to rent houses already built and convert them into schools for the immediate accommodation of the children.

—

"Time fuses" for paper weights! The United store in the Flatiron Building is selling these fuses at $1.25 each. Because of a slight imperfection the fuses have been rejected by ammunition factories. They are the same type used on the projectiles sent through the famous French "75s." The United has the fuses displayed in the window and crowds of folk stop to gaze at them. Says John J. Flaherty, manager, "Have you a little fuse in your home?"

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

"PARTAGAS"

The World's Standard Cigar

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WE OFFER {Quality / Service} TO THE TRADE

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THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

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NOTES AND QUOTES

You can always tell a man who is a failure by the way he criticizes success.

—

The *Manufacturers' Record* urges the wearing of our old clothes to show our patriotism. A Tampa man boasts that he has done it until people are beginning to look right through his patriotism and catch glimpses of his hide.

—

There promises to be an unprecedented demand for Christmas post-cards this year. Tens of thousands of our soldier boys are already at the front, hundreds of thousands of others are in big training camps, and practically all of them will be the receipients of countless greeting cards.

—

A complete inventory of the stock of the Parker-Gordon Cigar Co., at 1029 Broadway, Kansas City, revealed that burglars who entered the stock room of the company escaped with nearly $7,000 worth of cigars instead of stock valued at $2,450, as first reported. The robbers entered through a rear window.

—

Heard of a Key West fellow the other day who bought a thousand fine cigars, insured them, smoked them up, and then sought to collect insurance for total loss by fire. He was about to succeed when a bright lawyer brought a criminal action against him for setting fire to his own property.—Tampa *Tribune*.

The Modern Merchant says: "This is the time of close profits. From every source, and from public conditions, we are being taught that in this time of stress we, as dealers, should take no advantage of the public, but should strain a point to make our profits fair. Inflation, extortion and excess in price or in profits are particularly to be guarded against just now.

—

"Here is a cigar new to the general public but quite old to policemen," observes the *New York Herald*. It is a "Good Morning, Officer!" May sound queer but fact, nevertheless. Ask any policeman. He will bear witness. He will tell you that early in the morning when well intentioned citizens are wending their way home along winding ways after an evening of spirited pleasure they like to make friends with the policeman on post, especially near their homes. A cigar, with a "Good morning, officer!" is proffered, and there you have the explanation of the latest brand. On a busy post a policeman is certain to collect a dozen "Good Morning, Officers!" in the wee sma' hours of the morning. It might be added that a policeman never gives a "Good Morning, Officer!" to a man whose friendship he wishes to keep."

—

The high prices for tobacco this season will no doubt stimulate farmers to plant heavily the coming season, and so far as prices in the future are concerned they are safe in doing so—provided, however, extensive new territories are not opened for its growth, and the present tobacco-producing sections do not neglect other crops and plant more than necessary to supply the demand. Suppose planters in the tobacco-producing sections should increase their acreage next year fifty per cent, and that new sections should be opened, it is easy to see that it is possible for the United States to produce a two-billion-pound crop. Summing the situation up, it is our opinion that farmers should be encouraged to raise their home supplies and then all the tobacco they can possibly handle. A reasonable increase is a safe proposition.—*Southern Tobacco Journal*.

—

"The Schoolmaster," says *Printers' Ink*, "the other day, happened to be passing a cigar store and saw a sign advertising some cigars at what seemed to be an extraordinary reduction—twenty-five cent 'straights' at about seven cents each, if his memory holds good. He stopped to investigate, and the cigar man dived under the counter and came out with a box of the cigars in question. Very good cigars they were, too, but the name of the brand was 'The Kaiser Wilhelm cigar' and the band on every one of them, as well as the label on the box bore a handsome, highly-colored portrait of his Imperial (or as some think it ought to be, Satanic) Majesty. There was nothing wrong with the cigars; but people simply would not buy them under that brand, without an extraordinary price inducement such as was being offered when the Schoolmaster stopped to investigate. And still you meet an occasional fogy who discounts the cash value of good will in the business world!"

SHOTS AND JOTS

The watchword of to-day: If in doubt, put it on the Ultimate Consumer.—*Tampa Times.*

—

Lubitskey Bros. & Kleinn, cigar manufacturers at Grand Rapids, are building a branch factory at Ludington, Mich. The estimated cost is $12,000.

—

Stricter measures to bar dangerous aliens from the waterfront of New York and other ports may be put into effect within a few days. It is said that the Washburn fire has brought matters to a head and that rules with teeth in them will follow.

—

While the Natividad wagon man was delivering some goods at a store on Market street, between Third and Fourth streets, in San Francisco, a thief deliberately picked the lock on the door and stole five boxes of Natividad cigars, worth about fifty dollars.

—

The Oneida Cigar & Tobacco Co. takes over the business of Sam L. Anderson, cigar manufacturer at 4½ South Brown street, Rhinelander, Wis. R. C. Luedke will be the manager of the new firm. Mr. Luedke conducted a cigar factory in Grand Rapids several years ago.

Cigar factories in Hastings, Neb., have been tied up by the strike of cigarmakers, who demand a flat rate of $6 per 1,000 on 5-cent goods and $14 per 1,000 on 10-cent goods. One of four factories offered to accept the scale but the cigarmakers have agreed not to return to work in any plant until all the factories in Hastings comply with their demands.

—

An order in council, published in the *Canada Gazette* for November 3, provides that "on and after December 1, 1917, and until the Governor General in Council has by order declared that the present abnormal conditions have ceased, no grain of any kind and no substance that can be used for food shall be used in Canada for the distillation of potable liquors. Any person violating the above regulation shall be guilty of an offense and shall be liable on summary conviction to a fine not exceeding $5,000, or to imprisonment for a term not exceeding six months, or to both fine and imprisonment."

—

Alderman George G. Goetz, of the Borough of Queens, New York City, obtained an exemption from military service from the local board, but the District Appeals Board on Monday ruled that he must join the National Army at Camp Upton. On recommendation of Meier Steinbrink, who, as committee chairman, inspected the records in Goetz's case, the appeals body set aside a decision of Local Exemption Board 185, which had held that the Alderman's office made him immune from the draft. Under the draft regulations any municipal officer elected by popular vote and whose office may not be filled by appointment for an unexpired term is entitled to exemption, but Goetz is merely serving out the unexpired term of John Kochendorfer, who was appointed a City Magistrate last March.

—

Certain Minnesota farmers are more than "in clover" this year—they are "in tobacco," which means considerable at prevailing prices. The Minnesota tobacco crop now hanging in the drying sheds on hundreds of farms is of high quality of its grade and bringing three times the normal price according to Prof. C. P. Bull of the Minnesota Agricultural College. Mr. Bull has acted as adviser to the tobacco farmers for years. "The tobacco acreage last season was somewhat larger than ever before," said he, "and the crop was good. Much of it is already sold on contract at a price ranging around 14 cents a pound. Agents of the big tobacco houses usually come to the state before harvest and bid in the bulk of the crop. Whereas normally only a couple of houses enter the field this Fall there were at least six. The price was affected of course." Sherburne county is the center of the tobacco "belt" in Minnesota.

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y C A. 75th Street & Avenue A. New York

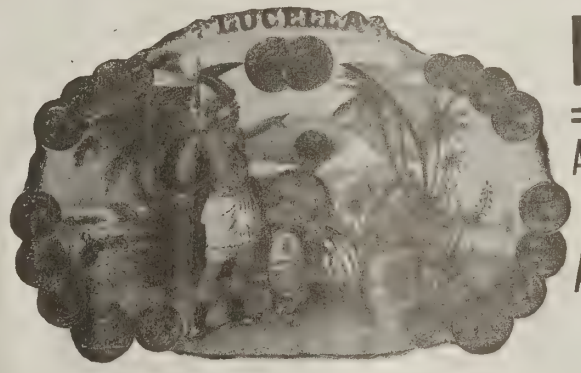
ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.

CARABANAS
Clear Havana Made in New York and Tampa

PANDORAS
Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.
Established 1872
MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

L. KEHLMANN CO.
229-239 WEST 28TH STREET
NEW YORK CITY
PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE



LUCELLA
A Mild Havana
Made in
ALL SALABLE SIZES

A Winner Wherever Placed

JOBBERS' ACCOUNTS SOLICITED

R. GANGEMI & CO.
20 Fulton St. -:- New York

"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

JEAN VALJEAN
"Truly a cigar"
Made by
596 SIXTH AVE COR 35TH ST
DAVE SAQUI
NEW YORK CITY

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Book keeper, care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

WANTED — SECOND-HAND STRICKLER Scrap Machine. Address The J. F. Cherry Co., Newark, Ohio.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN—Fully posted in all grades of cigars, clear Havana, seed and Havana and nickel, including Manilla. Thoroughly acquainted with the best jobbers in all sections of the country. Highest reference. Address A. M. H., care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

FOREMAN WITH 20 YEARS' EXPERIENCE DESIRES POSITION. Address Foreman, care Tobacco.

REVENUE INSTRUCTIONS

(*Continued from page 25.*)

Determination of Rate of Tax to Be Paid on, and in Respect to Label to Be Affixed to Packages of Cigars Weighing More Than Three Pounds per Thousand.

In Section 400 the rate of tax to be paid on cigars weighing more than three pounds per thousand is based upon the retail price of each cigar, and it is provided in said section that the word "retail" as used in this section shall mean the ordinary retail price of a single cigar. The ordinary retail price of a single cigar is held to be the price at which cigars are or would be sold singly. Where cigars are manufactured or imported to retail at two or three for a certain price, the rate of taxpayment is determined upon the retail price at which such cigars would be sold singly. In the case of cigars which are sold only by the box and never retailed in less quantities, i. e., where the box is the unit of sale, the rate of tax to be paid thereon is to be determined by the maximum value of a single cigar obtained by dividing the box price by the number of cigars packed therein where the same brand of cigars is put up in different size packages. In the case of imported cigars, the importer will be required to file an affidavit with the collector of customs setting forth the necessary information with reference to the retail price of the cigars when sold singly, and the importer will be held responsible for the proper taxpayment of such cigars.

Under the provisions of Section 400 every manufacturer or importer will be required to affix to each box or container of cigars weighing more than three pounds per thousand a conspicuous label indicating by letter the clause of said section under which the cigars therein contained have been taxpaid, which must correspond with the taxpaid stamp on said box or container. Such label shall be not less than one inch long nor less than three-fourths of an inch wide, and shall be affixed to the front of the box or container and shall bear the following legend:

The contents of this box have been taxpaid as cigars of Class ——, as indicated by the internal revenue stamp affixed.

In each such label the class shall be indicated by letter A, B, C, D or E, corresponding with the appropriate class as provided for above under the head of Rates of Tax. This provision shall become effective on and after November 2, 1917.

Inventories of Stamps by Manufactures.

All attached and unattached stamps for the payment of tax on tobacco, snuff, cigars and cigarettes held by manufacturers in their factories on October 4, 1917, and November 2, 1917, before the commencement of business on said days are required to be inventoried and returns filed by the manufacturers for assessment of the additional tax due thereon, as provided in Section 1006 of the Act. Temporary inventory forms for the guidance of manufacturers in inventorying their stamps on the morning of October 4, 1917, were forwarded collectors with T-Mims. 1609 and 1610, dated September 10 and 11, 1917, with directions that upon receipt of telegraphic advice from the Department as to rates, etc., on passage of the Act they were to be completed and mailed by them to manufacturers. All stamps in transit from the collector or stamp deputy on the date inventory is required to be taken which were purchased at the old rates are required to be included in the inventory. Formal returns and inventories for assessment of additional tax on account of stamps on hand are to be made in duplicate under oath on Form 416a by manufacturers of tobacco and snuff and Form 416b by manufacturers of cigars and cigarettes and filed with the collector in the case of inventories of October 4, 1917, on or before November 2, 1917, and in the case of inventories of November 2, 1917, on or before December 1, 1917. These forms are in the hands of the public printer and will be forwarded to collectors for distribution at the earliest practicable date. Separate forms for the inventory of November 2, 1917, are provided.

Every manufacturer will be required to render a return and inventory on the forms mentioned, notwithstanding the manufacturer may have no stamps on hand on the dates mentioned. As to these additional taxes, payment must be made at the time of filing return, and cannot be extended beyond dates given above. No bond for extending such payment will be accepted, as in the case of additional taxes imposed on stock in the hands of dealers in tobacco, the law making no provision to that effect.

Entries in Manufacturers' Books and Monthly Returns.

Each collector was furnished with the mimeographs above referred to, copies of instruction to manufacturers of tobacco and snuff and to manufacturers of cigars and cigarettes in regard to the entries to be made in their books and monthly returns when the new rates of tax become effective. Said instructions which were to be forwarded to the manufacturers in their respective districts, and which are similarly applicable and which should be observed by manufacturers again on November 2, 1917, when the full increased taxes become effective, follow:

To Manufacturers of Tobacco and Snuff.

(1) In your revenue book under the head of "Removed Taxpaid" and "Stamp Account" at the close of the last day under the old rate of tax, rule lines and immediately below, enter in red ink the totals of the several columns.

(2) In stamp account under the head of "Value of stamps purchased," and immediately beneath the total filled in under instructions in the preceding paragraph, enter the amount of additional tax shown to be due on account of stamps on hand on date specified, to agree with temporary inventory on accompanying mimeograph form which is

(*Continued on page 33.*)

PARK & TILFORD

are the

LARGEST IMPORTERS

of Cigars from the Independent Factories in Havana and have the largest displays in their stores of these finest Cigars

Wholesale Price List will be sent to any dealer

Our Wholesale Department, 529 to 549 West 42nd Street, invites your personal inspection

Cable Address: Karnak, New York — Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS

14-16 SOUTH WILLIAM STREET - - - - NEW YORK

Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons	Bordeaux
Bouchard Pere & Fils	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St.
New York

Sweet and Aromatic

INDEPENDENT CIGAR FACTORY



M. L. FERNANDEZ, Proprietor

Cable: *"Belinda"*

96-98 GERVASIO STREET, HAVANA, CUBA

H. J. M. GREEN

United States Representative

ROOM 630, SINGER BLDG. NEW YORK

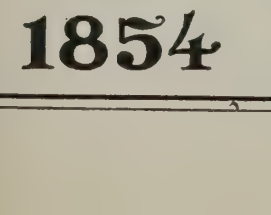
Telephone: Cortlandt 2462

Waldorf-Astoria
Segar Company, Ltd.

WALDORF-ASTORIA,
Clear Havana
SEGARS
Tampa made in all popular sizes

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York



Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York

El Principe de Gales
THE OLD STANDARD
IN
PURE HAVANA
CIGARS
SINCE
1854

REVENUE INSTRUCTIONS

(*Continued from page 32.*)

required to be transcribed on printed blank Form 416a as soon as received by you.

(3) The stamps inventoried as on hand shall, when used, be reported in column headed "Stamps used" in stamp account, not as of the value of same when purchased, but as of the value of same at the new rate, hereinabove given.

(4) At the close of the month, under the head of "Removed taxpaid" and "Value of stamps purchased" and "Value of stamps used" in stamp account, enter separately the quantities of tobacco removed taxpaid, stamps purchased and stamps used, under the different rates of tax. Also fill in under the head of "Stamps purchased" in stamp account the amount of "additional tax paid," so describing such entry.

The following illustration is given as a guide to the manner in which such entries should be made in your Revenue Book 74:

	Removed Tax Paid.						Stamp Account.	
	Plug	Twist.	Fine-cut.	Smoking.	Snuff.	Total.	Purchased.	Used.
Tot. @ 8c..	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	addit'l	tax
	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
Total @ c.	0	0	0	0	0	0	0	0
Total 8c...	0	0	0	0	0	0	addit'l tax	
*** .. c...	0	0	0	0	0	0		

(5) In your monthly return, under the head of "Removed taxpaid" and 'Stamp account," the totals for the month should be filled in to agree with the entries made in your revenue book under instructions in the preceding paragraph.

To Manufacturers of Cigars and Cigarettes.

(1) In your revenue book, under the heads of "Removed taxpaid," "Stamps purchased" and "Stamps used," at the close of the last day under the old rates of tax rule lines and enter immediately below, in red ink, the totals of the several columns.

(2) Under "Stamps purchased" in column subheaded "Value," and immediately beneath the total of said column therein entered as required in the preceding paragraph, enter the amounts of additional taxes shown to be due according to accompanying mimeographed temporary inventory form (and also according to printed blanks Form 416b on which same is to be transcribed as soon as received by you) on account of stamps on hand on the date specified.

(3) The stamps inventoried as on hand shall, when used, be reported in columns under the head of "Stamps used," not as of the value of same when purchased, but as of the value of same at the new rates hereinabove given.

(4) At the close of the month, under the heads of "Removed taxpaid," "Stamps purchased" and "Stamps used," enter separately the number of cigars (and cigarettes) removed taxpaid, stamps purchased and stamps used under the different rates of tax. Also fill in columns subheaded "Value" under "Stamps purchased" in stamp account, the amounts of additional tax paid, so describing each such entry.

The following illustration is given as a guide to the manner in which such entries should be made in your revenue book 73:

	Removed Tax Paid.	Stamps Purchased. Denomination.	Stamps Purchased. Value.	Stamps Used. Denomination.	Stamps Used. Value.
	00	0	00	0	00
	00	0	00	0	00
	00	0	00	0	00
Total old rate.	00	0	00	0	00
		Additional Tax Paid			
	00	0	00	0	00
	00	0	00	0	00
	00	0	00	0	00
Total new rate	00	0	00	0	00
Totals new rate for	00	0	00	0	00
Month old rate	00	Additional Tax Paid 0	00	0	00

(*Continued on page 34.*)

HAVANA CIGARS
ROMEO
Y
JULIETA
The Leader in All the World's Markets
U.S. REPRESENTATIVE
WM. T. TAYLOR - 140 East 34th Street, New York

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

FINEST IN QUALITY— MILDEST IN TASTE
DUBONNET CIGARS
Some Territory Open—Correspondence Solicited
AMERICAN EXCHANGE CIGAR CO., Makers
1059-1061 Third Ave., New York

METROPOLITAN TOBACCO CO.
OFFICES AND MAIN DEPOT, 134-136 GRAND ST., NEW YORK
Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
Jamaica Branch—22-28 Bergen Avenue, Jamaica, N. Y.
Patchogue Branch—28 Ocean Ave., Patchogue, N. Y.
Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

REVENUE INSTRUCTIONS

(*Continued from page 33.*)

(5) In your monthly return, under the heads of "Removed taxpaid," "Stamps purchased" and "Stamps used" in stamp account, the totals for the month should be filled in to agree with the entries made in your revenue book under instructions in the preceding paragraph.

(6) Manufacturers of cigars weighing over three pounds per thousand, taxpaying same under two or more of Classes A, B, C, D or E, at different tax rates, will, until new form of revenue book can be prescribed and printed, be required to indicate the class of cigars taxpaid in heading of successive pages of their revenue book, the lowest tax class being entered on the same page as their material, manufacture, removal for export and for personal consumption and experimental purposes is reported, the succeeding pages for the higher tax classes of cigars containing only entries under the heads of "Removed taxpaid," "Stamps purchased" and "Stamps used." In regard to the monthly returns of such manufacturers it will be necessary, until new blanks can be printed and furnished, for the data contained on the successive pages of the revenue book to be entered on as many different sheets of Form 72, each indicating the class under which taxpaid. The cigar account only need be recapitulated, showing the removals at each different tax rate on the first sheet, that is, the sheet showing the cigars removed at the lowest tax rate.

(7) Unattached stamps of the value of $3.00 per thousand for cigars weighing more than three pounds per thousand which you may have on hand at the time the new rates of tax take effect and for which you have no further use on account of manufacturing only cigars of Classes B, C, D or E, may be returned for redemption provided said stamps have been purchased within a period of two years from date of making claim.

New Sizes of Packages for Cigarettes, Small Cigars, Tobacco and Snuff.

Section 400 provides that cigarettes and small cigars shall be put up in packages or parcels containing five, eight, ten, *twelve,* fifteen, *sixteen,* twenty, *twenty-four, forty,* fifty, *eighty,* or one hundred cigarettes each. (The number in *italics* indicates the new sizes of packages.) It is further provided that to each package or parcel there shall be affixed a suitable stamp denoting the tax thereon which shall be canceled prior to removal for sale or consumption under such regulations as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe. Such stamps shall be affixed in such manner as to seal the package and shall be canceled by the manufacturer writing or imprinting on each stamp his factory number, the number of the district and State, and the date of cancellation to include the month and year. In the case of importer of small cigars or cigarettes the stamp shall be canceled by the owner or importer thereof by writing or imprinting upon the same his name and the date of cancellation to include the month and year.

Stamps for the new sizes of packages for manufactured tobacco and snuff provided for in Section 401, of one-eighth, three-eighths, five-eighths, seven-eighths, one and one-eighth, one and three-eighths, one and five-eighths, one and seven-eighths, and five ounces, shall be affixed and canceled in the same manner as are other strip stamps for tobacco and snuff under the provisions of existing Regulations No. 8, revised July 1, 1910, page 41.

Respectfully,
DANIEL C. ROPER,
Commissioner.

Approved:
L. S. ROWE,
Acting Secretary of the Treasury.

FLORIDA COLLECTIONS FOR

Collections from the sale of cigarettes, cigars and tobacco stamps, in the District of Florida, for the month of October were as follows:

Cigars at $3 per 1,000	$195,330.13
Cigarettes at $1.25 per 1,000.	1,363.53
Tobacco at 8c. per pound....	140.95

Havana Cigar Exports

Exports of cigars, from Havana, during the second half of October, 1917, in comparison with the same period of 1916.

United States	3,844,764	cigars
Great Britain	2,917,310	"
Canada	247,350	"
Spain	184,150	"
Australia	119,350	"
Argentine Republic	116,550	"
France	85,500	"
Egypt	81,755	"
Portugal	58,000	"
Chile	47,819	"
French Africa	44,500	"
Uruguay	33,550	"
Gibraltar	23,000	"
China	14,450	"
Netherlands	11,000	"
Spanish Africa	10,000	"
Panama	7,900	"
British East Indies	4,500	"
Brazil	3,000	"
Dutch West Indies	2,900	"
Mexico	1,300	"
Total from Oct. 16, 1917, to Oct. 31, 1917	7,858,648	"
Total from Oct. 16, 1916, to Oct. 31, 1916	5,089,819	"
Increase during the second half of Oct., 1917	2,768,829	"
Total from Jan. 1, 1916, to Oct. 31, 1916	99,051,784	"
Total from Jan. 1, 1917, to Oct. 31, 1917	85,484,263	"

Decrease during the first 10 mo of 1917, 13,567,521 cigars.

Increases by countries in the se half of October, 1917, as compared 1916.

Great Britain	2,300,290 ci
United States	1,291,889
Egypt	81,755
Portugal	58,00
France	57,600
Canada	42,450
French Africa	33,900
Uruguay	33,550
Gibraltar	21,000
Argentine Republic	15,736
Total	3,936,170

Decreases by countries in the sec half of October, 1917, as compared 1916.

Russia	543,750 ci
Spain	454,145
Australia	69,750
Panama	47,600
Norway	35,000
Chile	26,046
Total	1,176,291

INCONSISTENT

There are many inconsistent men
But the doctor tops the lot—
He tells you you need change, and then
Takes all the change you've got
—Boston Transcript.

Doc Lewstater says that there i Salvation Army barracks in his to that has a number of signs painted the outside. One of the signs rea "Whiskey Is Your Enemy." And other reads: "Love Thine Enemies.

First Consul
CLEAR HAVANA CIGAR
LINCOLN BROS., Manufacturers
466-468 Broome St., New York
MONTE CRISTO
SOLD SINCE 1865 CONTINUOUSLY
MILD HAVANA

El Leon Invincibles
Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
JOSEPH P. MANNING CO.
BOSTON, MASS.



F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO
FLOR DE NARVEZ
VICLO
TRADE MARK
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatia, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality
HAVANA CIGARS
LA AMITA
Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

VICENTE GUERRA
FRANK R. DIAZ
GUERRA, DIAZ & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS.
La Flor De V. Guerra Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 6. NEW YORK, NOVEMBER 22, 1917. PER ANNUM, $2.00 SIX MONTHS, $1.00

DIRECTED TO PREPARE FOR INVENTORIES

Washington, November 21—Internal Revenue Commissioner Roper today issued instructions to collectors relative to inventories of cigar and tobacco factories on January 1 next and verification of such inventories by collectors or their deputies. LAMM.

TOBACCO CROP SUMMARY

WASHINGTON, November 19.—A preliminary ummary of the entire tobacco crop of the Jnited States, based on the reports sent in o the Department of Agriculture shows a otal production of 1,185,478,000 pounds, as gainst December estimate of 1917 of 1,150,-22,000 pounds, and as against a five-year verage for the years 1911-1915 of 983,723,000 ounds. The total acreage was 1,418,400, as gainst 1,411,800 acres in 1916. While the stimate is still over the December produc-ion for 1916, it is less than might have been xpected, since the October forecast was for ,243,023,000 pounds.

An average yield per acre in 1917 is 835.8 ounds, as against 818.2 pounds for the ten-ear average.

North Carolina and Virginia crops are re-ponsible for the decrease, the former falling rom 218,117,000 pounds, the October forecast o 199,584,000 pounds, and the latter from 31,242,000 to 418,140,000 pounds. Other tates showing decreased preliminary returns s compared with the October forecast are lew Hampshire, 171,000 to 167,000 pounds; 'ermont, 170,000 to 165,000 pounds; Rhode sland, from 11,283,000 to 10,293,000 pounds; onnecticut, from 33,966,000 to 31,080,000 ounds; New York, from 4,388,000 to 4,250,-00 pounds; Delaware, from 59,013,000 to 58,-00,000 pounds; Maryland, from 22,654,000 to 2,594,000 pounds; Virginia, from 140,483,000 o 126,350,000; Illinois, from 604,000 to 560,-00; Wisconsin, from 55,753,000 to 52,164,000 ounds; Tennessee, from 81,760,000 to 81,710,-00; Louisiana, from 218,000 to 210,000 ounds.

The only States showing an increase over he October estimate are South Carolina, with 7,970,000 pounds, as against 57,015,000 ounds in October; Georgia, 1,600,000, as gainst 1,496,000 for October; Florida, 3,410,000, as against 3,240,000. The largest increase is in the crop for Ohio, for which the summary shows 101,760,000 pounds, as against 98,675,000 pounds for the October estimate; Indiana shows 14,060,000, as against 13,364,000 in October; Alabama, 146,000, as against 134,000, and Arkansas, 210,000, as against 208,000 pounds. TENNILLE.

BIG LA GIRALDA CIGAR FACTORY WAS BURNED

Cablegrams from Manila report the destruction of La Giralda Cigar factory, by fire.

This big, well known factory, owned and operated by the Philippine Co. Ltd. was one of the more famous establishments in Manila. Cigars made by La Giralda justly had a high reputation. From the factory, cigars by the million were shipped to the United States, Australia and Europe.

Concerning the rebuilding of the factory, no definite announcement has been made as yet. Nor is the exact extent of the loss known here.

It happens however, because of big orders placed by Bowring & Co., the American sales agents for the Philippine Co. Ltd., that a number of of unusually large shipments of cigars from La Giralda factory are now on the way to the United States. And Sales Manager Ernst J. Moss announces that during the next 90 days the requirement of customers will be met.

VERY POPULAR POLICY

Applications by the Sackful for War Risk Insurance —More Than $500,000,000 Written in a Month.

WASHINGTON, November 17.—Applications for more than $552,000,000 of life insurance, Secretary McAdoo announced today, had been received by the Military and Naval Division of the Bureau of War-Risk Insurance of the Treasury Department up to the close of business today.

This represents a little more than one month's operation of the War-Insurance Act. Under the law, soldiers, sailors, marines and nurses in active service, in addition to family allowances and death and disability compensation furnished by the Government without charge, may

(*Continued on page* 10.)

TAMPA CIGAR MAKERS VOTE AGAINST STRIKE

Tampa, November 20 — Cigar makers here in mass meeting last night voted overwhelmingly against general strike, and to confine strike to one factory. Now thought general strike impossible this year. F. L. HUFFAKER.

NO CIGARETTE SALES

Allowed in Nashville—The Lid Is Clamped Down—Authorities Give "Final Warning" to Dealers.

Heeding the final warning of the authorities in Nashville, all of the uptown cigarette dealers clamped down the lid Sunday. Smokers who failed to supply themselves Saturday found it impossible to buy cigarettes at any price in a Nashville cigar store.

Acting Sheriff Yeaman, following a meeting of the county officers at the court house Saturday afternoon, gave final notice that the sale of cigarettes in Nashville would be tolerated no longer. Instructions were given the deputies by Mr. Yeaman and County Attorney T. J. McMorrough to see to the enforcement of the cigarette law.

Sheriff Yeaman told a Nashville *Banner* reporter Sunday that he had received assurance from some of the dealers that the cigarette law would not be violated further by them. Uptown dealers, he said, have planned to sign an agreement to sell no more cigarettes as long as the law prohibiting it remains on the statute books. In the opinion of the authorities the cigarette is a thing of the past in Nashville.

"No arrests have been yet been made under the law, and the officers expect to make none unless attempts are made to 'bootleg' the prohibited smokes. It is believed the merchants will co-operate with the authorities in their effort to enforce this law.

"The recent imposition of the war tax and the increased cost of cigarettes have cut down the profit of the retail dealer and it is not believed that the action of the authorities will be a great blow to the merchants. The smokers themselves are making the clamor.

"The Nashville police department will also help to exterminate the cigarette, Chief Barthell having been instructed by Mayor Gupton to have his men see to the enforcement of this law. City Judge Madison Wells has announced that any case growing out of the unlawful sale of cigarettes will be bound over to the criminal court."

TO RELIEVE SUFFERING

George W. Hill, Vice-President of the American Tobacco Co., Will Devote All His Time to Red Cross Work During the War.

Percival S. Hill, president of the American Tobacco Co., from the beginning has been more than a generous contributor to the Red Cross fund. On various occasions, he has gone out of his way to render important assistance.

And his son has done likewise.

George W. Hill, vice president of the American Tobacco Co., will devote his entire time to Red Cross work, during the war.

The Red Cross Society urgently needs the services of trained and able men, energetic and capable executives who can get big things done quickly.

Called to Washington "to help out," George W. Hill promptly responded. He went to Washington Monday. And, if need be, he will stick to the work, wherever it may take him, until peace comes.

The better to make his ability and experience available, he was assigned to the committee on transportation and foreign relations. To expedite the shipment of supplies, to distribute relief in the manner most effective, is a task proportioned according to the extent of the war.

To alleviate the suffering and misery that war causes is a duty next to the achievement of victory. Successful Red Cross work just now requires intelligence, diligence, zeal and skill developed to the superlative. Incessant, multipled and heartrending are the appeals for help.

Though the American Red Cross Society has a working force and funds exceeding anything of the kind ever obtained before, even greater is the need for deeds of mercy. Each contribution that adds to the usefulness of the Red Cross is a godsend. Each worker that does something toward minimizing the horrors of war is entitled to gratitude.

Until the death blow is dealt to Kaiserism, Americans must fight. Havoc and slaughter will continue until the triumph of the right is assured. And next to swift and continuous success for our troops is desired the most beneficial utilization of the resources of the Red Cross.

No planning is too arduous, no toil is too strenuous, to be required of a Red Cross worker today. And, for the labor, the chief reward is the privilege of helping those who suffer.

Joining the Red Cross working force signifies willingness to be of service to humanity.

All who know him believe that, as a Red Cross worker, George W. Hill will prove to be unusually zealous and capable.

SECRETARY OF THE T. M. A. IN WASHINGTON.

WASHINGTON, November 20. — Counsellor Charles Dushkind, secretary of the T. M. A., was in Washington to-day to see Treasury Department officials in connection with certain revenue matters. He stated that his visit to the officials was not of general interest to the trade.

C. W. McCormick was heard from at Denver last week, where he finds the new Coronado size of Webster in tins of 50s are taking well.

Restrictions Must Be Reasonable

One Contract Held—Another Didn't—Why?

(Copyright 1917, by Elton J. Buckley)

In the same State, at about the same time, two men sold their businesses. One was a retail coal dealer, the other a manufacturer of a wrapping device. In both cases the buyers set out to protect themselves by inserting in the agreement of sale a clause binding the seller not to re-engage in the same business for a certain time. These clauses are always inserted in an agreement to sell a business, if the buyer knows his business. Otherwise a man may sell his store one day and immediately open another one the next day, of course taking all the trade he had just sold.

In both of these two cases I have referred to, the sellers, after getting the buyer's money, attempted to get out of their agreements not to re-engage in the same business. In both cases the buyers appealed to the courts for an injunction. One got it and the other did not. The difference between the two cases shows so clearly how to make and how not to make agreements restricting the seller of a business from going into the same business again, that I shall devote this article to pointing the difference out.

In the coal man's case, the seller sold his trade name, trade-mark, good will, fixtures, stock in trade—everything connected with the business—and agreed not to re-engage in the coal business in the same city for two years, and not within two miles from his former place of business for five years. Three years afterward he opened up another coal yard a little more than two miles from his old place, but solicited orders within the two-mile radius. When his old buyer took him into court on an application for an injunction, the court said the restrictive agreement was legal and would be upheld, and an injunction was granted restraining the seller from soliciting any business whatever within a radius of two miles from his old stand.

The court said this:

> We are of opinion that it is a breach of the agreement to conduct a business similar to the one transferred within the radius of two miles from Main and Price streets or to do acts in violation of the spirit and intent of the contract. The defendant cannot be restrained from establishing a coal yard, after the term of two years, beyond the territorial limits set forth in the agreement, but the soliciting of business, the selling and delivery of coal to customers within the territorial limits is carrying on business and a breach of the contract.

I am often asked, in cases like this, whether the seller of a business who binds himself not to re-engage in the same line for a time, and within a certain territory, could fill orders that came to him voluntarily from old customers within the prescribed territory. Of course he could, but he would have to show very clearly that the order did not result from some direct or indirect solicitation of his.

So the buyer of the coal business got his injunction. The buyer of the manufacturing business was less successful. Let us see why. In the latter case the selling agreement bound the seller "not to engage, directly or indirectly, in the busness of manufacturing or selling the same or any competing material in the United States." After a while the seller of the business started in to sell a competing product ar an injunction was asked against him. The cou said no; this time the agreement keeping th seller out of business was not legal and wou not be upheld, because it was not reasonabl Instead of keeping him out for a limited tin and a limited territory, merely enough to giv the buyer a chance to get settled, it sought keep him out for all time and in the who United States. This is from the court's dec sion:

> This restriction was not reasonable. Such a co tract in restraint of trade is clearly unreasonab Such a requirement is not at all necessary for th proper protection of the rights of the plaintiff ar it is oppressive to defendant.
>
> The restriction here is also unreasonable in that is unlimited as to time. It is a well-settled rule law that an agreement in general restraint of tra is illegal and void, but an agreement which operat merely in partial restraint of trade is good, provid it is not unreasonable and there be a considerati to support it. In order that it may not be unreaso able, the restraint imposed must not be longer tha is required for the necessary protection of the par with whom the contract is made (the buyer). longer contract, even in good consideration, is he void, as being too general a restraint of trade; but contract not to use a trade at a particular place, it be founded on a good consideration and be ma for a proper and useful purpose, is valid. Of cours a contract not to exercise a trade generally wou be obnoxious to the rule, and would be void.
>
> In Union Strawboard Co. vs. Bonfield, 193 Ill. 42 the contract was in connection with the sale of business, and a reasonable restriction was justifie but it was there said: "The courts will not enfor any contract which excludes a party generally fro following any lawful trade or business beneficial the community and to him."
>
> In the case at bar, the contract in restraint of tra being unlimited as to time, and as to space extendi over the entire country, must be regarded as exten ing the restraint further than is necessary for t reasonable protection of the convenantee. Referen to the nature and subject-matter of the restricti makes its unreasonableness more clearly apparent.

In other words, the buyer of the coal bus ness got his injunction because his lawyer kne the law of restraining agreements, and th other buyer lost his because his lawyer did not

AS H. J. RABANUS QUITS

His Voluntary Petition in Bankruptcy Claims Asse Amounting to $2,570.41 and Liabilities Totalling $4,098.

A voluntary petition in bankruptcy has be filed by Henry J. Rabanus, a cigar and tobac dealer at 453 State street, New Haven, wi Referee in Bankruptcy Carleton Hoadley. Th assets are given as $2,570.41 and the liabiliti as $4,098.

The assets are given as stock in trade, $80 notes due, $20.88, and accounts due $1,729.5 The liabilities are: Secured claims, $1,946.7 unsecured claims, $1,729.53; notes, $400, a taxes, $20.

The list of creditors is as follows:

W. H. Galvin Co., $57.40; A. Kappa C $35; John F. Scholl & Son, $17; Loose-Wil Biscuit Co., $30.85; New Haven Gas Lig Co., $25.33; F. D. Grave, $11.70; M. Zund & Sons, $3.56; Sig. Herrmann, $35; Gusta Goebel, $61.90; New Haven Tobacco Co., $ 009.09; Hyman F. Brown, $60; S. Monday Sons, $38.48; P. Lorillard Co., $1,095.0 Manhattan Brier Pipe Co., $84; Metropolit Tobacco Co., $75; Penn Tobacco Co., $3 Burley Tobacco Co., $29.33, and Weyma Bruton Co., $24.84.

Soldiers in France are eager for cigars.

"TIPPING THINGS OFF"

Regarding Trade Up State

New York State Capitol District, November 19, 1917.—In the syndicated weekly reviews of R. G. Dun & Co., Bradstreet, Henry Clews, Roger Babson, and various other commercial authorities upon the current conditions of business, statements are frequently issued which undeniably reflect the personal impressions of the individual composing the article.

Then, to eliminate this undesirable feature from the thought of the reader, the writer always uses a stock phrase. This phrase simply is a funny little word-group, which acts as a subterfuge to express the consensus of a digest upon opinions of those interviewed.

So the mode of speech becomes exceedingly familiar to all of us when the newspaper merely says: "It is pointed out."

Now, if this sentence means just what it indicates, we at once think of the fifth-reader school teacher, standing at the blackboard, pointer in hand, showing the class this understanding of the educational what and how.

Also, many of us immediately, almost automatically, recall the pointing index finger, firmly attached in our minds to the established hand and cuff.

While, with another instant's reflection, we see, too, the analogy of the pointing advertising arrows. Everybody uses them, pointing and shooting here and there over every red barn as the farmer's weathervane.

If it is "pointed out," then it should be extremely plain and understandable to each and every one except the class dunce.

But, the fact is, no one seems to be able to get at the point of this "pointed out" bull. Sure, they read about it in the Morning Bluff. And they read about it some more in the Evening Stuff.

Still the majority of business men, evidently class duncemen, fail to observe, notice and see these plain "pointed out" facts, even when the chart becomes a graphic, completely covered with the rise and fall of the red, blue and black lines of fluctuating trade.

Commercial laws, rules, regulations tell us, say these "pointed out" gentlemen, that thus and so will occur aprpoximately at a designated date.

Do they happen? Does the event occur? Does trade improve? Or does the doubtful dollar neglect to multiply itself as the teacher says it should when she "pointed out" the conclusive causes of both large and small values?

Well, ask the tobacoc man. He's pretty close to the man on the curb. Begin with the retailer. Go next to the jobber. Then to the manufacturer. Ask them *all* just how business really is.

Inquire, if you will, what the "pointed out" fellers told them weeks and months ago. Or take down a file of the library's old papers and see for yourself.

See if "it was pointed out" that cash registers and bank balances would be screaming prosperity or howling havoc for this present time and occasion.

Whatever the answer may be here in the Capitol District, center of the nation's 2 per cent of population, may not be true elsewhere in the country.

But here, right here, in the exact middle of an important financial and distributing territory, the "pointed out" lads have hunted cover, probably in a shell-crater, awaiting the cheerful sun of a more propitious moment to announce the approach of a more *pointed* period of general commercial prosperity.

Workmen are now engaged in constructing a turnstile entrance of glass and brass for the Flemish front of the State Street Keeler restaurant..

When completed, this improvement will greatly increase the desirability of the front tables for the winter season. For, with the former door, the service near the entrance was seriously impaired by draughts from the ever-open portal.

Temporarily, the entrance for the ground floor front is to the right of the cigar stand. Manager Richardson reports business a trifle slow.

Who's your dentist? Did he ever tell you your teeth were so poor that he would be obliged to extract all of them, replacing the entire outfit with a phoney set?

Well, that's just what he told Unser Fritz. You don't know Uncle Fritz? Why, man, he's known to nearly every one in Albany!

Because Fritz Bressler, you should be advised. has been a politician and a city clerk of the Capitol City ever since Hendrik Hudson sailed up the creek in his Half-Moon.

About that same time, too, the Mohawk Indians hereabout began to tell the Dutch traders how to cure toothache. Also, how to preserve those same useful teeth.

How? Simple enuf! Merely chew terbacker, that's all! Unser Fritz tried it, and saved his teeth without ever again approaching that deadly dentist.

And Fritz's father, 86 years alive, chewed likewise. But, the secret is—they never spit!

Where is little Mannie Edgeley? Thirty years agone he resided at Columbiaville, Columbia County, New York. He was then just about three years of age, says the Albany *Evening Journal* in its clip column of events coming and going.

So now Mannie should be a man 33 years young. And the idee of locating this present Mr. Edgeley is to find out if he still maintains his youthful record as a steinmetz-smoker.

For, at the time his championship was chalked on the board, Mannie had been smoking either a pipeful or a full cigar every day since he was old enough to stand alone!

Moreover, Mannie became indisposed, ill and sick unless he obtained his regulation smoke every single day!

(*Continued on page* 26)



MAKING TUVALS EVEN MORE APPEALING

An attractive packing just introduced by Marcellino Perez & Co. Because but a limited number of the glass fronted boxes could be procured in time, this form of packing will be restricted to the Novedades size this year. As holiday offerings, Tuval cigars always are appreciated. And the packing shown was designed particularly for club men and patrons of fashionable hotels.

Being absolutely clear Havanas of the highest grade, Tuvals invariably typify quality. Known from coast to coast, smoked by men who insist on having good cigars, Tuvals continually are acquiring greater popularity.

TOBACCO
· ESTABLISHED · 1886 ·

DEVOTED EXCLUSIVELY TO THE INTERESTS OF THE MANUFACTURING, WHOLESALE AND RETAIL CIGAR AND TOBACCO TRADE.

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, NOVEMBER 22, 1917.

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ACCEPTING THE SITUATION

It doesn't pay to be pessimistic. Nor is much gained by being grouchy. One can't have everything. Neither does prosperity bless all alike. He who is ready to whine always has a sad story to tell. But it is proverbial that "misfortune will not abide with a cheerful man."

"What's the matter with the cigar business?" From some wails that have been made, an outsider might infer that every cigar manufacturer was facing ruin. When, in fact, conditions are not nearly so bad as it might be. It is true that additional difficulties and increased expense are associated with production. Such troubles, certainly due in part to the war, are not restricted to cigar manufacturers.

Men engaged in other industries may have greater cause to complain. The cigar manufacturer has to pay more for material and labor. But in most instances, he has a stock of tobacco. And more tobacco is procurable at a price. Possibly he is unable to secure all the help he wants during the busy season. Yet skilled cigar makers seldom are persuaded to work at another trade. And, today, numerous factories are exceeding former outputs, despite the war.

There is a ready market. The average cigar manufacturer, at present, is unable to fill all orders. Almost without exception, the popular brands are far oversold.

The inflation of values, the increased amount of money in circulation, makes collections easier. The percentage of bad accounts now is notably small. Few and unimportant were the failures that have occurred in recent months.

Throughout the country, in many instances, cigar prices have been advanced. Admitting that some things are unsatisfactory, the cigar manufacturer is neither discouraged nor scared.

UNCLE SAM'S MERCHANTMEN

The merchant marine the United States is to have now begins to assume form on paper. The new vessels soon will begin to take the water with regularity. At the end of September 458 vessels carrying the American flag, either engaged in foreign trade or capable of it, and each with a capacity in excess of 1,500 tons deadweight, represented a total of 2,871,000 tons. This fleet is to be multiplied several times over. Twenty-seven shipyards are building thirty-five-hundred-ton wooden steamers on government account, and ten or more are at work on steel vessels. Engine-builders and makers of other equipment are busily at work, that their part of the task may not be backward.

Prospective totals are hard to guess. Official statements, however, afford some basis for an estimate. At the end of September the 458 vessels already in service under the American flag were to be increased by 117 German and Austrian ships, together with 400 steel vessels commandeered in all stages of construction. At the same time the Shipping Board's corporation had let contracts for 636 vessels. If all these vessels which are yet to be constructed are completed by the end of 1918, and there were no losses in the interval, we should then have sixteen hundred vessels in our merchant marine and they would have an aggregate carrying capacity of 9,200,000 tons. Although we may have some difficulty in rolling up such a total, we may recall that on June 30, 1914, we had American vessels registered in foreign trade to a total of only 1,076,000 tons gross.

The "suggestions" regarding hours of labor and wages issued by the chief of the Ordance Bureau of the War Department and the quartermaster general show that the government of this country has profited by a study of labor conditions in Great Britain during the war. While not directing the observance of an eight-hour day, these suggestions plainly indicate a belief in the desirability of short working hours, placing the ten-hour day as the maximum, with an eight-hour day for women employes, if possible, together with a prohibition of night work for women. Along with this, the maintenance of existing standards of wages is recommended.

MY DARLING PIPE

PIPE, my darling,
Fate is snarling—
Let her snarl.
Thou art my love,
Thee do I love
Best of all.
In thy kisses,
Truest blisses
Ever dwell.
Faithful ever,
Pouting never—
Ah! 'tis well.
Pipe, my darling,
Fate is snarling—
Let her snarl.

All foresaken,
Friends are taken
Day by day;
I am weeping,
They are sleeping,
Laid away.
But, with thee, love,
What to me, love,
Is this strife;
Since, caressing
Thee, my blessing,
Sweet is life?
Pipe, my darling,
Fate is snarling—
Let her snarl.

Summer's going;
Bleak are growing
Autumn hours;
Leaves are falling,
Spring recalling
All her flowers.
Man's ambition,
Like a vision,
Fades away;
And his nearest
Hopes, and dearest,
All decay.
Pipe, my darling,
Fate is snarling—
Let her snarl.

Harry Lloyd.

Our army must have supplies. Supplies sufficient for our army cannot be produced without the full effort of labor; an effort based not only on the full efficiency of every man, but upon his patriotic endeavor to do a little more than he would ordinarily do. This work must be done without interruption, constantly, unceasingly and with the full knowledge that the stoppage of work means a certain increase in the cost of war, whether that increase be in blood or money. Everyone must accept the simple fact, that labor must give its full share in winning the war.—*American Industry.*

Samuel Gompers the Outspoken Patriot

The Cigar-Maker Who Leads Organized Labor in America

Fifty-three years ago—the year of the Battle of Gettysburg—an undersized, though stocky, youngster of 13 followed his parents down the gangplank of the London packet and plunged into the New World, as represented by the East Side of New York, there to take up the trade of cigar-maker at the bench beside his father.

Starting work as a child, young Gompers might have become merely a skillful and plodding cigar-maker. But those who rolled cigars then were inclined to be philosophical. The experts rolled only with their hands; their heads were free to think. As aids to thinking they had reading while they worked; sometimes they hired a reader, or one of their own number would read and be paid by a pro rata contribution of the number of cigars which he would have made had he been working instead of reading.

Gompers soon became the favorite shop reader, and probably it was in that cigar factory that he cultivated the splendid speaking voice and the precise yet warm enunciation which has so often made the crowd his. Moreover, it opened his brain to new thoughts; he became an avid, omnivorous reader.

In 1864—he was only 14 years old and had been in the country but a year—the Cigar-Makers' International Union was formed and the boy joined it; today he is the oldest member of the union and carries card No. 1. Incidentally he can still roll a cigar as well as he can smoke one. Any one who has seen Sam. Gompers vigorously puffing will know the extent of this compliment.

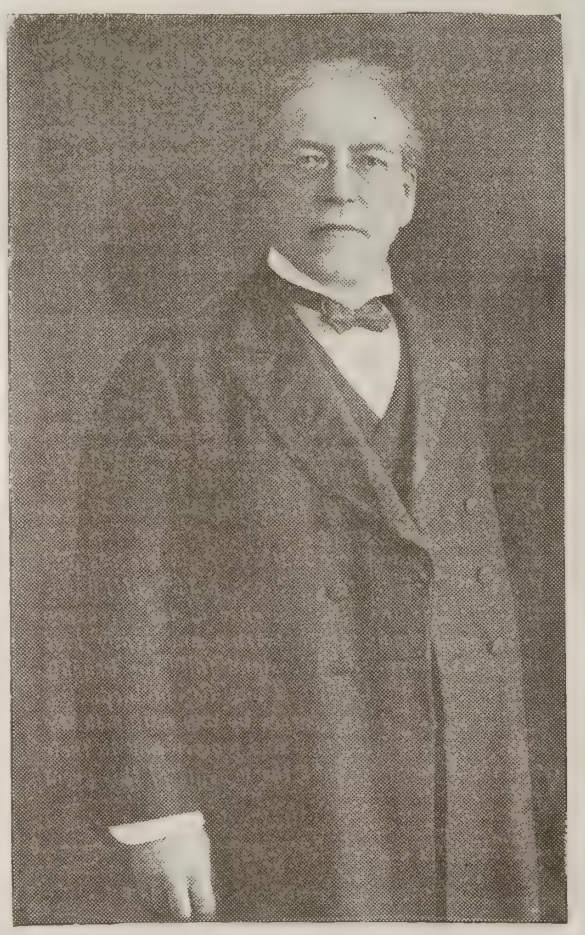
The young man soon became the leading spirit of his union—he grasped what unions might do if they were brought together into one great body. His chance came at Pittsburgh in 1881, when the American Federation of Labor was founded; he was one of the guiding minds of the organization. The delegates so quickly recognized his ability that they elected him president. He refused the office that year and accepted the vice-presidency instead; but the next year the chief office was forced upon him and he has since been re-elected year after year with the single exception of 1895, when John McBride, the coal miner who died recently, was elected after a close vote.

During the first six years of his presidency, Gompers served without salary and continued at his trade. Then the Federation granted him the munificent salary of $1,200 a year. The salary is now larger, but it is still less than ten thousand a year. Gompers could earn many times that amount in civil life and has been offered more than that for lecture tours.

Gompers has not sought personal advantage in any of his work, and neither is he a candidate for political preferment. Back in 1887 he was offered the nomination for the State Senate in New York by both parties, but he declined; in the next year he would not consent to run for Congress, and Governor Hill of New York had to accept his declination of the chairmanship of the State Board of Arbitration at $3,000 a year—a sum that was great to Gompers in those days.

The American Federation of Labor has grown under Gompers from a body of 15 unions and 50,000 members in 1881 to 21,711 unions and more than 2,000,000 members in 1916.

How has he managed to keep the control, to maintain a steady progress and not be caught in the swirling tides of politics? By solid, feet-on-the-ground statesmanship, which is another way of saying by hard horse sense. Instead of being led off into utopian dreams, Gompers—though a dreamer—has recognized that labor and capital are not opposed but complementary forces and that both prosper best under conditions which beget mutual good will; he thinks that down under the skin the average capitalist and the average laboring man are not so very unlike and that they can always come together under some form of agreement. Therefore he advocates the voluntary trade agreement and looks at a strike only as a last resort of the wrongheaded.



SAMUEL GOMPERS
President of the American Federation of Labor

Gompers holds that strikes are never necessary except when some one has lost his head, and he never sanctions a strike when any other means of reaching a settlement is possible. For instance, at the time of the great Chicago strike he refused to call a general sympathetic strike in spite of the torrents of abuse heaped upon him, and he thus averted what would probably have been a bloody revolution. He has steadily avoided the pressure to form a labor party in this country because he thinks that the welfare of labor should not be confused with other national interests, but should be the concern of all parties.

Concerning himself, Gompers declares: "I am not in any sense a socialist. I have fought all my life against socialism; I am a trade unionist, which means that I believe in the natural, rational progress and development of society. That progress does not come by leaps and bounds. The socialists would have everything at once; their kind of progress also brings rebounds and reactions. The French Revolution brought good, but it also paved the way for the autocracy of Napoleon. One need not go into the past to demonstrate the fallacy of socialism—just look at the turmoil in Russia with the enemy at the gate. I am an internationalist, but my doctrine is an addition to nationalism and not a subtraction. I must first be a citizen of America before I can be a citizen of the world."

It is hard to catch up with Gompers these days; in normal times he is busy enough with the presidency of the American Federation of Labor and its more than two million members and with the editorship of the *American Federationist,* a monthly magazine in which he writes all of the editorials and usually the leading article. But now he is also one of the five members of the Advisory Commission of the Council of National Defense and chairman of the Labor Committee. And lately he has started, and is the leading spirit, in the American Alliance for Labor and Democracy, formed to combat destructive socialism and anarchy and more especially to thwart the doings of the vociferous, peripatetic People's Council. Each of these tasks involves time and traveling.

In *Leslie's,* describing Gompers as one of the "Men Who Are Winning the War," Samuel Crowther says: "I saw him at his office in the new Federation of Labor building; I had previously not been in the new building and I rather expected that his offices would have been elaborated to some extent and that at least he would have indulged in a little undemocratic furniture, but I found him in a good-sized corner room seated at the same long table that he has used for years and surrounded by exactly the same plain chairs and furnishings with which he had lived before. The office is entirely plain, and its sole decorations are autographed photographs of three presidents of the United States—Roosevelt, Taft and Wilson. It is an office to suggest peace and meditation and probably it does when it is tenanted by a less dynamic force than Samuel Gompers.

"It is the personal force of Gompers that drowns almost every other impression of personality."

In Crowther's excellent story in *Leslie's* (from which lengthy excerpts are here taken) it is further said that Gompers "finds his enemies not among employers, but among the fake labor leaders and the fanatics and the pro-Germans. He is apparently hot-headed and aggressive, but he never loses either his poise or his head in an argument; he can fight with apparent abandon, but with a weather eye always open, and he is as little disconcerted by a new turn in a debate as he was when once a man leaped at him brandishing two loaded pistols; Gompers, with the quickness of a Corbett, took away the weapons and went on with his speech. When a man has been running labor conventions for thirty years, a pistol or two under his nose does not bother him!

"He is an orator, half of the old school and half of the new; he starts easily and quietly and then warms into his subject with compelling force and resounding periods. He uses an almost classical diction and he knows nothing of slang; at times he reverts to trite phrases both in speaking and writing, but he chooses them consciously because he knows that his hearers will the better grasp his point by having it familiarly draped; he can roll off an old phrase as though he were the first to say it."

One of the best things Gompers ever said was: "We shall strip the mask from those who in the name of democracy, antimilitarism and peace are engaged in the nefarious propaganda of treachery to all that these noble words represent. Democracy will not be served by the victory of autocracy—by letting the Declaration of Independence be supplanted by the Kaiser's fist.

"We shall fight this war to victory."

Insurance That Every Soldier Should Have

The United States Is Just and Generous to Those Who Serve

A Statement by the Secretary of the Treasury

The Secretary of the Treasury, through the Bureau of War Risk Insurance, has been charged with the administration of the War Insurance Law enacted by the Congress as a measure of justice to the men and women who have been called to give their lives, if need be, in the service of their country.

I wish to acquaint you with the benefits and privileges which your Government has placed at your disposal. It is essential that you and your families at home should know of your and their rights under this law in order that full advantage may be taken of them.

To care for the wife and children of the enlisted man during his service, the War Insurance Law compels him to contribute up to one-half of his pay for their support. The Government, on application, will generously add to this an allowance of from $5 to $50 a month, according to the size of the the family. Moreover, if the enlisted man will make some further provision himself for a dependent parent, brother, sister, or grandchild, they may be included in the Government allowance.

If, as a result of injuries incurred or disease contracted in the line of duty, an officer or enlisted man or an Army or Navy nurse should be disabled, provision is made for compensation of from $30 to $100 a month to him, and, should he die, compensation of from $20 to $75 a month will be paid to his wife, his child, or his widowed mother.

In order, however, fully to protect each person and family, Congress has made it possible for every soldier, sailor, and nurse to obtain life and total-disability insurance. This insurance applies to injuries received while he or she is in the service or after he or she shall have left it.

Exposure to the extra dangers of war makes the cost of life insurance in private life insurance companies prohibitive. It was, therefore, a plain duty and obligation for the Government to assume the risk of insuring hundreds of thousands of our soldiers and sailors who are making the supreme sacrifice. Under this law, every soldier and sailor and nurse, commissioned and enlisted, and of any age, has the right, between now and February 12, 1918, to take out life and total-disability insurance up to $10,000 at very low cost, with the Government without medical examination. This right is purely optional. The soldiers and sailors are not compelled to take insurance, but if they desire to exercise the right, they must do so before the 12th of February, 1918. The cost ranges from 65 cents monthly, at the age of 21, to $1.20 monthly, at the age of 51, for each $1,000 of insurance. This is a small charge on a man's pay—small in proportion to the benefits it may bring. The premiums will be deducted from his pay, if he desires, thus eliminating trouble on his part.

To provide adequate protection until February 12, 1918, during the period when the soldiers and sailors are learning the details of this law, the Government automatically insures each man and woman, commissioned or enlisted in the military service of the United States. It pays the man $25 a month during total permanent disability; if he dies within 20 years, it pays the rest of 240 monthly installments of $25 each to his wife, child, or widowed mother.

I desire to call the provisions of this just and generous law to the attention of our officers and enlisted men and women so that they may not be deprived of their rights through lack of knowledge. Full information may be obtained from the Bureau of War Risk Insurance of the Treasury Department, Washington, D. C. I earnestly urge that the officers of the Army and Navy give to the men under their command all possible aid in helping them to understand fully the benefits that this insurance may bring to their families and the small cost at which it may be obtained.

This is the greatest measure of protection ever offered to its fighting forces by any nation in the history of the world. It is not charity; it is simply justice to the enlisted men and women and to their loved ones at home, and each and every one of them should promptly take the benefits of this great law.

Anti-Coupon Laws Are Unconstitutional

In Colorado, Michigan, Indiana and Massachusetts—According to Court Decisions Recently Made—The Law as Interpreted in Various Cases

City ordinances in effect in Denver, "prohibiting the issue and redemption of coupons and the giving of prizes or premiums or other forms of bonuses for the promotion of sales," have been declared to be unconstitutional by the County Court in Denver. The decision was rendered in a proceeding begun by the city of Denver against the Post Printing and Publishing Co., proprietors of the *Denver Post*. The decision is looked on as an important adjudication of the question involved. The ordinances in Denver seek to prohibit the issuance and redemption of coupons and certificates of all kinds, trading stamps, etc., and therefore apply to the profit-sharing plan of the United Cigar Stores Co.

The constitutionality of an ordinance of this character is an old question in Colorado. Prior to the passage of the ordinances just declared unconstitutional, a substantially similar ordinance had been passed, and on being attacked in the highest court of the State, was declared to be unconstitutional, the decision being handed down in the case of Denver against Frueaff. The court, in deciding the *Denver Post* case, follows the Frueaff case, and the decision therefore is regarded by lawyers as likely to stand.

The Supreme Court of Michigan, in an opinion filed September 27, 1917, rendered a decision adverse to the enforcement of a recent anti-coupon law enacted in that State, and last April the Massachusetts legislature, in accordance with the provisions of the Massachusetts Constitution, referred a proposed anti-coupon bill to the Justices of the Supreme Judicial Court of that State for an opinion as to its constitutionality, and the Court reported that in its opinion such proposed legislation would be unconstitutional; likewise, on September 4, 1917, the Indiana Circuit Court for the County of Vigo, held the Indiana anti-premium law unconstitutional, in a proceeding brought by the State against the Surety Coupon Co. These decisions have all been rendered subsequent to the decree in the United States Supreme Court in the State of Washington case. The Supreme Court, it will be recalled, relegated to the several States, through their courts, the power to pass on the constitutionality of their own laws.

CUBA'S FIRST OFFERING

A Red Cross Unit and a Million Dollar Fund—Dr. Menocal Goes to Washington for a Conference.

WASHINGTON, November 18.—Dr. Rafael Menocal, a prominent Cuban surgeon, arrived here from Havana Sunday afternoon to take up with American Red Cross officials the necessary preparations for the field hospital and equipment to be sent to France by the Cuban Red Cross. This Hospital Unit, equipped and manned exclusively by Cubans, and with a staff of Cuban physicians and nurses, has been financed through the efforts of Madame Mariana Seva de Menocal, wife of the President of Cuba. Dr. Menocal brought with him the news that more than half of the million-dollar fund necessary to maintain the Cuban Red Cross Hospital Unit, has already been paid in, and that Madame Menocal and her assistants are convinced that the full million will be in hand in a short time.

He will confer with various officials of the American Red Cross, and in these conferences details of the formation of Cuba's contribution to humanitarian work in France will be finally determined. Dr. Menocal is a son of the late Dr. Raimundo Menocal, who, at the time of his death last August, was Secretary of Sanitation in the Cuban Cabinet.

OF VERY GOOD QUALITY

The Turkish Tobacco Grown This Year in the Trebizond—Platana District—Vice Consul Montesanto's Report.

I. Montesanto, American vice consul at Trebizond, reports that the 1916 crop of tobacco in the Trebizond-Platana district was very small, but on account of the stock left over from previous years there is on hand at present 340,370 pounds at Trebizond and Platana, 98,700 pounds at different villages of the district, and 1,438,200 pounds deposited with the Tobacco Regie, a total of 1,877,270 pounds of tobacco.

Because of the continuance of the war it was generally believed that the crops of 1917 would not be very important, but the latest estimate gives 169,200 pounds for Trebizond and 4,906,800 pounds for the Platana district. Although these figures are only estimates, the season is so far advanced that the total given should be a fairly close approximation of the final outturn. The quality of this year's crop is reported to be very good.

While the estimate is a great deal below the average crops of years before the war, nevertheless, considering the state of war, the lack of labor, and the high wages demanded, the returns of the Platana district are remarkable. The high prices of tobacco and the liberty to cultivate tobacco whenever the farmers wish and in any quantity they desire, without being restricted, as formerly, by the Regie, are contributing to this very satisfactory result. Before the war prices of tobacco varied from $0.04 to $0.20 a pound, according to quality. Now prices are 40 to 70 rubles per batman, which equals $0.47 to $0.83 gold per pound.

IT PRESERVES QUALITY

And Insures Against Breakage or Impairment—A Patent Transparent Paper That Makes an Airtight, Waterproof Encasement for Cigars.

Having the transparency of clear glass, being strong, waterproof, protective and tough, a new imported, patented paper, by a few deft twists converted into an air-tight, non-absorbent, sanitary container for a cigar, is something more than a novelty of the season. It is an application of inventive genius to preserve quality. Encased in this remarkable paper, a cigar long will retain its pristine freshness. Entirely visible, it has all the advantages of a humidor. Cigars so encased, though carried in a coat pocket, are protected against contamination or breakage. Rain won't hurt them. Nor will the tobacco absorb any odor.

Remove the transparent covering and you have the cigar just as it was when the cigar maker finished his work. The delicacy of the aroma is there. The beauty of the wrapper is unmarred. The excellence of the cigar is not impaired by exposure.

To light such a cigar is a pleasure.

To the smoker who truly knows the taste of well cured Vuelta Abajo tobacco, a finely made, high-grade clear Havana is capable of giving great satisfaction.

Accredited manufacturers of choice clear Havanas for 35 years, Garcia & Vega indeed have established a high reputation for making fine cigars. But, however good, a cigar will deteriorate soon, if improperly exposed. As beauty and fragrance depart from the delicate flower that is roughly handled, so a choice cigar may lose its rare aroma because of prejudicial environment.

It is possible now to secure continuing protection for a cigar after it is taken from the box in which it was packed at the factory.

By using the patent, transparent, entirely protective paper encasement, Garcia & Vega assure the retention of the aroma and other captivating qualities up to the last moment. Thoroughly safeguarded, however carried, the cigar isn't exposed to anything.

Yet the protective covering doesn't conceal the beauty of the cigar, nor hide a thing that might be off color or defective. Though the cigar reposes in an air-tight, water-proof container, impervious to odors, the purchaser can see through the transparent paper exactly what he is buying.

Utility outvies novelty in the patent transparent protective paper used exclusively to encase Garcia & Vega clear Havanas.

The protective covering, insuring each cigar against impairment by bad weather or the stench of the trenches, makes Garcia & Vega clear Havanas the more desirable for gifts to our soldiers in France.

And everywhere, smokers who appreciate fine cigars that can be kept in good condition without any trouble, will be quick to see the advantages of the transparent, impermeable encasements.

How Garcia & Vega happened to procure all the patent paper that provides cigar protection par excellence, makes quite an interesting story. But, not stopping to narrate the circumstances, it may be said, that they got it and are using lots of it. Nor are they charging extra prices for the admirably encased cigars.



Cigars for the Soldiers in the Trenches

THE WAR-SAVINGS PLAN

The war-savings plan provided for in the last bond act, of September 24, 1917, has been formulated and announced by the Treasury Department and goes into operation on Monday, December 3.

The plan puts it easily in reach of every American citizen to save money and at the same time aid the Government by supplying it with the sinews of war.

Stamps, which are the Government's certificates of indebtedness, are to be sold in two denominations—thrift stamps, which cost 25 cents each, and war-savings stamps, which cost from $4.12 to $4.23 each, according to the month in which they are purchased.

With the first thrift stamp the purchaser is given a thrift card with spaces for 16 stamps. When 16 thrift stamps have been purchased and affixed the thrift card can be exchanged for a war-savings stamp by paying the difference between the $4 the thrift stamps represent and the current value of a war-savings stamp, which in December, 1917, and January, 1918, will be $4.12, and thereafter 1 cent for each succeeding month during the year 1918.

With the first war-savings stamp obtained by purchase or exchange the owner is given a war-savings certificate containing spaces for 20 war-savings stamps. If the 20 spaces are filled during December, 1917, or January, 1918, the cost to the purchaser will be $4.12 for each stamp, or $82.40 for the full certificate, and on the first day of January, 1923, the Government will redeem the certificate at $100, given the holder a net profit of $17.60 for the use of his money.

Although these investments do not mature until January 1, 1923, provision is made whereby upon 10 days' written notice after January 1, 1918, such certificates will be redeemed by postmasters at their cost to the purchasers plus 1 cent a month on each war-savings stamp on the certificate.

The thrift stamps do not bear interest, but the war-savings stamps bear 4 per cent., compounded quarterly. The certificates will be dated January 2, 1918, and mature January 1, 1923.

Under the plan an amount as small as 25 cents can be invested in a Government security, and as soon as $4 has been thus invested an interest-bearing certificate of the United States Government can be secured.

The stamps and certificates can be obtained from post offices, banks, or trust companies, at most railroad stations, stores, factories, and many other public places.

Having the entire wealth of the United States back of them, and being redeemable as above stated, there is no danger of any depreciation in value of the certificates.

NOT TAXABLE AS CIGARETTE TUBES

WASHINGTON, November 19.—A decision has been rendered by the Internal Revenue Bureau relative to cigarette tubes under the new revenue bill, as follows:

"Sec. 404. Closed-end tubes used in the preparation of catarrh and asthma remedies are not taxable as 'cigarette tubes!'"

To operate a tobacco warehouse, Ben S. Clarkson, C. W. Clarkson and Charles A. Speith have incorporated Ben S. Clarkson & Co. at Louisville, with a capital of $100,000.

ADVOCATING A FIFTEEN CENT COIN

Business wants a fifteen-cent piece.

War time prices, war taxes and the change-making convenience of the retail trade call for the fifteen-cent piece as "war money," according to the exponents of the idea.

It is argued by the business men behind the money that trade and buyers convenience indicate the need for a coin between the dime and twenty-five-cent piece and that their need is more urgent than ever since war revenue taxes have added odd cents to prices that were formerly standard.

Men prominent in big business are aligned behind the campaign for a fifteen-cent piece, Edward Wise, president of the United Cigar Stores Co., being one of the most enthusiastic supporters of the plan, with John R. Freuler, president of the Mutual Film Corporation; S. A. Perkins, of Tacoma, Wash., publisher of seven west coast newspapers; John G. Shedd, of Marshall Field & Co., Chicago; Robert Mandel, of Mandel Brothers, Chicago; and Thomas J. Connery, of Pittsburgh, Pa.

Mr. Wise concedes the existence of widespread demand for a fifteen-cent piece, due in part to the rise in prices which has established a fifteen-cent standard for innumerable small articles of commerce.

For instance, in the cigar trade, the price of a cigar of high quality generally is fifteen cents or two for a quarter. The department stores handle a huge volume of fifteen-cent articles, the sale of which would be facilitated and probably heavily increased by addition of a convenient coin to the currency, while the motion picture people point out that fifteen cents is rapidly becoming the standard admission price.

"My opinion is that a fifteen-cent coin would be of great value to the trading public," said Mr. Wise in discussing the plan. "There is necessity for more convenient coinage of the smaller denominations in nearly every line of retail business. I shall promote the campaign for a fifteen-cent coin in every way that I can."

"The plan to coin a fifteen-cent piece," said President Freuler, of the Mutual Film Corporation, by whom the campaign was originally launched, "does not involve the abolition of any coin now in use, but the introduction of a new coin between the dime and the quarter in size. It would be a silver coin.

"The psychology of salesmanship recognizes as a handicap to trade the necessity for changing a quarter to pay a fifteen-cent bill, or for searching a handful of small change to extract the necessary nickel and dime.

"In many instances the prospective purchaser, unable promptly to lay hands on necessary change, passes on without making a contemplated purchase. This is more especially the case in department stores, where a customer's wait for change becomes an appreciable factor in the situation, but it is hardly less true of motion picture patronage or any other business in which the standard price of the commodity vended is fifteen cents.

"We once had a twenty-cent piece coinage of which was abolished because it too closely approximated the twenty-five-cent piece in value, and the objection to that coin was well taken, but no such condition can be urged where a fifteen-cent coin is concerned, because it is now generally conceded that there is too great a gap between the ten and twenty-five-cent pieces to satisfy the interests of the trading public.

"A purchaser likes to run his hand into his pocket and be able to find the coin he needs for his small purchase. There is no good reason why this demand should not be fulfilled."

John G. Shedd, head of Marshall Field Co., said:

"There is no doubt that the coinage of a fifteen-cent piece would go far to facilitate trade and I regard the movement for such an addition to the existing currency as well taken."

Robert Mandel, of Mandel Bros., declared:

"Addition of a fifteen-cent piece to the coinage would prove of value in all lines of business and it would especially facilitate trade in fifteen-cent standard articles of which there are many handled by the large stores. I am strongly in favor of the fifteen-cent piece idea."

S. A. Perkins of the *Tacoma Ledger,* says:—

"There is no question but that a coinage of a fifteen cent piece would be an excellent thing. I shall urge the matter upon members of Congress in the west."

Mr. Freuler is receiving many indorsements of the fifteen cent idea. An organization of the interests principally involved to bring the matter before Congress in proper form is soon to be undertaken.



The Waldorf-Astoria "Kit."

Made especially for the boys in camp and featured by the Waldorf-Astoria Segar Co., the Kit consists of 10 Boldts Specials of the deliciosos size. The box is khaki colored and sells for $1.00. The Kit has been placed in all the prominent New York clubs and at various training camps.

WISENHEIMER BUYS LITTLE CIGARS.

"Something new," said the cigar man, shoving the small box forward. "Got up for small parties. Just ten in the box—two and a half, or twenty-five straight."

"Look like they're worth about a cen apiece," said Mr. Wisenheimer. The cigar stor was one of the few places along his rout through life where Mr. Wisenheimer, of Wa street, felt that he could always air his superio knowledge—of anything and everything. An the cigar man had always seen fit to humo him. But he didn't like the way Mr. Wisen heimer sniffed at his new fangled cigar.

"Well, you can have one for a cent," he sai in bantering, yet respectful tone. "I wouldn argue with a good customer like you. But, wit the understanding that if you like it enough t take any more of them you are to pay tw cents for the second one and twice as muc each time, and you can stop whenever you like whether the box is emptied or not."

Mr. Wisenheimer handed over a cent and wen on his way with the new cigar at a high angle later in the day he entered the shop with friend, just to show what a conservationist h was in cigars—six cents, he paid. After lun cheon next day he swaggered in with tw friends. Eight, sixteen and thirty-two; or fifty six in all it was this time—and still he was fa ahead of the game. So far he had had a dolla and a half's worth of cigars for sixty-thre cents. Homeward bound that evening he ap peared with two more friends. Each took cigar from the little "special box."

"Oh, you might as well have the last on yourself, and clean up the box," said Mr. Wisen heimer to the cigar man, tossing over a fiv dollar bill with some ostentation.

"Thanks," said the cigar man. "I'll smoke i after dinner. First time I ever smoked a ciga costing more than $5. Four dollars and sixty cents more, please—it's $9.60 in all."

Mr. Wisenheimer started to say something but didn't. He handed out another five dolla bill, snatched his change and hurried away from there.—*New York Herald.*

A POPULAR POLICY

(*Continued from page 3*)

buy from the Government life insurance up to $10,000 at a rate of from 65 cents a month at age 21 to $1.20 a month at age of 51, for each $1,000 of insurance.

Since October 8 the Military and Naval Division of the Bureau of War-Risk Insurance has received 64,168 applications, representing insurance of $552,093,000.

The average amount of insurance applied for counting officers and men, is $8,603.

Applications are coming in at the rate of approximately four or five thousand a day—often close to six thousand. The amount of insurance applied for on a given day ranges from twenty to fifty million dollars.

These figures do not include applications from the American overseas forces, which are known to be substantial. The first formal applications from France are not expected to arrive here for several weeks.

Intensive efforts are being made at all National Guard and National Army camps, and among the naval forces, to explain the terms of the new War-Insurance law.

Col. R. C. Howland, 343d Infantry, Camp Grant, Illinois, in a letter received by the Department today, said that he was forwarding in two registered mail sacks 14,037 applications, totaling $9,515,500.

"This makes a total of insurance written by me in this division of $109,376,500," said Col. Howland. The figures given by Col. Howland have not been added to the official totals, because the applications are not yet to hand.

Al Pearson has sold his cigar business in the gore of the Fife Building, at California and Market streets, San Francisco, to W. Wallace, who conducted a cigar stand at Fourth and Stevenson streets for six years past.

Expressing a Desire for a Jinx Ejector

Chicago Cigar Men Continue to Complain—Sales Are Not So Good as They Should Be—Neither Manufacturers Nor Dealers Are Receiving Orders That Cause Them to Be Enthusiastic—The Gladness Associated with the Holiday Season Hasn't Materialized as Yet in the Tills of Retailers—Hopes and Prayers for Prosperity.

CHICAGO, November 17.—Somebody has put a "jinx" on the retail business. All you hear around town is "How quiet it is." The local cigar factories also are complaining, orders being very light. Some dealers say that the falling off of trade is due to the raise in retail prices, while others insist that dullness is only a phase of conditions now existing. Pipes have taken a big jump in sale. High-priced cigars move more slowly, and it looks as though cigars selling from 5 to 10 cents will have the call in the future. Many of the larger dealers state that since November 1 their "2 for 25 cent and up" cigars are falling away in sales. The fact that the holiday season approaches does not seem to cheer them up, and, while they have stocked up for the rush, they do not hesitate to say that they think things are going to be very slow. The store windows are all showing fancy packings, and a large line of humidors are carried in the larger stores.

The United Cigar Stores are featuring Palma de Cuba in the media perfecto shape that retails for 7 cents.

"San Felice Cigars 6 cents sold here." That's what the sign reads that is now hanging up in all the stores. "Quality makes the price."

The new A. H. Woods Theatre and office building at Randolph and Dearborn streets will be finished January 1. As usual, there will be a scramble for the cigar privileges. It will be one of the biggest buildings in Chicago, and is located on one of the best corners in the city.

Ed Wodiska "himself" has been making the rounds. Ed came up from Memphis after visiting Samuelson & Co., his jobbers. He says Dulce's are going big in the southern city.

The Harmon Cigar Co., for its three loop stores, has been running an ad in the Chicago *Herald* reminding the public that now is the time to send gifts to the boys at the various camps. Their San Alto brand is featured in the ad. President Harmon states that store No. 3, which opened November 1, is doing remarkably well under present conditions.

The Deisel-Wemmer Co., makers of the celebrated San Felice, are using the daily papers to advise the smoking public that San Felice cigars now sell for 6 cents.

Judge Hand has appointed a receiver for the All Package Grocery Stores Co., a concern with a capital of $25,000,000. They have several retail stores in Chicago. Headquarters of the company is in New York.

Al Korn was here. He has a fine bunch of "spinach" on his lip, and says it has to remain for 30 days yet, as he is paying off an election bet. The Furgatch line has a lot of friends in this old town. "Al" is going to spring some real news on the trade around January 1. Get it from him, when he returns to New York.

The new Southern Hotel, at the northwest corner of Michigan avenue and 13th street, has been sold to L. C. Pranz, who was steward of the Congress Hotel and Annex for the past three years.

Pancho Arango, made in bond, will henceforth be represented in the cases of S. O. Deutsch & Co., at Congress street and Wabash avenue. "Billy" Seidenberg closed the deal on his last visit here.

What kind of a place is that "Cafe-au-Lait" you have in New York? Ed Wodiska says "it's great" and informed us "that there is plenty of action there." Ed knows, for he has traveled a lot. Dulce is on the increase here, and the Havana Production Co. is going to work this field strong next year.

La Amita, "Havana 5-cent cigar of the highest type," made by Perfecto Garcia & Brothers, are being placed with the trade. They are packed in fancy decorated tins. La Amita seems bound to be a winner, as it is one of the finest smokers ever offered to the "jitney" buyer in Chicago.

"Our Irish carpenter," Albert Reagan, manager of the Clayton Cigar Co., at 22 North La Salle street, has been made chief of the "utility gang." What do you say, Al? When are you going to take that trip to the trenches "over there"?

Home Run cigarettes are now up to $4 per thousand. They are packed 20 to the package and retail for 10 cents.

Wm. Tobias, former cigar salesman and manufacturer of Chicago, is now connected with the Brown Candy Co., 60 West Kinzie street. William is working the city trade with a lot of success.

Clarence Rowland, manager of the World's Champion "White Sox," has entered vaudeville. "Pants" will be before the footlights for the next few months telling the natives how he put it over the New York "Giants."

Ben Lesser, of the Hvana Production Co., came in from Kansas City. He will remain here a short while, and will then travel eastward. Ben says the factory is oversold for this year.

The Chicago Retail Cigar Dealers' Association has received a charter from the Secretary of State. It was incorporated October 22, 1917, for social and mutual benefit and for the promotion of the best interests of the cigar dealers. The fees are $1. No other charges will be asked of its members for some time to come. Its membership already includes several hundred cigar dealers of the west and north side. H. Kanter is the chairman, Louis Drell the treasurer, and B. Rapport secretary. It will be an association of retailers exclusively, and it is hoped that much good will be brought about through its efforts.

Sidney Windmueller, of the salesforce of the Havana Products Co., is in town working Dulce brand through the jobbing house of L. C. Marks & Co. Sid will remain here for the balance of the year.

Charles W. Pardrige, president of the large department store of Hillman's, one of Chicago's best-known merchants, died here a few days ago.

The winners in the "Uncle Sam's Girl" contest of the Chicago *Daily News* were rewarded for their efforts in behalf of the *Daily News* tobacco fund. They were entertained at several theatres and supper parties and enjoyed their visit to Camp Grant at Rockford, where they reviewed some 30,000 soldier boys.

Listen to this: "Cigar store men haven't been losing because of the war tax," says a Federal agent of the internal revenue department in an interview with one of the daily papers. "They have been profiteering. Take cigarettes, for instance. The tax to the government is 40 cents a thousand more. The most they sell in a box is 20; therefore on 50 packages they owe the government 40 cents. They sell the old 10-cent cigarettes for 12 and 13 cents and the 15-cent packages for 18 cents, and if they collected only 1 cent on each of the 50 packages they'd have 10 cents more than is taxed by the government." It seems that the revenue man is not aware of the fact that, besides the increased tax, prices of cigarettes have advanced because of the raise in boxes, tobacco and labor.

Chicago's annual fat stock show will be held the week of December 1 at the International Amphitheater. The show is indorsed this year by the United States Government and will exceed those of any previous year in size.

"When we shall have ended this war right it will be a long time before anybody starts another war," says Bill Clayton, head of the Clayton Chain of Stores. Guess "Bill" has it down right.

A large and fine display of Garcia & Vega cigars appears in the windows of the Steuben County Wine Co. They are the distributors of this brand in the local field. Frank Lopez gives this account his personal attention, and Garcia & Vega cigars are on sale in a lot of places.

John Merriman was here recently on his last trip of the year. He said "Merry Christmas" before he left, and also left with a big bunch of orders. John has a lot of friends in this market.

No other than Tony Kleiner, that "dapper" chap of Lubensky Bros. & Kleiner, of Grand Rapids, Mich., was in our "Windy City." Tony does some big things here, and he is always glad to be among the Chicago trade.

"Billy" Waldmann, of Francisco Arango & Co., Tampa, returned from a hurry-up trip to Detroit. While there he "hooked" a big order from the Sweeny-Houston Co. on Pancho Arango clear Havana. The Toledo Club of Toledo also handed Bill a nice juicy order for the same brand. He has left again for a short trip and then he is through for the year, as his factory is oversold.

The Weiss-May Co., which recently went into the candy jobbing business, is meeting with great success. They are doing a big business with the army camps throughout the Middle West.

In Milwaukee they say "it is to laugh." The Wisconsin Anti-Saloon League adopted a resolution petitioning Governor Philipp to call upon "all drinkers that they consume one less glass of beer per day, and that one day each week be observed as 'beerless day.'"

Blackstone cigars, made in Boston by Waitt & Bond, Inc., are getting into many new places in the loop district. They are controlled here by the well-known jobbing house of Steel-Wedeles Co.

W. H. Wolfson, of the Pall Mall staff, has placed many of the Personal Cabinet packings with the trade. They contain 500 Pall Mall cigarettes and retail for $15.

Manuel Vega and C. Puente, local manufacturers, are in Havana buying tobacco. Both are expected home shortly.

The United store at Adams and Dearborn streets recently featured Omars in a big window display.

The Berhoff Cafe, on Adams street, has fallen in line and is collecting smokes for the "Sammies." Lots of cigarettes and tobaccos are seen in one of their windows.

The Postoffice Department has received 868,000,000 three-cent stamps in anticipation of the new postal rates that went into effect November 2. The stamp is truly American. "It sticks; it is not two-faced; it is on top; it goes anywhere and everywhere; you may lick it, but it'll always come right side up."

H. L. H.

A DESIRABLE LOCATION.

Rice & Hill leased for the Zabriskie estate to the United Cigar Stores Co. the corner store at No. 140 William street, southeast corner of Fulton street, New York. The store has been held at a rental of $5,000 per annum. The new William street subway, which is expected to be running in a few months, will have an entrance at this corner.

Manila Business Grows

CABLE ADVISES

Cigars

PER	
S. S. COLUMBIA	1,800,000
S. S. VENEZUELA	3,800,000
S. S. KINA	1,600,000
	7,200,000

Tobacco

STRIPPED FILLER

S. S. VENEZUELA	144,000 lbs.
S. S. KINA	56,000 lbs.
	200,000 lbs.

SCRAPS

S. S. KINA	43,000 lbs.

THE HOUSE OF KELLY IS NOTED FOR PROMPT DELIVERIES OF

MANILA CIGARS

and

MANILA TOBACCO

HORACE R. KELLY & CO.

Importers of Manila Cigars and Philippine Tobacco

69 Wall Street New York

THE STRATEGY OF PHILADELPHIA RETAILERS

PHILADELPHIA, November 20.—The wisenheimers who have it all figured out that there ain't no such animal as a real association of retailers in the deah old Quaker City are in for the shock of their young lives. More than two hundred pledges to attend the second session for organization of the new Philadelphia association had been obtained up to the hour of going to bat with this justly celebrated correspondence, which was not long before the time of the meeting, but yet too late to delay any more and get in all the high lights.

Some intensive and extensive membership work has been done by the leaders of the new movement in the last week, with the active co-operation of the much abused middlemen. As a result, every retailer of the weed in Philadelphia has been receiving cute little advertisements of the association with every order of goods absolutely free of charge—the ads, not the goods. The indications are that from seventy-five to ninety per cent of the men who make a living—nay, smoker, not a fortune—out of the cigar and tobacco business will line up to boost the new movement.

From some absolutely confidential but highly authoritative sources of information, as the Washington correspondents say when there is no news breaking and modesty forces them to hide the light of their vivid imaginations under a bushel of bull; however, from sources which know whereof they or it speak or speaks, as the case may be, we have it that one of the first propositions to be laid before the association once it gets under full steam, will be substantially this: should manufacturers in this day and age go out of their way to boost the wages of employes?

On the surface it would appear to most employers of labor that there is only one answer to that question, and that it is in the emphatic negative, to put it mildly. But as a matter of fact there is another side. A situation has arisen in Philadelphia that makes it rather difficult for the manufacturer with orders to fill to avoid wage increases. Last week it was made known in this correspondence that nearly every big cigar plant in town had raised rates for its workers. The increase has been estimated at ten per cent, which is, roughly speaking, correct. So far it has been felt universally only on certain lines of work, but all the employers feel that despite the widely known backwardness of labor in asking for more money—(joke, see dictionary) sooner or later all other departments will get into the money bag.

The situation has been brought about by the invasion of this territory by manufacturers of cigars selling at ten cents and upward. Until a few years ago this element was negligible. But since the labor shortage started to become acute every big manufacturer has been scouring the country in search of good plant sites where there is a possibility of getting hired hands. As this city brags that it is the largest cigar making burg in the famous old world, it naturally follows that quite a few thousand cigar workers live here. And although the supply is so unequal to the demand that for a time last Spring manufacturers were paying premiums to workers who brought in others—until the workers got wise to the easy money and began to shift so rapidly that the employers likewise tumbled—outsiders thought the town looked good and came in.

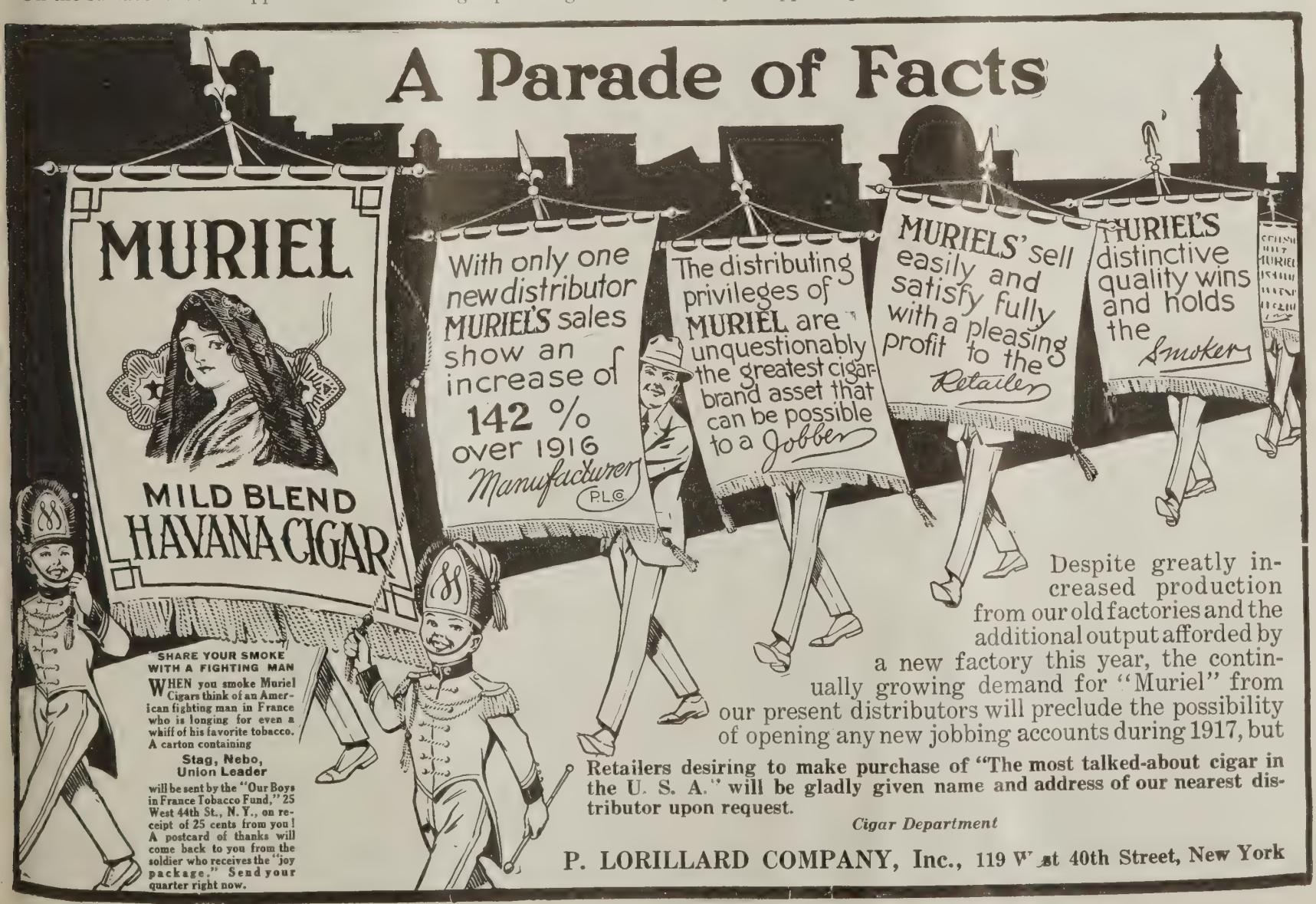
One of the biggest of the new plants making high priced goods exclusively snapped up several hundred workers. Having a larger margin of profit than the five cent maker this was not difficult. But the big nickel cigar foundries are oversold in some instances to the tune of a sweet little million smokes or two, and they had to get the stuff out. So after the price went to $41 a thou, and in some instances to $43 a few weeks ago, one manufacturer got the jump on his competitors by increasing wages. Temporarily, anyhow, he solved his labor problem. As all the others have followed suit, it remains to be seen what will be the outcome.

For the first time in more than a year some of the smaller factories are finding things a bit dull in this region. The chances are that this situation, if it lasts a few weeks, will tend to restore the equilibrium of the business, as the little fellows in some instances will be able to get along with less workers and the big fellows can catch up on their oversales. Most of the Christmas buying for the soldiers in France is about finished, and the unsettled condition of the market due to the application of the tax, has been responsible for the lull, which is not at all serious.

Sig. C. Mayer is at Atlantic City.

Wayne Vetterlein, the youngest of the firm of Vetterlein Brothers, who went "over there" to do ambulance work a couple of years ago, got back home last week with another Philadelphia boy, one of his pals at the front—Price McQuillen. The latter lost a leg on the French front in the explosion of a big shell that killed four others and wounded Vetterlein in seven places. Mr. Vetterlein is now convalescing, but is far from fully recovered. He lost a great deal of blood and suffered severely. One leg may be permanently injured. In spite of this he is in high spirits.

Philadelphia retailers and manufacturers are showing the inroads made on their help by the service flags being hung out.



When Perkins Works for the Y. M. C. A.

Even the "Tight Wads" Are Expected to Contribute—A Big Cigar Man Shows What Can Be Done in Boston—A "Hunch" Concerning the Holidays—Approach of Thanksgiving Causes New England Dealers to Be Thankful That Things Are Not Worse.

BOSTON, November 19.—It is an old saying, and quite true, "If you want a thing done, and done right, ask a busy man." Charles B. Perkins, of Charles B. Perkins Co., was invited by the Y. M. C. A. to serve as chairman of the Tobacco Trade Committee to solicit subscriptions in the drive to raise $35,000,000. Accepting the honor, Chairman Perkins appointed the following committee: Marus Conlon, of Waitt & Bond, Inc.; James Logan, of J. P. Manning Co.; Maurice Hanauer, of Bieringer Hanauer Co.; H. S. Rowley, of S. S. Pierce Co.; Arthur Blacey, of the Bromfield St. Store of C. B. Perkins; R. B. Pearson, of the United Cigar Stores Co.; Reed Estabrook, of Estabrook & Eaton; Louis Hyneman, of Hyneman Bros. and Charles T. Ellis. This done Perkins set to work, devoting much time and effort to securing subscriptions. He called personally on practically every one in the trade from Roxbury Crossing to the North Station. He persuaded many to subscribe generously. The employees of the United Cigar Stores Co., Union News Co., C. B. Perkins Co. and others came up with their "bit." Chairman Perkins made a clean canvass and did not miss an opportunity to obtain a contribution. The retail trade here has "Kiteritas"; each store is showing one or more varieties of packings that will meet any pocketbook. Land office business is being done; quite a few box sales occur. But for remembrances to be sent to soldier boys cigars are not selected so often as cigarettes or smoking tobacco.

It is feast or famine with the jobbers. Either they are all out of different brands of cigarettes and tobacco, or they are stocked to the roof by the arrival simultaneously of several shipments long on the road. You can hear the jobbers talking over the 'phone: "I'll let you have some Meccas if you will let me have some Perfections, B. L. for Old Honesty; Prince Albert for Lucky Strikes." Jobbers' teams are kept busy on exchanges.

Jobbers say they are busy, and the retailers are stocking up heavily, yet they are pessimistic regarding holiday business. They all seem to have a hunch that the holiday trade is going to be quiet. I don't know where this epidemic started, but the most of them seem to be afflicted.

That there is a shortage of little cigars is surely attested by the ad in last week's TOBACCO, of the United Cigar Stores Co., inviting all manufacturers to submit samples. Retailers here have been out of many of the popular short smokes for some time. This ad got them all stirred up. And they tried to buy about anything that was shown in small smokes.

Archie Burrage, who for the past eleven years had charge of the bookkeeping department of the Boston office of the United States Tobacco Co., and previously for twelve years was with Stephen Tilton Co., resigned this week to accept a position with the Bates St. Shirt Co., of Lewiston, Me.

The H. T. Dean Co. was mentioned in last week's letter as being located in Holyoke, Mass.; in fact, their place of business is Everett, Mass.

George Glover, representative of Deise Wemmer Co., succeeding the late Charl Weaver, is in Boston this week calling o Baker Bros., the jobbers of San Felice and I Verso.

Deisel-Wemmer Co. had inserted in th daily press advertisements to the effect tha the San Felice is now a 6-cent propositio This kind of backing up the jobbers and re tailers and letting the public know of th change in price, and giving reasons, is what a manufacturers who have raised their price should do.

J. O. Cohen, who for eleven years conducte a retail store at Bowdoin Square, closed it las week and moved to 121 Court street, and no has one of the best equipped stores in th West End. The brands of the General Ciga Co., Robert Burns, Van Dykes and Owls, ar prominently displayed.

John A. Lappen, of the Havana-America Co., is in Boston this week, working with th Commonwealth Cigar Co., the distributors c Kelley's Bouquets and La Preferencias. L Preferencia has got out a very attractive sol dier package of 25 cigars all ready for mailing

Klein's Drug Co., at Washington and Esse streets, is displaying the Dubonnet Corona packed 25 in a box.

Jeff Landry, representing the Tobacc Products Corporation, is calling on the trad

Tom Hughes is doing some nice work o Natural cigarettes.

William O'Brien, representing 7-20-Cigars, is in Providence telling the trade tha R. G. Sullivan is doing his best to mak enough 7-20-4's to take care of some of th demands.

Tuval Cigars are handled in a full variet of sizes by Joseph M. Cosgrove, 95 Milk stree

Ruby Hyneman, of Hyneman Bros., th

(*Continued on page* 25)

A Gentleman's Choice

A cigarette that can be offered unhesitatingly to the most particular customer.



EXACT SIZE 25c. PACKAGE, CORK AND PLAIN

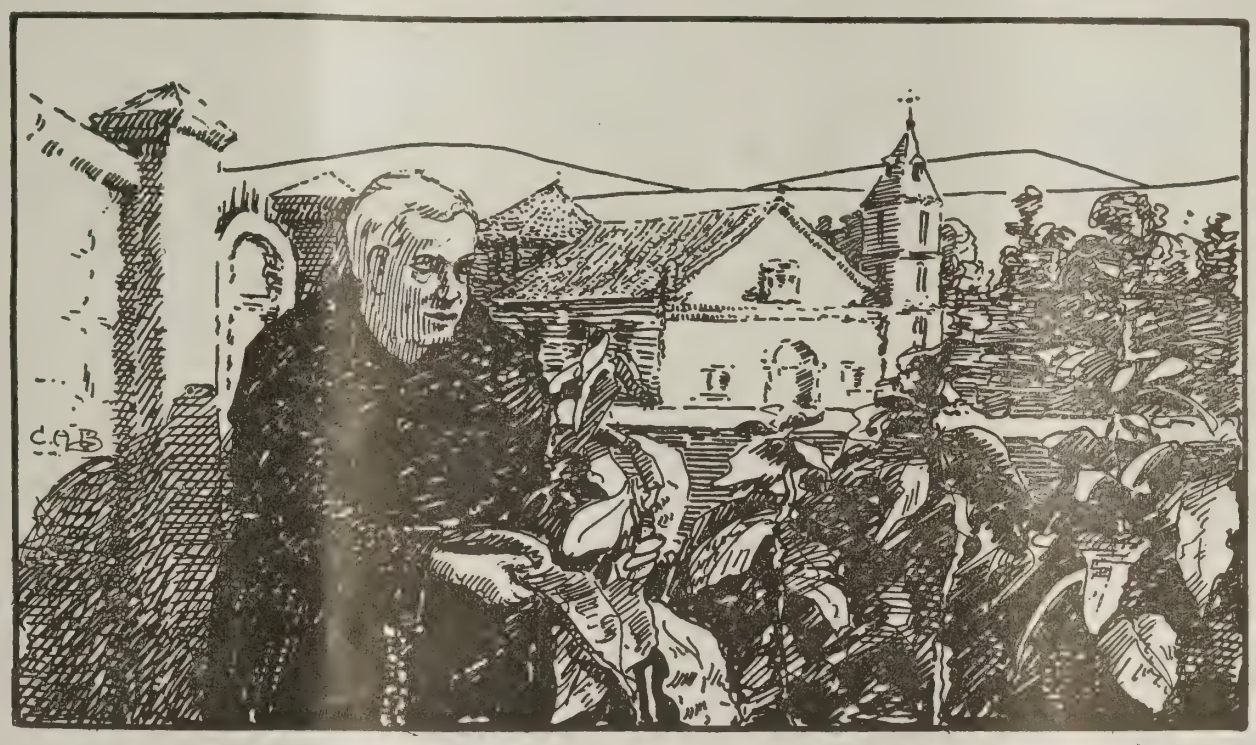
Made exclusively of the best Turkish tobacco obtainable, 100 per cent. pure

Up-to-date dealers find the STRAND a very desirable brand to handle

FEATURED IN THE FINER PLACES

Just what is wanted for the holiday trade

THE STRAND CIGARETTE CO., 17 West 42nd Street, NEW YORK



JOSE GARCIA, A MISSIONARY PRIEST, WAS THE FATHER OF A GREAT INDUSTRY. ABOUT THE TIME OF THE WAR OF REVOLUTION IN AMERICA, A HUNDRED AND THIRTY-FIVE YEARS AGO, HE WAS DEVELOPING PHILIPPINE CIGAR LEAF FROM TOBACCO SEED GATHERED BY HIM AT SAN LUIS, CUBA. FATHER JOSE WAS THE FIRST TOBACCO PLANTER IN THE CAGAYAN VALLEY.

Today there are twenty-two thousand families cultivating tobacco in that wonderful and fertile country, AND THE MANILA FACTORIES ARE SHIPPING CIGARS TO AMERICA AT THE RATE OF TWO HUNDRED AND TWENTY MILLION A YEAR.

American cigar dealers and American cigar smokers like Manila cigars. They are Mild—They Burn Freely—They are Hand-Made.

THERE IS PROFIT IN MANILAS

A complete list of factories and aistributers furnished on application

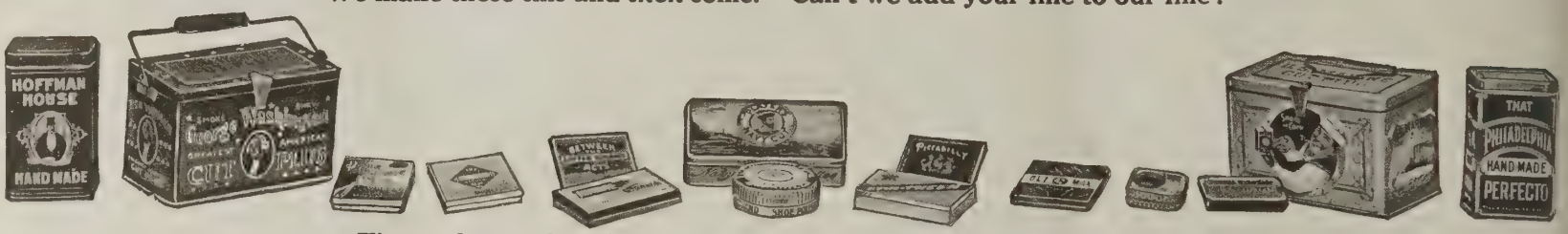
THE MANILA AD AGENCY 546 West 124th St., N. Y.

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

Rules That Tobacco Stemmeries Must Observe

Relative to the Federal Child Labor Law

WASHINGTON, November 19.—Several interesting decisions have just been handed down in connection with the enforcement of the Child Labor Act. Julia C. Lathrop, chief of the Children's Bureau of the Department of Labor, has the following to say in connection with packing tobacco:

"In your letter of recent date you ask whether tobacco stemmeries come within the meaning of the United States Child Labor Act.

"In the opinion of this Bureau any place in which the work of stemming, drying, or packing tobacco is carried on as a business, is a workshop within the meaning of the United States Child Labor Act. The standards laid down in Section I of the Act must, therefore, be observed in such stemmeries if the products are to be shipped in interstate or foreign commerce."

In connection with the bottling of soft drinks, a ruling just made is as follows:

"In your letter of recent date you ask whether a bottling plant comes within the provisions of the United States Child Labor Act.

"In the opinion of this Bureau, an establishment which is used for bottling carbonated beverages and so-called soft drinks including artificial mineral waters is a workshop, factory or manufacturing establishment within the meaning of the United States Child Labor Law. The standards laid down in Section I of the Act must therefore be observed in bottling establishments if the products are to be shipped in interstate or foreign commerce."

The following general opinion on the subject has also just been made:

Reference is made to your letter of recent date asking whether in computing the maximum hours of labor under the United States Child Labor Act a child may be employed or permitted to work more than eight hours in any one day, provided that the total number of hours of employment per week does not exceed forty-eight, or provided the employment is in connection with co-operative part-time educational courses in the public schools.

Section 1 of the United States Child Labor Act contains the phrase "have been employed or permitted to work more than eight hours in any day," which in effect, limits and restricts the period of employment to eight hours in any one day. The purpose of the Federal Child Labor Law is well known. The accomplishment of this large purpose should not be made to turn upon the argument that these same ends can be as well, if not better, attained by other methods. This Bureau is of the opinion that the phrase "more than eight hours in any day" limits the period of employment of a child of the ages designated in the Act to eight hours in any one day.

To sustain an interpretation of the Act by which a child may be permitted to work more than eight hours in one day, if he works less than eight hours in some other day, it would be necessary to construe the phrase "more than eight hours in any day" so as to make it, not a standard in and of itself, but merely a factor in some larger period of time. This would require that the words "on the average" be read into the Act. For this there is no authority.

Congress has chosen in this legislation to take the eight-hour day as a standard, and has provided no other. Whether other methods of employment would be more favorable to the child's physical or moral well-being than a strict eight-hour schedule is for Congress to decide. This Bureau cannot authorize or approve any other standard.

POTASH IN TOBACCO ASHES.

Says the *Weekly Bulletin* of the U. S. Food Administration: "If a practicable plan for saving and collecting cigar and tobacco ashes can be devised it is possible to reclaim thousands of tons of potash for fertilizer and other use. Tobacco is an oddity among plants in that fully 20 to 30 per cent. of its fiber is mineral substance, rich in potash. Its ashes contain 20 per cent. of potash and 5 per cent. of phosphorus, both valuable plant foods. An English expert figures that 45,000 tons of tobacco consumed yearly in that country yield 13,000 tons of ashes containing 2,700 tons of potash. In this country the total is much greater, being estimated at 100,000 tons of ashes containing 22,000 tons of potash and 5,000 tons of phosphorus, valued at $50,000,000. To devise a practical reclamation scheme is the chief problem. It has been suggested that we make a beginning by collecting cigar and tobacco ashes from hotel and club smoking rooms."

The American Tobacco Co.
INCORPORATED

Specially prepared Christmas boxes



THE PALL MAGNUM
See Description Below

THE PALL LIBRARY
Packing. See Below

OMAR
See Description Below

LUCKY STRIKE
See Description

LORD SALISBURY
See Description

CHRISTMAS is coming, and it will be different from any Christmas in the history of the country; so many of our young men will either be fighting for our country or in training for the fight. There never was a time when cigarettes were in such demand.

The boys will be away from home, and what could be more welcome than cigarettes in his box from home? It must be the wish of every one who has some one dear to them in a camp in this country that on that day of all days he have every pleasure and comfort.

With this in mind, we have this year specially prepared packings of PALL MALL, LUCKY STRIKE, OMAR and LORD SALISBURY, as illustrated. They are attractive, practical and economical.

Your jobber will ship these Christmas packings as a part of your regular stock order. Display them—push them. They will be the biggest sellers in Christmas Cigarette Packings this year.

THE PALL MALL Magnum contains 100 plain and 100 cork tip. It is an irresistible gift purchase. Its rich, luxurious color scheme of red and gold, combined with the holiday dress, makes it a package of great appeal. No extra charge for this packing.

THE PALL MALL Library packing contains 100 cigarettes, either plain or cork tip. It is identical with the Magnum, except the size. It is going to be one of the biggest selling Christmas brands this year. Thousands of people who have 'their boys' or friends in the training camps know that the best is none too good to send their fighting lads of whom they are so proud.

OMAR. This Christmas box of OMAR contains 12 packages of 16s. Each package of 16 cigarettes sells to the customer for 15c., or $1.80 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

LUCKY STRIKE. This Christmas box of LUCKY STRIKE contains 12 packages of 16s. Each package of 16 cigarettes sells to the consumer for 10c., or $1.20 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

LORD SALISBURY. This Christmas box of Lord Salisbury contains 12 packages of 16s. Each package of 16 cigarettes sells to the consumer for 15c., or $1.80 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

"Get the Box Idea"—12 packages in a holiday box. Tell your customers about this splendid packing, all ready for mailing to soldiers or sailors "over there or over here". It means more profit for you and you render a real service to your customers.

"Get the Box Idea"—and Sell It

Guaranteed by
The American Tobacco Co.
INCORPORATED

Activity Notably Increased in Cincinnati

Cigar Dealers Generally Report Good Business—Box Sales Reached a High Point —Appeal Heard in the "Penslar" Case—Limited Transactions in Burley Tobacco—Retail Druggists and Grocers Invited to Co-operate with Cigar Dealers.

CINCINNATI, November 19.—Business with the local retail cigarists is quite satisfactory and all indications point to a continuation of the active demand during the remainder of the year. There are many reasons assigned for the present spirited trade in retail circles but the outstanding one is the continued large shipment of cigars, cigarettes and smokers' articles to the numerous military camps throughout the country. In all, more than 5,000 Cincinnati youths are now in the service of the United States and with their families and friends regularly sending them quantities of smokes, it is quite natural the sale of these goods is going to grow, or at least continue even with the present big demand.

Between November 10 and 15, the dates the United States post office officials designated for shipment of Christmas gifts to soldiers now in France, box sales of cigars and cigarettes (in 100's and 200's) reached a high point. On Saturday of last week, and Monday all day, business was also very brisk and much of this extra trade was brought on by the soldier element—little Thanksgiving remembrances from those at home.

Holiday goods are beginning to arrive in large quantities and retail dealers, in some instances, are now making displays of these goods, urging early selection of Christmas goods. Many advance orders by large factories and other business institutions have already been booked by the jobbing and retail dealers and more and more of this very desirable trade is being sought for each day.

Many of the large Cincinnati concerns still hold to the custom of sending their customers a box of cigars for Christmas and some of the larger orders of this kind run up into the hundreds of boxes.

Cigar manufacturers here report business as being highly satisfactory and the only thing that is worrying them to any extent is the shortage of desirable labor. In some plants operations are being conducted with less than half the hands necessary to keep up with orders and according to leading tradesmen, it is going to be quite a task to fill all orders booked for delivery before December 15. Of course, the manufacturers are making every possible effort to take care of their customers in time for the big holiday business, but it is quite possible some of the late buyers are going to be disappointed.

Jobbing trade continues at the high point and everywhere the same story of brisk business is told by those in charge. The advancing prices on many brands of cigars and cigarettes has not affected sales in the least and, if anything, business with the jobbers today is better than it was six weeks ago.

Inactivity continues to prevail among Cincinnati leaf tobacco warehouses and the extent of the transactions in the local burley market the past week was limited to the receipt of three hogsheads at the Globe Warehouse. With the warehouse floors practically cleared of old crop stock, no sales of tobacco are anticipated until the new 1917 leaf is ready for sale and begins to move from the country districts, where it is now curing. Conditions confronting warehousemen at the present time are almost unprecedented, but a spirit of optimism pervades the ranks of the entire leaf tobacco trade of the city, and it is believed that a beneficial reaction will ultimately result.

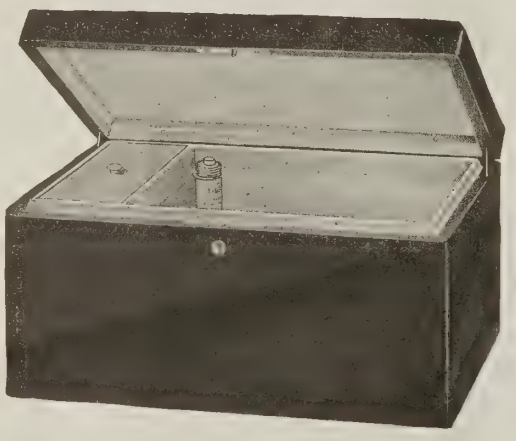
Representative buyers in Cincinnati who have been through the growing sections of Kentucky, Ohio, Indiana and West Virginia, verify the reports which have come to hand concerning the new crop. There seems to be some difference of opinion about the size of the crop, but not much in regard to the quality or the high prices or the high prices which the 1917 planting is certain to bring in the open market.

At the last meeting of the Cincinnati Cigar and Tobacco Association, it was decided to invite officers of the Retail Druggists' and Grocers' Associations to the next regular session of the organization, November 23, at which time a campaign will be inaugurated for new members. It is the plan of the officers of the cigar and tobacco association to extend its membership so as to embrace independent retail druggists and grocers so as to present a more solid front to the chain cigar, drug and grocery stores which are alleged to be continually cutting prices. Many downtown retail druggists already expressed a desire to become affiliated with the retail cigar merchants' association, and it is freely predicted by the officers that many names will be added to the membership list when the body convenes next Friday night.

A statement was made at the last meeting of the body that the cigar and tobacco dealers and jobbers of Cincinnati are more liberal toward consumers in the way of prices and package sizes than those in any other city of the country.

United States District Court of Appeals, for

(*Continued on page* 34)



No. 522. Capacity 50 Cigars and 100 Cigarettes

HUMIDORS

We have added 10 new numbers to the line.

Please call and see them or write for catalogue.

Bubeck & Guerin, Inc.

161 to 163 West 18th St., New York City



No. 524. Capacity Top 200 Cigarettes and ½ lb. Smoking Tobacco. Drawer 50 Cigars

LA FLOR DE INTAL CIGAR MANUFACTURING CO.

KUENZLE & STRIEFF, INC.

"LA FLOR DE INTAL"
"LA FLOR DE ASINGA"
"LA FLOR DE LAVINAB"
"LA UNION"
"LA FLOR DE CARITAN"
"LA FLOR DE MINANGA"
"EL TAMARINDO"
"LA HONRADEZ"



The cigar exceptional for Quality and Workmanship.

COMPARES FAVORABLY WITH THE WORLD'S BEST.

SIDNEY J. FREEMAN

United States Representative

123 Liberty St. New York



HOW do you know it's Thanksgiving?

"Your Nose Knows"

By the appetizing *fragrance* of Turkey that fills the house. How appealing! What a perfect promise of the feast to come! The *pure fragrance* of a fine tobacco, likewise, is the perfect promise of a perfect smoke—"Your Nose Knows."

Such a promise you have in

Tuxedo

The Perfect Tobacco

Its *pure fragrance* is the fragrance of Nature. The rich, ripe Burley leaves of which Tuxedo is blended are the sunshine tips of the best plants grown in the Blue Grass section of Old Kentucky. Their *pure fragrance* is Nature's guarantee of excellence—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.
INCORPORATED



Mr. Dealer—This Sign on Your Window —



[Sign---red and white]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**---the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.

The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City. Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

Trade Between the United States and South America

Trade between the United States and South America is three times as great as in the year before the war. A compilation by The National City Bank of New York shows that the total United States exports to South America in the eight months ending with August (the latest month for which figures are available) aggregated $188,000,000 against $65,000,000 in the same months of 1914, and the imports from South America were $433,000,000 against $157,000,000 in the same months of 1914. Thus the total trade with that continent in the eight months of 1917 was $620,000,000 against $222,000,000 in the corresponding months of 1914.

To Argentina, Chile and Peru the exports have more than trebled; and to Uruguay quadrupled, while to Brazil, Colombia, Ecuador and Venezuela the exports are nearly three times as great as in 1914. To Argentina the total for the eight months ending with August, 1917, is $62,256,000, against $19,649,000 in the same months of 1914; to Brazil $40,157,000, against $15,973,000; to Chile $32,971,000, against $10,800,000, in the corresponding months of 1914.

Imports from each of the South American countries show large increases, but especially those from Argentina, Uruguay, Chile and Peru. From Argentina the imports of the eight months of the current year are $133,369,000 against $40,752,000 in the same months of 1914; from Chile $96,626,000 against $15,954,000; from Uruguay $28,389,000 against $8,522,000; and from Brazil $106,335,000 against $62,633,000 in the corresponding months of 1914.

This increase continues down to the very latest moment for which figures available, the August, 1917, exports to all South America having been $24,888,000, against $5,312,000 in August, 1914, and the imports from that continent in August of the current year $49,336,000, against $15,096,000 in August of 1914.

The share which the United States is now supplying of the trade of South America is very much greater than before the war. The bank's compilation shows that merchandise from the United States formed about 30 per cent. of the imports of all South America in 1916, while in 1913 we supplied but 15 per cent. of the total imports of that continent. The United States took in the calendar year 1916 approximately 30 per cent. of the exports of South America, and in 1913 but 17 per cent.

The principal articles in which the growth occurs are on the import side, wool, hides, copper, nitrate, India rubber, quebracho, coffee, cacao. Of wool, our imports from all South America in the eight months ending with August, 1917, amounted to $98,000,000 value, against only $11,000,000 in the same months of 1914; hides $64,000,000 in 1917, against $21,000,000 in the same months of 1914; copper $56,000,000, against $9,000,000 in the corresponding months of 1914; quebracho $6,000,000, against $2,500,000, and nitrate $36,000,000, against $11,000,000 in the corresponding months of 1914. In fresh meats the imports from South America have fallen off very greatly from approximately 7 million dollars in the eight months ending with August, 1917, even at the greatly increased prices.

Manufactures form over 90 per cent. of our exports to South America and in practically all of these the increase is strongly marked. Of cotton cloths, for example, the exports to all South America in the eight months of 191 amounted to about 6 million dollars in valu against about 2 million dollars in the corr sponding months of 1914; automobiles approx mately 4 million dollars, against about 1 mi lion dollars in the same months of 1914; co 4 million dollars, against about 1 million dolla in the corresponding months of 1914; tinpla approximately 5 million dollars, against le than one-half million dollars in the sam months of 1914; refined sugar a little over te million dollars, against approximately on half million dollars' worth in the correspon ing months of 1914, while iron and steel ma ufactures of all classes show large increases.

Lewis Nathanson, of Minneapolis, presider of the Northwestern Cigar and Tobacco Dea ers' Association, and Walter Short, presider of the Minneapolis Retail Cigar and Tobac Dealers' Association, spoke at a meeting of th newly organized St. Paul Retail Cigar an Tobacco Dealers' organization, at the St. Pa Association, Wednesday evening a week ag Mr. Nathanson talked on co-operation betwee the manufacturers, jobbers, retailers and cor sumers, while Mr. Short spoke on organiz tion. More than eighty attended the meetin Committees were named to arrange for booster meeting, November 28.

Speculators at Carlisle, Ky., are bidding hig for the present tobacco crop. The high lev was reached in Nicholas county when offer of $30 a hundred pounds for some of the be crops were refused. A farmer on the Lickin River reports that he refused a naverage o $30. Offers of $25 are numerous and a num ber of crops have been sold from $20 to $25.

ALL BUSY STEMMING

Wisconsin Tobacco Men Taking Full Advantage of Beautiful Weather—Growers Assuming Long Chances.

EDGERTON, Wis., November 16.—November thus far has proven so mild and pleasant as to work a great improvement in the curing of the tobacco, and were the fogs less frequent and the temperature a few degrees warmer the curing would be still further advanced. Every warm day, however, helps. Much of the crop is still a long way from stripping condition, and it is quite possible that the bulk of it ought to hang in the sheds until the early spring months, at which time it is thought most of the fat stems will be dried out. Growers will be assuming long chances if the heavy stems are not kept separate and delivered in bundles by themselves.

There is little news concerning old leaf in the local markets these days. Stemming is the only industry, furnishing employment about the warehouses, and there is more of this work being carried on in the State this season than ever before.

The shipments out of storage reach 300 cs. and 4 cars of bundles from this market to all points since last report.

The P. Lorillard Company has over 1,000 people engaged in stemming tobacco at their various plants in the State.

J. A. Jenson left Sunday evening for Dayton, Ohio, where he is arranging for putting up a packing of Ohio leaf this season.

Murphy & Holman, of the St. Paul cigar manufacturing firm of Hart & Murphy, were in this market for a short time the latter part of the week. Mr. Murphy departed for New York after completing his business here.

The carpenters are putting the finishing touches to the John Soulman warehouse at Orfordville, and all will be finished before the week is up. The Soulmans have made a splendid improvement in that village and assured the permanency of tobacco operations in that section for years to come. There never was a time in the history of tobacco growing in the State when the outlook was brighter for paying crops. The increased demands of the world and the shortage of good stock make certain good prices for several years.—*Edgerton Reporter.*

FOR BRIGHT TOBACCO

New Methods Employed in Piedmont—Advantages Secured by the Latest Process.

An Associated Press report from Winston-Salem, N. C., says: "A complete revolution in the method of handling leaf tobacco from the time it is gathered from the field until it is ready for the market has been made recently in Piedmont, N. C., one of the largest tobacco growing sections, to meet the increasing demand for bright tobacco used in the manufacture of cigarettes. The new method saves labor, time, and fuel.

"For many years the growers in this district have bent their energies toward raising heavy tobacco regardless of the quality, since practically all of that grown was used in the manufacture of chewing tobacco. They would allow it to mature in the field and when it began to turn yellow would commence gathering it, cutting the whole stock and stripping the leaves after curing by heat.

"Under the new method the leaves are stripped from the stalk according to the degree of ripeness. The tobacco is 'topped' in the field so each stalk will have an average of about twelve leaves, so the process of stripping requires about four trips over the field, at intervals of three or four days, allowing the leaves to mature regularly and evenly.

The new process has several points of advantage, the first and main one being that the leaf is allowed to cure evenly and bright. The stripping process, which permits of speedier handling, has resulted in a much shorter marketing time.

"The average amount sold each year on the Winston-Salem market in recent years has been about twenty-five million pounds, though the unusually short crop of 1916 amounted to only about seventeen million pounds. Last year the crop sold for an average of about eighteen cents a pound, the largest in the history of the market. This year with more than half the crop sold, the average price paid for it to November 1 was more than thirty-two cents a pound."



Falk Tobacco Co.
56 West 45th St., New York

STANDARD
MEANS QUALITY AND PROFIT TO YOU

We are the Largest Importers of
"High Grade Turkish Tobacco In the United States"
BUY FROM THE STANDARD
It will improve your Cigarettes and in the meantime save you money.

WRITE OR PHONE
The Standard Commercial Tobacco Co., Inc.
15-25 Whitehall Street, New York
Phone Broad 6055
European Branch: CAVALLA, GREECE

"WHITHER ARE WE DRIFTING?"

Say San Francisco Cigar Dealers

San Francisco, November 14.—Some of the jobbers take a gloomy view of the cigar situation in this city. With the readjustment of prices they claim that the retailer is not getting a square deal in all cases and that a lack of profit will cause many cigarists to go out of business. The more pessimistic believe that business, both retail and wholesale, will suffer contraction which will result in the concentration of trade in a comparatively few hands. It is possible that a great deal of the jobbing may be taken over by wholesale grocers who can place the cigars with less overhead charge than the present jobbers. They assert that the 6-cent cigar is not proving a success and that many brands are making enemies by being the pioneer in this increase in price. This point of view is not general, however. As a whole the consuming public is accepting the increased charges with good grace, and the dealers are getting closer to a working agreement. A meeting of the Retail Cigar Dealers' Association will be held the latter part of this week, and if a complete agreement is not reached it is believed that progress towards that end will be made. Throughout the State there has been a general increase in prices, and dealers are explaining to their customers that with the increased cost of labor, tobacco, taxes, boxes, labels and bands, the slight increase in retail price has been made necessary. Cigar smokers in the smaller communities see the force of the argument and the only reason that it is not equally successful here is that so many dealers are not advancing the price of their goods, but are trying to do business on a smaller margin of profit. The leaders in the trade believe that these men will either see the light in the very near future or that they will be forced to do so by thir failure to make a living. The jobbers and manufacturers have already reached a business basis and there is no reason why the retailers may not be expected to arrive at a similar understanding. When all 5-cent cigars go to 6 cents retail throughout the city, and other grades are placed on an equitable basis then the situation will have entirely cleared up.

It is announced that the Rocky Ford is to go to $3 on December 1, and the Bachelor went to $43 on November 10. It is also reported that the "44" will advance from $37.50 to $44 in the near future. Blaskower & Co. is agent for the first and Glasser Bros., agents for the two latter.

Holiday packages are making their appearance and meeting with ready sale. London Lifes, Murad and Deity are all put up in attractive packages for the Christmas trade. The Marquise cigarette is being put up in jars, and the Philadelphia Hand Made cigar is now being sold in 50 to the tin. The Philip Morris also appears in a pleasing package specially designed for the holiday trade.

The United Cigar Stores is raising the price of Camels to 13 cents, or 2 for 25 cents, effective November 16.

E. Golinsky & Co., manufacturers of El Primo Havana Cigars, report that the demand for their cigars, especially in the El Primo brand, is so brisk that they have difficulty in keeping up with it. They have drawn on their reserve stock to such an extent that they are now putting out the cigar fresh from the maker's hand.

I. Danziger, coast representative of the Manila Commercial Co., reports that business is very good with him and that the demand for Manila cigars seems to be on the increase in this market.

Harry Sklute has been added to the sales force of H. L. Judell & Co. He will make the Mission and peninsular territory. Mr. Sklute was formerly with Klauber & Waggenheim of Los Angeles.

Gus Dahlgren, who formerly conducted a cigar store at the corner of Haight and Fillmore streets, this city, has disappeared and his business has been taken charge of by Glaser Bros. It is believed that he was suffering from the unsatisfactory financial condition of his business, although no official statement to that effect has been made.

M. A. Gunst, of the Gunst Cigar Co., has been honored in an unusual manner by the management of the St. Francis hotel, one of the largest and most fashionable hostelries of San Francisco. In a new lobby of the hotel a large, beautifully upholstered chair was placed in a conspicuous position facing the desk and on it was placed the legend:

"This place is reserved for M. A. Gunst."

Mr. Gunst has been a "landmark" at the St. Francis ever since it was built and is a great friend of the manager. It is believed that the reservation of a special chair for an individual in the public lobby of a hotel is unique in America.

Arthur Meyers, Pacific coast representative for the Humboldt cigar is in Los Angeles looking after business. He intends to go as far as Salt Lake City before returning to San Francisco.

John Glenn, representing the Roi-tan cigar, and I. I. Hess, who booms the Optimo, have just returned from a business trip in the southern part of the State.

News has just reached here that Mark Healey, formerly a cigar maker at Auburn, Cal., has just been killed in action in France. He enlisted in a Canadian regiment about a year ago. Healey leaves a wife living in Auburn.



The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

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General Representative for United States and Canada

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All Progressive Dealers Read TOBACCO

WE OFFER {Quality / Service} TO THE TRADE

The Finest Grades of

IMPORTED HAVANA CIGARS

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43 Beaver Street

NEW YORK TEL. BROAD 5221

Side Lights on Tobacco Manufacturing

As Shown in the Census Reports

WASHINGTON, November 19.—The report of the Bureau of Census covering the manufacturing industries of Illinois as of the fiscal year for 1914 showed remarkable progress and development in all lines of industry. Measured by the value of its manufactures, Illinois ranked third among the States of the Union in 1914, with a total value of $2,247,322,819; its factories gave employment to an average of 506,943 wage earners which made it rank fifth among the States in this respect. In that year reports were taken covering 18,388 manufacturing establishments. How much this has been increased during the past three years will be difficult to estimate.

There are 1,622 tobacco manufacturing plants in the State of Illinois furnishing employment to 7,653 persons with a total output of $26,036,729, an increase of 19.1 per cent. over the output of 1909. Of the total value of products, $15,982,887 was added by processes of manufacture.

The number of employes, 7,653, was made up 67.7 per cent. of men 16 years of age and over, 30 per cent. of women 16 years of age and over, and 2.4 per cent of children under 16 years of age. The highest number of persons employed in this industry in any one month in that year was 7,796, in October. The lowest number was 7,532 in April. Of the 7,653 persons employed, 4,400 were employed in factories or establishments working only 48 hours or less per week; 923 worked between 48 and 54 hours a week; 389 worked 54 hours a week; 1,094 worked between 54 and 60 hours; 843 worked 60 hours and 4 people worked from 60 to 72 hours per week.

As an example of the way in which manufacturing interests are centralizing in large cities, attention is called to the fact that the value of tobacco manufacturing output in Chicago in 1909 was $4,827,492 or 29 per cent. of the entire industry; in 1914, however, the value of tobacco manufactures in the same city was $21,460,007 or 82.4 per cent. of the entire tobacco manufacture of the State. On the other hand the tendency to combine is evidenced by the fact that whereas in 1909 there were 1,102 tobacco manufacturing plants in Chicago, in 1914 the number had been reduced to 910, this was accompanied by a reduction in the number of proprietors and firm members from 1,166 to 961. The number of persons engaged in the industry, as a whole, increased from 6,936 to 7,152; the salaried employes increased from 427 to 747. The extent to which the business increased is further indicated by the fact that the primary horsepower increase was from 783 to 1,071. The capital invested in the industry in Chicago showed a slight reduction from $10,451,273 in 1909 to $9,946,487 in 1914. Salaries increased from $716,830 to $1,066,876; wages paid to workers increased from $2,864,769 to $3,321,340; cost of materials from $6,827,850 to $8,488,992, and the value of the products from $16,919,417 to $21,834,368.

Of the tobacco factories located in Chicago in 1914, two furnished employment to 1,675 people; one gave employment to 336 people; four gave employment to 599 people; ten, with an average of 51 to 100 gave employment to 715; 28 working an average from 21 to 50 people employed a total of 815 persons; in 188 factories running an average of from 6 to 20 wage earners a total of 1,794 people were employed, and in 832 factories employing from 1 to 5 people each the total was 1,719 persons. Out of the total number of 1,622 tobacco factories, 557 were located in the city of Chicago.

The number of cigar box manufacturers in the State remained stationery at 18 giving employment in 1914 to 390 persons with an expenditure of $165,000 for wages and of $298,000 for materials, and with a value of output of $672,000. Of these establishments, 9 were located in the city of Chicago, furnishing employment to 320 people at an expenditure of $141,000 for wages, $251,000 for materials and with an output valued at $577,000.

St. Louis reports for 1914 show 8 cigar manufacturing plants as compared with 12 in 1909. The average number of wage earners increased from 11 to 17; wages from $9,000 to $11,000. The cost of materials fell from $12,000 to $11,000, and the value of the product from $40,000 to $29,000. Peoria shows a reduction in the number of cigar manufacturers from 36 to 32; in the number of wage earners from 308 to 264; in the amount paid out for wages from $204,000 to $172,000; in the cost of materials from $240,000 to $192,000, and in the value of products from $647,000 to $512,000.

In Springfield the number of cigar manufacturing plants was 31 as against 30 in 1909; the number of wage earners 120; the amount expended for wages $65,000 as against $61,000 in 1909; the cost of materials were $67,000 and the value of the output $190,000 as against $206,000 in 1909.

In the State of Illinois there were, in 1914, 44 chewing, smoking and snuff tobacco manufacturers; these furnished employment to 1,721 persons, of whom 43 were proprietors, 24 were salaried officials and superintendents, 394 were male clerks, 64 female clerks. There were 1,196 wage earners. The capital invested was $5,885,510; the cost of materials was $4,947,569 and the value of the product $12,716,651; the total horsepower was 1,000, out of which 656 horsepower was electric. The number of cigar and cigarette factories was 1,578; the average number of persons employed was 6,457; the amount of capital invested, $6,136,000; the amount expended for materials was $5,045,396; for wages $3,924,031. The total value of the output was $13,320,078. TENNILLE.

The Patriotic Service League, 2741 Broadway, New York, displays a "Thankgiving Kit" for Uncle Sam's fighters. A pipe, a package of tobacco and two packages of pipe cleaners, are contained in the kit. Among other things are buttons, thread, playing cards and other useful articles for soldiers. The kit sells for $5 and unlike other kits, a metal safety box is used.



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

Record Prices for Remedios Capaduras

He Has a Long Full Purse Who Can Buy Much Tobacco in Havana Now—Leaf Dealers Continue to Talk of Advancing Prices—Cuban Land and Leaf Tobacco Co. Invests Heavily in Vuelta Abajo—Romeo y Julieta Delivers 850,000 Cigars in One Week—All the Factories Very Busy.

HAVANA, November 16.—Remedios tobacco has reached a new record price, for first and second capaduras. The highest figures for first and second capaduras have been $80 and $70 per qq. in the country, and $82 and $72, respectively, in Havana, although now the asking prices are $85 and $75—for escogidas. Vegas of the farmers may be secured yet at slightly lower figures, but the stocks for sale are rapidly diminishing.

As there is still a good supply of Vuelta Abajo, in factory vega styles, prices are firmly maintained, but not quotably higher. Colas are in demand, but buyers are trying not to raise prices by too active competition, which also holds true concerning the loose leaves of Remedios. Partido resagos remain in fair supply, but are little inquired for, while fillers command good figures.

Planting is now under way, restricted in some places by a scarcity of seedlings, but if the weather conditions are favorable, we may count upon a larger and better crop in 1918. The high prices undoubtedly are a strong incentive to tobacco growers in Santa Clara province. It is claimed that a scarcity of hands in the Vuelto Abajo may prove an obstacle to raising a larger crop in that region, the coming year.

Sales during the past two weeks totaled 18,591 bales, divided into: Vuelta Abajo and Semi Vuelta, 6,983; Partido, 2,130, and Remedios, 9,478 bales..

Buyers were: Americans, 11,548; exporters to Europe, 50; shippers to South America, 1,348, and local manufacturers of cigars and cigarettes, 5,645 bales.

RECEIPTS OF LEAF TOBACCO FROM THE COUNTRY

For two weeks ending Nov. 8, 1917:

	Bales.
Vuelta Abajo	16,794
Semi Vuelta	1,744
Partido	827
Remedios	7,376
Oriente	....
Total	26,741

Since January 1, 1917:

	Bales.
Vuelta Abajo	170,134
Semi Vuelta	10,917
Partido	31,861
Remedios	125,563
Oriente	4
Total	338,479

Exports of cigars, per steamship Morro Castle, totaled 513 cases, containing 2,191,865 cigars, which were consigned to the following countries, viz.: To the United States, 1,135,420; Great Britain, 892,195; Uruguay, 64,500; Canada, 45,000; British Africa, 23,000; Australia, 20,000; Gibraltar, 10,750 and China, 1,000 cigars.

Exports of leaf tobacco from Havana during the last two weeks totaled 6384 bales, which were distributed to the following countries, viz.: To all ports of the United States, 4,333; to Canada, 1,065; to Great Britain, 50; to the Argentine Republic, 908, and to Chile, 28 bales.

Among leaf buyers who arrived this week were: Albert W. Kaffenburgh and Wm. Batchelor, from Boston; Francisco Diaz, of V. Guerra, Diaz & Co., and Francisco Arango, of Francisco Arango & Co., both of Tampa. Harry Vetterlein, of Julius Vetterlein & Co., of Philadelphia.

Manolo Rodriguez, of Rodriguez, Mendez & Co., of Havana, accompanied by his family, returned from his vacation in the United States.

Cigar manufacturers are very busy trying to rush off as many orders as possible for the coming holidays in the United States. Also in executing pending orders for the United Kingdom they are making such speed as the limited number of good cigarmakers will allow. There has been received, as yet, no news from British importers of cigars, whether they have permission from the Board of Trade to allow manufacturers here to ship cigars to England after January 1. All orders to other countries, which are not restricted by time limits, are held back nowadays.

It is reported that the Cuban Land & Leaf Tobacco Co. has bought heavily in the Vuelta Abajo, paying full figures for superior leaf.

Romeo y Julieta delivered from the factory last week 850,000 cigars for export and to customers in Cuba. This is a record never before equalled by a single factory, even in most flourishing ante-bellum times. This was not the output of a single week, as several shipments had been delayed, but it demonstrates the high pressure Romeo y Julieta is working under to please its customers in every possible respect.

Partagas factories are working to utmost capacity.

La Corona factory is achieving a large and notably fine output.

H. Upmann is as busy as usual in shipping cigars to the United States.

(*Continued on page* 25)

Vuelta Wrapper, Vuelta Filler Vuelta Through and Through

H. UPMANN HABANA

Because a cigar is a Havana cigar, it does not necessarily follow that it is remarkably good; all Cuban tobacco is not as fine as some Cuban tobacco.

But Cuban tobacco grown in the famous province of Vuelta Abajo is acknowledged to be supreme—the finest cigar leaf in the world.

Upmann Cigars Are All-Vuelta Cigars

No other kind of leaf is used in the UPMANN factory. Hence, the steadily increasing demand for UPMANN'S everywhere.

CHARLES LANDAU

82 Wall St. - - - New York

Sole Agent for the United States

THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.

REWARD OF $1,000

Given to anyone proving otherwise.

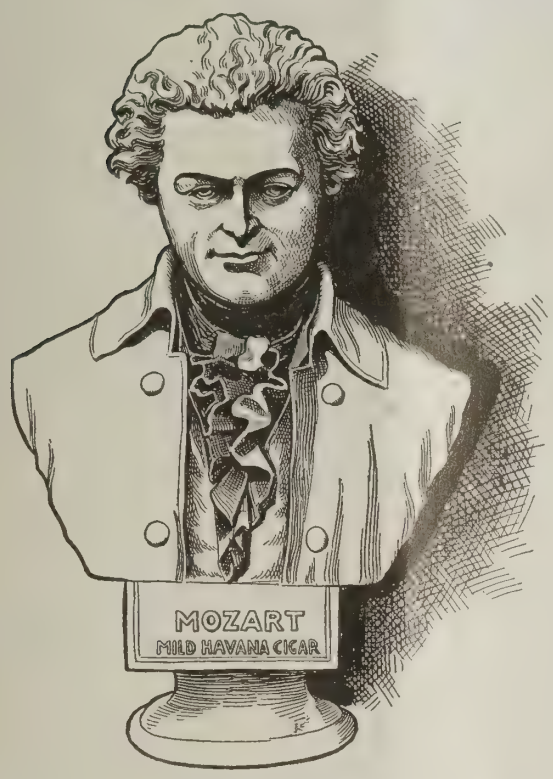
The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.

NEW YORK MONTREAL, CANADA

SHADE-GROWN HAVANA



E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

DIAMOND-F

PROTECTIVE PAPERS

FOR PERFECT PROTECTION

Diamond-F Protective Papers are scientifically made to fit the particular use for which they are intended. Starting with scrupulous selection of raw materials, every step in the manufacturing process is under the eye of paper specialists who see to it that the finished product is as near POSITIVE PERFECTION as modern machinery and human hands can make it.

Diamond-F Glassine should be used in the wrapping and packing of cigars and tobaccos, to keep impurities OUT and the tobacco-goodness IN.

Diamond-F Glassine is transparent. It resists grease, oil and air and is free from all corrosive compounds. It is furnished bleached, semi-bleached, unbleached, embossed and colored, in sheets, rolls and circles. Diamond-F Glassine is made entirely from wood pulp. Diamond-F Filter Paper is U. S. Government-tested.

Diamond-F Service (quality-price-delivery) is a known quantity. Put it to the test. What are your paper problems? Write for samples.

DIAMOND STATE FIBRE COMPANY

Bridgeport, Pennsylvania (near Philadelphia)

Rushing Ship Building

There have been so many contradictory statements printed as to number of ships Government is building, that this official statement procured from Rear Admiral Capps, chairman of Emergency Fleet Corporation, is of value:

During past two months Emergency Fleet Corporation has awarded contracts for 118 wooden vessels of 3,500 tons dead-weight capacity each, to twenty-seven different shipyards. There had previously been awarded contracts for 235 wooden vessels of similar type to the above and for 58 vessels of composite construction, thereby making a total award to date of 411 wooden and composite vessels and an aggregate dead-weight tonnage of 1,460,900.

Since August 1 there have been awarded contracts for 155 steel cargo vessels of 1,076,800 tons dead-weight tonnage, distributed among six shipyards. The most important of these contracts are for vessels of the so-called fabricated type, and special shipyards are being prepared for them. Previous to August 1, 70 steel cargo vessels of 587,000 tons total dead-weight capacity had been contracted for. These vessels were distributed among ten shipyards. Therefore, at the present time the total number of steel vessels under construction for the United States is 225, with a total aggregate dead-weight tonnage of 1,663,800.

By proclamation of August 8, 1917, the Fleet Corporation, under authority delegated by the President, under the provisions of the emergency act approved June 15, 1917, requisitioned all vessels under construction in shipyards of the United States of 2,500 tons dead-weight capacity and above, having a total dead-weight tonnage in excess of 2,000,000 tons.

Thus there are at present a total of 1,039 vessels of 5,924,700 tons dead-weight capacity under construction for the United States Government.

The Shipping Board has stated its belief that the United States will have 1,600 merchant ships, aggregating 9,200,000 tons, by the end of 1918.

BOSTON BREVITIES

(*Continued from page* 14)

Federal street retailers and jobbers, is back from Connecticut with a nice bunch of orders for Cafe Savarin and Hoffman House cigars.

Boston smokers have acquired the Regensburg expression. Joseph P. Manning Co., the distributors, have made a 90 per cent. distribution of Admirations in and around Boston. There is hardly a place where cigars are sold that Admirations cannot be purchased.

Don't wait until your cigars are all dried up before you put your moisteners in the cases. Dry cigars will drive away more trade than you can get back.

The Marie Antoinette brand, packed five in an attractive container, retailing at 50 cents, is being handled by many retailers around the city.

Favorita De Cuba, made by S. H. Furgatch & Co., is sold in many of the most exclusive clubs and hotels. It is a Sumatra wrapped, all Havana filler cigar, made by the Spanish method. C. B. Perkins Co. is the distributor.

The Chancellor, the mild Sumatra wrapped Havana cigar, which has had a big call in this market, is showing signs of real activity. The Commonwealth Cigar Co. is displaying some new sizes.

Bernard Lett Co., distributors of Sanchez & Haya cigars, have all the goods now in transit sold for the holiday trade. Mr. Lett informed me that his orders on Sanchez & Haya exceeded any previous season.

HAVANA NOTES

(*Continued from page* 24)

Hoyo de Monterrey has all it can do, executing the pending orders.

Punch has all the orders that Don Manuel Lopez can attend to for the present.

Calixto Lopez & Co. are doing splendidly. Cesareo Diaz and Saturnino Alvarez are in charge now, since Don Jose Diaz left for the United States.

Belinda is rushed on orders for the American market and Great Britain.

Por Larranaga, Ramon Allones, C. E. Beck and Sol and Devesa de Murias are all busy, filling good orders on hand. The temporary strike in the Flor de Tomas Gutierrez factory has been settled satisfactorily and the factory now is working in good shape. ROSAM.

At Hartford, Judge Edward L. Smith, of the Court of Common Pleas, at the request of Hugh M. Alcorn, acting for Irving D. Woodworth, of Suffield, issued an injunction against American Sumatra Tobacco Co., of Enfield, and Julius Lichenstein, of New York. Mr. Woodworth is the owner of certain land in Enfield, Conn., which he leased to the defendants and on which they raised tobacco under shade during the last Summer. According to the petition asking for the injunction, Mr. Woodworth says that defendants threaten to remove certain poles and wires from the land and posts from the sheds on the land. The legal claim made by Mr. Woodworth is the defendants have no legal right to remove the poles and posts because the posts are sunk into the ground and the poles are spiked to the tobacco sheds.



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE
NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

TIPPING THINGS OFF

(*Continued from page* 5)

Come, Mannie, announce your permanent voting address. Then send us your testimonials about the brands you use, that's a good little boy!

"Burdened with almost daily contributions for various worthy causes, it is no wonder the man on the sidewalk is cutting down his smoking account," contends Gil Thompson, of Thompson & Hare, Clinton Square, Albany. "Why," he went on, "one day trade seems to be picking up, with an occasional spurt which resembles a really decent business. Immediately thereafter comes a day or two, sometimes a week, of the very rottenest cigar sales we can possibly have. But I believe things will change soon. They've got to."

Even money prices are the rule for all cigarette brands at the Rensselaer Inn, Troy's best hotel. Manager McGlynn, who is president of the State hotel men's association, and is now in New York for the hotel convention, issued orders previous to his departure that all 10-cent brands shall be 15 cents, 15-cent goods 20 cents, and so on.

Joking Joe McElveney is authority for the statement that a certain citizen on a West Albany street car had an unlit cigar in his mouth, enjoying a dry smoke.

"No smoking in there," shouts the courteous conductor. "Chuck it out of the window, or off you gets."

"Oh, say," sighed the passenger, "my feet are in my shoes, and my shoes are on the floor of this car, but I *ain't* walkin'."

After a minute's reflection upon this retort the buoyant bellman says, says he:

"All right, pop, keep your feet on the floor, and the cigar in your mouth—you don't need *alight!*"

This year not everyone in the United States will have a Thanksgivin' of ole Kaintuck fried turkey, trimmed with furbishin's of artichokes, celery, cranberries, co'n-pone an' mashies.

But Marse Hennery Watterson, colonel of the blue grass, and far-famed editor of the Louisville *Courier-Journal,* is willin', like Barkis, to dispense with all 'cept the wish-bone, providin' he can have his usual dessert of cantaloupe, filled with vanilla ice cream, sprinkled with paprika, and topped with sliced cucumber!

Other and plainer people, such as, for instance, Bozo the piano-mover and Moe Boguslawski of Aeolian Hall, will be glad enough to take the thirteenth chair at Grandmother's or Aunt Kate's, providin', a-course, th' chicken ain't all neck an' wing!

Then, too, there's simply got to be some smokes after all this clatter! So that's the reason Capitol District tobacconists are prepared to sell Brother Bill and Cousin Charlie lots of cigars up to, an' includin', Thursday, November the 29th!

For surely, Jim, you can't expect the boys to bring their homey jo-jammers, an' hit up the burley after the banquet like a bunch of wops on the right-of-way of the Tidewater R. R.!

Box trade, contingent upon the anticipated Thanksgiving business, is usually a considerable factor at the store of Aaron Pareira, 7 North Pearl street, Albany.

Quite a quantity of imported goods, as well as domestic clear Havana stock, is sold, as a rule, around the several days preceding the Thursday feast.

And the establishment is prepared to swing a large amount of high-grade box sales this season, with its extensive lines of fine cigars in the opalesque humidor.

Down on Broadway, Albany, Manager Bobby Richford of the Arcade Cigar Co., is also getting ready for a holiday rush.

Transient trade from the Union Station, opposite, is always good when the out and in travel commences, just before an old-home week festival like Thanksgiving or Christmas.

House brands will be featured in both window and store for the approaching harvest.

Sheriff William H. Keeler, proprietor of the coast-to-coast known hostelry of Maiden Lane Keeler's, Albany, has been quite sick.

Because of his age, now well along in the seventies, the family has been worried very much about his condition.

But his many, many friends are now glad to know he is somewhat better.

His son, Rufus Keeler, looks after the restaurant, cabaret and cafe during the old gentleman's absence. While the hotel and cigar stands are jointly managed by John Keeler and Charley Mann.

Business is reported only fair here for this time of year.

One day, a while ago, when Sheriff Keeler sat down to his customary light luncheon in the Maiden Lane grill, he asked Mike, sometimes named Michael Angelo, the Italian tenor-waiter, what was on the program for the day.

"'Bout de sam' t'ing, boss," replied Mikey; "oysters, clams, fish, chops, steaks, eggs, an'——"

"Bring me a little toast and eggs, Mike," interrupted the Sheriff. "And say," he added in a whisper, "run over to the Stanwix Hotel across the way, and see if you can borrow a knife, fork and spoon."

Mike looked around a second, then blushed under his Sicilian tan when he noted the lack of the necessary furniture, which he speedily supplied from the tray of a passing bus-boy.

—

Upon another occasion, when it became essential to secure the services of a trimmer for

(*Continued on page* 34)

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice
TWO STANDARDS
for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO. CO., Richmond, Va.

SHOTS AND JOTS

Leslie Pantin, Jr., has been appointed Portuguese vice consul in Havana.

—

In Havana, recently Walter Sutter & Co. purchased 1,931 bales of leaf, for Northern customers.

—

C. L. Marley has bought the cigar business at Ontonagon, Mich., from his brother, W. C. Marley.

—

Bostine & Co. have leased Rooms 401 to 402a, 112 East 19th Street, New York, to the Interborough Cigar Co.

—

The Cuban Land & Leaf Tobacco Co. recently supplemented previous purchases by buying 2,222 bales of leaf in Havana.

—

Michael Kennedy has acquired the cigar store formerly conducted by John F. Sheridan, on Cottage street, Easthampton, Mass.

—

Michael J. Sientz, Mae Wientz and David Seznik have incorporated the Simon-Reigel Cigar Co., in Newark, with a capital of $50,000.

—

Besides important purchases "made in the country" recently, J. Bernheim & Son have bought 3,723 bales of Remedios, first and second capaduras, in Havana.

—

The City Council at its first regular meeting in November passed an ordinance imposing a license tax of $100 on each dealer in cigarettes in Dade City, Fla.

—

Armstrong Lillard, formerly a cigar salesman, will engage in business on his own account, renting the stand at the entrance of the Independent Life building in Nashville.

—

James Rooney, the best known cigar manufacturer in Lockport, N. Y., and prominent in the Fraternal Order of Eagles, died recently, aged 51. The cause of his death was apoplexy.

Published reports to the effect that the Galt House in Louisville had been sold and was to be converted into a warehouse, are vigorously denied by W. H. Marshall, the manager. "We wish to say," writes Mr. Marshall, "that this report is entirely unfounded."

—

Because of unsettled conditions in the tobacco market at the present time a committee from the Fort Wayne, Ind., journeymen's cigarmakers' union will recommend to their organization that action be deferred until January 1 on a proposed increased wage schedule.

—

Russell DeWitt Steane, of Wapping, son of Mr. and Mrs. I. J. Steane, of No. 29 Collins street, Hartford, and Miss Isabel A. Menut, daughter of Mr. and Mrs. Charles Menut, of Dunstable, Mass., were married at the Dunstable Congregational Church Saturday evening. Mr. Steane is in the tobacco business, and lives in Wapping in the Summer and in Hartford in the Winter.

—

An anti-cabaret fight is now on in Atlantic City, where ordinances regulating and abolishing entertainment in places where intoxicants are sold are now being considered by the municipal law-makers. Sentiment among the city authorities seems to be for the entire abolition of cabarets, but it is possible that a regulatory measure imposing a high license fee will be adopted. It is suggested that dancing be permitted, but that all entertainment features except music should be prohibited.

MANILA CIGARS



La Emperatriz

A New Brand in this country but well known in the Philippines.

Open Territory

Write

HENRY OTTENBERG, Importer, 146 Front St., N. Y.

New OPTIMO

BEST OF THE BEST



BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

ROCKY FORD

HAND MADE →CIGAR← DELICIOUS FLAVOR

Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c.—2 for 5c. and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices PITTSBURGH, PA.

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY
111 FIFTH AVENUE, NEW YORK

FROM THE FIRING LINE

Personals and Trade Jottings

W. W. Weeks, representative of the Benito Rovira Co., is in Detroit.

—

Julius Riesenberg, representing Rosenthal Bros., is expected to reach California this week.

—

Julius Klorfein was in Connecticut this week inspecting tobacco he recently purchased.

—

Harry C. Alces, representative of Charles Morris & Co., will return from his Western trip soon.

—

Tom Gray plans to leave for the west this week to look over things for the Havana Production Co.

—

H. I. Schacklett, star salesman for the Gene Vall Cigar Co., will visit the Philadelphia trade this week.

—

Claude Turner, representative of Salvador Rodriquez, is at his home in Macon, Ga., taking a vacation.

—

Marcelino Perez did not leave for Havana last Saturday, as he had planned. He is not certain now when he will get away.

—

Jose Diaz, of the Preferred Havana Tobacco Co., returned on Friday from a two months' visit to Havana and Tampa.

—

Benito Rovira, of the Benito Rovira Co., returned from Cuba last Thursday. He made large purchases of tobacco while there.

—

J. M. Gans, of Gans Bros., is expected to return to New York this week, from the West, where he has been visiting the trade.

—

M. Hyman, western representative of Lincoln & Ulmer, who was in New York for a few days this week, has returned to his territory.

—

J. W. Merriam, of Merriam Segars, Inc., is in Indiana. He now is working his way east and is expected in New York at the end of the month.

—

Cigar dealers in Tulsa, Oklahoma, are rather worked up over the attitude of many smokers regarding the advance in price on popular brands of tobacco.

—

J. B. Rovira, of the Benito Rovira Co., returned from Chicago, Sunday, which city he visited after calling on the trade in Kansas City and Memphis.

—

Sam Adler, ambassador for E. Popper & Co., will visit the trade in Boston, Providence, and other New England cities. Henry Riesenberg is in Iowa.

Al. Korn, whose specialty is big orders for S. H. Furgatch & Co., is in and around Pittsburgh this week. He is competing with the stogie manufacturers.

—

Joseph F. Walton, of Lexington, a man well known to the tobacco trade, was married at Maysville, Ky., last week, to Mrs. Cora McAtee Pickett.

—

The International Tobacco Co., B. H. Wasserman, president, 415 East Twenty-fourth street, has become a member of the Merchants' Association of New York.

—

J. L. Sambucetti & Co., a large jobbing house at Memphis, Tenn., will now handle in local territory, El Arabe line in all sizes. J. B. Rovira secured the account.

—

R. F. Donovan, Memphis representative of the Benito Rovira Co., has been given additional territory to cover, and now calls on the trade in Kentucky and St. Louis.

—

Lincoln & Ulmer are placing a Rodena Kit, especially prepared for the soldiers, with the trade. It is made of khaki papier mache, contains five Rodenas and sells for 50 cents.

—

George Fleming has closed his cigar and confectionery business at Alliance, O, and expects soon to take a position with the Burlington Railroad Company in the freight department.

—

The aggregate of wages paid in manufacturing in New York State factories during September, 1917, showed an increase of 5 per cent over the aggregate paid during the month of August.

—

E. A. Hecht, representative of Jos. Berran & Co., is placing the Paul Gilmore and Principe de America brands with marked success in North and South Carolina. Repeat orders are being received constantly.

—

Juan Diaz, of Rey del Mundo, Havana, arrived in New York this week. His family has been spending the summer at the Gedney Farm Hotel, White Plains, N. Y., and will return to Havana with Mr. Diaz.

—

Robert E. Lane, United States and Canadian representative of Partagas, has decided to remain in New York for the rest of the year. After January 1 he intends to take a trip to Cuba and later will visit the west.

—

The distribution of the R. I. M. six-cent cigar, made by S. Monday & Sons, continues to increase. Business in general has been better during past few weeks. S. Monday & Sons expect an excellent holiday season.

—

Kohlberg & Co., manufacturers of the Ko-Co and La-Encico, are rushed with orders. The salesmen have turned in so many orders of late that they have been instructed to do a little collecting and let the orders rest for a while.

—

Jos. Berran, of Jos. Berran & Co., returned last week from the West, where he secured several new accounts. He reports business good throughout the territory he covered. Detroit, St. Louis, and Cincinnati were among the cities he visited.

—

From the total sales of every store in the United system on Monday, 5 per cent. was deducted and donated to the war fund of the Y. M. C. A. A neat poster was displayed in each store window reading, "Help swell the war fund of the Y. M. C. A."

—

Oscar Veit, metropolitan salesman for Gans Bros., now confined by illness in a sanitarium on East 78th street, New York, has shown some improvement within the past few days. He is still weak, however, and some time may elapse before he will be able to leave the sanitarium.

—

A. Santaella & Co., manufacturers of the Optimo, have been receiving orders in large numbers of late and the demand for this cigar and others made by this company is continuous. A. Santaella & Co. will not put out any special holiday packings, but anticipate good business on their regular packings.

—

Murray's Restaurant on West 44th street, New York, is featuring the Dubonnet in a large window dispaly. In the display is comprised a large poster showing a man lighting a cigar, and in the two side panels young ladies temptingly offering Dubonnets. The colors used are blue and light gray.

—

At a joint meeting of the journeymen cigarmakers and cigar manufacturers, held at Trades and Labor Council, Elmira, N. Y., recently, a new scale of wages for the journeymen was agreed upon. An increase of $1 a thousand will be paid the men. This is the first increase granted them in fifteen years.

—

An attractive holiday packing of Palos has been brought out by Simon Batt & Co. Instead of being cedar the boxes are made of purple paper with a yellow edging. Packed ten in a box, the Palos are sold at $1, $1.25 and $1.50. There is a big demand for the packing on the Pacific Coast.

—

The John Cashatt Cigar Co., at 18 North High street, Columbus, O., has been bought by George L. Pagels. O. W. Young, manager of the store, will be retained, with other employes. Mr. Pagels is interested in the Owen Magnetic Motor Car Co., distributors of Hal and Velie motor cars, and will divide his time between the cigar and the automobile business.

—

The Tampa Dandy Cigar factory in Valdosta, Ga., operated by T. A. Symonett, was burned last week, together with most of the stock on hand. About 35,000 cigars and 400 pounds of tobacco were destroyed. The loss on the contents of the factory is estimated at

2,700, partly covered by insurance. The origin f the fire is unknown. The factory will be re-stablished.

—

The United States is carrying out the great-st navy construction program that has ever een undertaken by any nation. It is building 87 warships, ranging from superdreadnaughts o submarine chasers.

—

Because of congested freight conditions now xisting, the Pennsylvania Railroad this week eclared an embargo on shipments to Pitts-urgh. It is said that goods can be shipped rom Pittsburgh to any point, but that re-eiving is out of the question. Local cigar anufacturers were seriously affected by this mbargo, as many of them were preparing to ip holiday goods to Pittsburgh.

—

C. A. Gibbs, of the C. A. Gibbs Co., the large bbing house of Pittsburgh, was in New ork this week. He said that business was ooming to a great degree in "the steel city," d everybody was sharing in the prosperity. Vhiskey, he said, is selling at 25 cents per lass, yet the saloons are packed daily. Mr. ibbs visited Marcelino Perez to make his sual purchases of holiday goods.

—

Acker-Merrall & Condit Co., as usual, will ave a large assortment of holiday packings this season. Sherman P. Coe, manager of the cigar department, anticipates an excellent demand for holiday goods this year. "As a matter of fact," said Mr. Coe, "business has been up to the mark right along. While conditions were bad in many cases, we were fortunate in receiving our regular amount of orders. For the holidays, we expect the same condition to prevail."

—

Announcement is made of the fusion of the two great Swedish Match Trusts, Jönköpings & Vulcans Tändsticksfabriks Aktiebolag and Förenade (United) Tändsticksfabrikerna. The new organization will have a capital of about $22,000,000 and will control not only the Swedish, but also the foreign branches of the industry, including the factories in Norway, Finland, Russia, and England, which until now belonged to one or the other of the parent corporations.

—

John J. Flaherty, manager of the United store in the Flatiron Building, doesn't believe that the war will hurt his regular holiday trade. It is a fact that he has been receiving large orders right along and he is quite certain brisk trade will continue. The genial John J., who now sells time fuses among other things, says he has been selling a great many bags of Bull Durham to folks who send them to soldiers and sailors. One day last week, a young lady came into the United and purchased 500 packs of "Bull" and a few moments later another one came in and asked for 300 packs. "Gosh! the old 'Bull' sure is popular," said John J.

—

The Louisville Tobacco Warehouse Co., at an annual election held last week, chose the following officers and board of directors to serve for the ensuing year: D. A. Keller, president; Basil Doerhoefer, vice president; Brown C. Crawford, secretary and treasurer, and Grant Green, assistant treasurer; directors, D. A. Keller, Basil Doerhoefer, Laban Phelps, James C. Stone, H. T. Larimore, J. C. Bright, S. P. Owens, Grant Green and Brown C. Crawford.

—

R. Foster Stone, Pacific coast and Alaska representative of W. K. Gresh & Sons, gave a banquet to the Powell-Sanders Co. staff in the Elizabethan room of the Davenport Hotel, in Spokane, Saturday night. Percy P. Powell acted as toastmaster. Thirty persons were present. The program included addresses, vocal and instrumental solos, recitations and reminiscences. And those who, by speech and song, contributed to the pleasure of the occasion, were: J. S. Butler, C. W. Damon, W. T. Ely, P. C. Hinton, G. L. Hammond, R. F. Foote, Percy P. Powell and R. Foster Stone. Music was furnished by Brill's orchestra.

DECORATED METAL BOXES

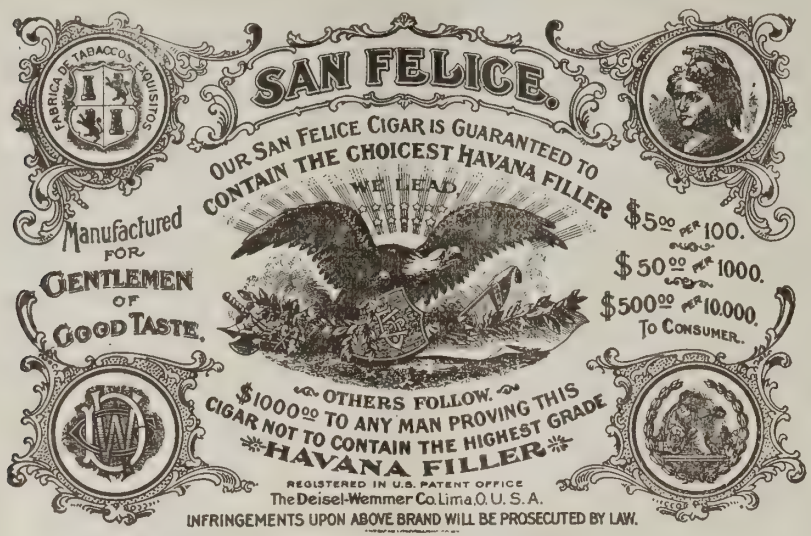
FOR TRADE CANCO MARK CIGARS

KELLY'S BOUQUET

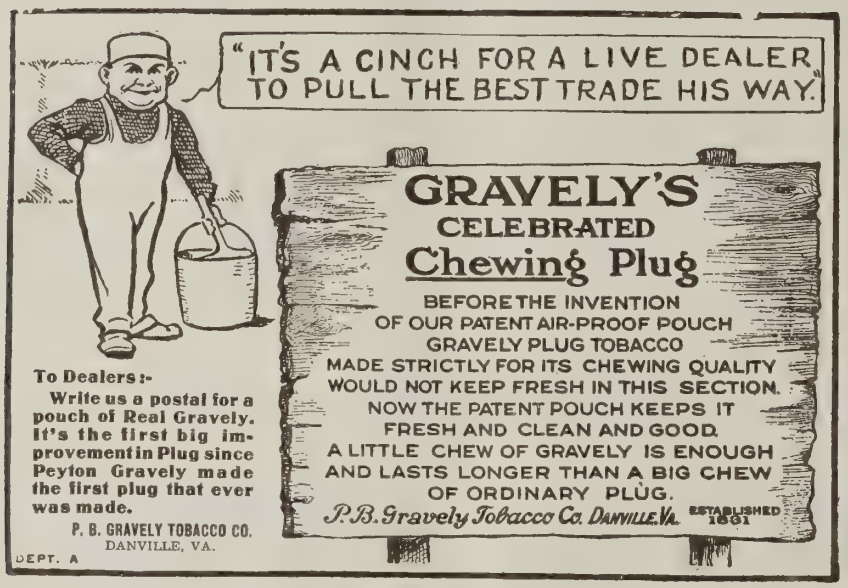
A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*



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THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

HIJA De JOSE GENER
HABANA, CUBA
Manufacturer of HAVANA CIGARS
"HOYO de MONTERREY" "LA ESCEPCION" "EL VINYET"
VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.

BINDERS FOR "TOBACCO" Common Sense Kin
Sent by Mail $1.25. Delivered at Office $1.00
Tobacco Trade Journal Co., 10 E. 39th St., New York



A. WINTER, President M. WINTER, Sec'y and Treas
PINZON
HAVANA CIGARS
BONDED FACTORY
M. PEREZ CO.
168 Water Street New York
Factory: Key West, Fla.
Warehouse: Industria 114, Havana, Cuba

TRADE NEWS FROM NEAR AND FAR

President Edward Wodiska, of the Havana Production Co., is expected in New York next week. At present he is in Cleveland. Ben Lesser is in Chicago and R. U. Falkner is in Montgomery, Ga.

—

A petition in bankruptcy has been filed by Henry J. Robanus, a tobacco merchant of New Haven, who lists his liabilities as $4,098.28 and assets as $2,570.41, including $1,729.53, book accounts.

—

Near Murray, Ky., a tobacco barn and about 5,000 pounds of tobacco were burned, one day last week. The barn belonged to Walter Lester. The tobacco was owned by Lester & Hayden. Neither the barn nor the tobacco was insured.

—

In Butte, Mont., last week, a tobacco salesman was quoted as saying: "In the near future it will not be a question of 'Give me this brand or that brand of tobacco or cigarettes, but it will be a question of 'What brand can I secure at any price?'"

—

Benjamin Gorlitzer has purchased the cigar stand in the Waldorf Building, 10 West 33rd street, New York, from Wm. A. Hollingsworth. Gorlitzer is a son-in-law of S. Sachs, who owns the cigar stand in the 30 East 42nd Street Building.

The average per capita earnings of manufacturing employes in New York State, including shop and office workers of both sexes for one week in September was $16.97, as compared with $16.44 in August. In September, 1916, the average weekly earnings were $14.87, two years ago they were $12.86 and three years ago they were $12.48.

—

To meet the increased cost charges by manufacturers and the greater internal revenue tax, the Atlanta Cigar and Tobacco Dealers' Association, Friday afternoon, at a meeting at the Chamber of Commerce, recommended a higher selling price for cigars. It was suggested that cigars now sold for 5 cents be sold at 6 cents, 10 cent cigars at 12 cents, and two for a quarter cigars at 15 cents straight.

—

About 2,000 people attended the ball given by La Nacional, the Spanish benevolent society, at Harlem River Park, on Sunday. Partly, because the midsummer night fiesta this year was postponed, and partly because next year the society will celebrate its fiftieth anniversary, the affair was somewhat informal. But it was greatly enjoyed. The dancing was made more pleasant by the splendid music furnished by the 71st Regiment Band.

—

The Fall and Winter issue of the New York City Telephone Directory, delivery of which has just started, contains approximately 425,000 names of telephone subscribers, 25,000 more than were in the 1916 Winter issue. Approximately 730,000 copies will be distr uted. A new central office designation, "Whi hall," which has been assigned to a numb of telephones in the Battery section of t city, is included in the book, making 87 ce tral office designations for New York City.

—

To secure funds to purchase smokes f soldiers, the Welcome Club, Inc., will give entertainment tonight at Central Casino, M comb's Dam road and 145th street, N York. In addition to theatrical stars w have agreed to appear, George Drumm, of t Welcome Club, has made arrangements wi several of the most prominent boxers to sp a couple of rounds each. Jack Britton, Joh ny Dundee and Benny Leonard are expect to be there to help make the affair a succe for the soldiers need smokes.

—

Conditions in the tobacco trade show b little change this week. Additional holid orders are being received. Apparently t war will not affect such orders adversely some predicted. All manufacturers are ge ting a share of the business. The ret market shows more promise. Cigar smoke who "quit smoking" when new prices we into effect are "coming back." In place holiday packings from local manufacture soldier kits containing five and ten cigars a being sold. Holiday packings on the mark are "eaten up" by retailers. Prices we about the same as last week. They seem have found a level. The labor situation quiet. Encouraging reports were receive

Quinby Encounters an Amateur Mephistopheles

A Theatrical Story That Lawrence Irwell Told

"Well," Quinby remarked, " you wish me read your play. I am very busy and cannot so now. But you may leave your manuscript ith me and also your name and address. I ill look over your play at my leisure and will eturn it to you with my opinion of it."

The stranger smiled knowingly and shook his ead.

"No, no," he said with emphasis. "You will ardon me, Mr. Quinby, but such tactics will not ork with me. You would not read my tragedy I left it here. It has been to seven managers, nd has been returned by all seven as unsuitable. ut not one of them had read it. I am sure of at, because I stuck the sheets together with ucilage in a few places as a test, and when the anuscript came back, those pages were in exctly the same condition as when I sent them."

"What do you want, then?" ejaculated Mr. uinby. "You do not expect me to read your lay here and now, I suppose."

"I expect you to listen while I read the play loud to you," was the answer. Quinby's visitor olded his arms and glared at the playwright ith the calmest of stares.

The latter's patience was shattered by the mpudence of the demand.

"We have had enough of this folly," said Quinby. "There is the door."

The stranger drew himself up to his full height, his tall, powerful frame quite dwarfing Quinby.

"I decline to move until you have acceded to my request," retorted the amateur writer of tragedies.

"This is outrageous," gasped Quinby. "In my own house! I'll telephone for an officer."

"None of that," said the stranger, quickly interposing, as Quinby made a movement toward the door. "Don't irritate me; I'm quite dangerous when aroused. In this matter I intend to have my own way. Now, Mr. Quinby, be reasonable. I'll offer you a compromise. Listen while I read the first act—it is very short—and if at the end of it you assure me that you do not wish to hear any more, I promise to leave your house without one word of protest."

Quinby was speechless with indignation. But the tall stranger, with his flashing eyes and determined face, frightened the dramatist.

"Is it a bargain?" asked the stranger.

"Your conduct is disgraceful," answered Mr. Quinby, inwardly resolving to telephone to the police station as soon as he could get rid of his unwelcome visitor. "If you persist in this outrage, I'll take care that you regret it."

"I do persist," was the reply. "I'll take chances with the consequences. Please sit down while I read —Act the First!"

Glaring angrily at the intruder, Quinby sank back in his chair. He would have summoned assistance by shouting had he not been deterred by two considerations: first, the stranger seemed to be disposed to resort to personal violence; secondly, he would place himself in a ridiculous light. No, the safer as well as the more dignified way would be to remain quiet for the present, and on that course Quinby resolved.

The stranger began to read, taking no notice of his hearer's scowl. The man's voice was both musical and expressive; Quinby was compelled to admit that. And the play—well, there was some merit in it after all. At the end of five minutes, the enforced listener ceased to scowl; at the end of fifteen, he was intent and interested, and at the end of thirty, when the first act terminated, he was sitting almost spellbound.

"Do you wish me to stop now?" inquired the reader, "or shall I continue? I am quite ready to do as I agreed."

"Proceed," said Quinby. Every trace of anger and resentment had left him, and it was evident from his face and from his whole demeanor that he was alive to no other sensations than those produced by this extraordinary play.

(To be continued next week)

A SURE WINNER

EL CAVALO

MILD HAVANA CIGAR

An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.

HERMAN BAUM

62-70 BARCLAY STREET NEW YORK

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y C A. 75th Street & Avenue A. New York

ERLICH MANUFACTURING CO.

241-243 West Broadway, New York TAMPA, FLA.

CARABANAS

Clear Havana Made in New York and Tampa

PANDORAS

Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.

Established 1872

MANUFACTURERS OF HIGH GRADE CIGARS

We are now using the Union Label of the Cigarmakers' International Union.

Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

El Leon Invincibles

Extremely Mild

10c.

3 for 25c.

Pleased Customers Recommend Them

JOSEPH P. MANNING CO.

BOSTON, MASS.



CIGAR BOX LABELS
BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

DIAMOND JOE
TRADE MARK
CIGAR FACTORY
ESTABLISHED 1850

Charles Denby

Preeminently in a class of its own

H. Fendrich, Maker, Evansville, Ind.

5c.
CIGAR

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge:
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

WANTED — SECOND-HAND STRICKLER Scrap Machine. Address The J. F. Cherry Co., Newark, Ohio.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN—Fully posted in all grades of cigars, clear Havana, seed and Havana and nickel, including Manilla. Thoroughly acquainted with the best jobbers in all sections of the country. Highest reference. Address A. M. H., care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

FOREMAN WITH 20 YEARS' EXPERIENCE DESIRES POSITION. Address Foreman, care Tobacco.

MIDDLE AGED MAN who has been in the tobacco business twenty years and understands every branch of cigar manufacture, has been superintendent of large factory in New York, wishes to get out of the factory and into sales or office work. Speaks Spanish, German, Italian, Russian, and numerous dialects. Address B. F. W., care Tobacco.

SELL STAMPS

No, you needn't be a philatelist. You needn't sell stamps to collectors. Not unless you want to. Although there is excellent money in the game, at that.

But the sort of stamps you should sell pay no profit. Not a cent. Of course they're a nuisance. This idea is, however, to pretend they are not—not a nuisance, bother, trouble.

Fact is, you reverse the play. You fix it so you actually make people believe this stamp selling proposition is a pleasure to you.

Even though your location is directly across from the main postoffice, that doesn't matter. Compete with 'em. Make folk actually believe that you'd rather sell stamps than sell cigars!

"You can't?" *You can!* This way: Put a conspicuous sign in your window making STAMPS the feature. Here's how:

"Uncle Sam sells stamps. That's *his* business! But, Uncle Sammy gets tired once in a while and closes up. Especially Evenings, Sundays, and Holidays.

"Now we're *always*—that is, most always—wide open here. So we want you to know that we sell stamps at the same price as our Uncle, and we sell them *all* the time, day and night!

"Don't be afraid to buy stamps here. They're good, of course. And you needn't buy a pound of tea or a thousand cigars to get one stamp or a dozen, either.

"They're for sale at one, two and three cents each, and we would like to sell you what you need. Enter, and fear not!"

All around this display card you will make a double-play if you show up some attractive stationery, pens, ink, and so on.

There is good profit in such stuff, and many cigar stores clear their incidental expense from the velvet off this material.

Get the neighbors running in for stamps. You'll soon sell some cigars, too, for you and I appreciate a cheerful chap, particularly when he accommodates with such a needful article as a three cent stamp when the nearest station may be from a block to a mile away on a cold and stormy night.

So shove stamps—and smile!

THE SMOKER.

THE SHIFTING OF TAXES.

The new tax bill which became law on Oct. 3 is expected to add $2,534,000,000 to the government's income. If the figures prove correct when they are tested by experience, the annual results of all taxes and postage will now be $4,193,000,000. From similar sources England expects about $3,000,000,000 this year.

Federal taxation with us has had a shifting basis. In 1860 ninety-four per cent of the revenues came from customs duties. In 1864 forty-two per cent g... out of these duties and 44 per cent fr... internal revenue taxes. England is so... times said to have had in former ye... a policy of drinking itself out of d... In a measure we pursued the same pol... in reducing the debt which was piled ... by the Civil War, adding considera... through our fondness for tobacco.

The revenue of the federal gove... ment first exceeded $600,000,000 in 19... Then 50 per cent arose from custo... duties and 40 from internal revenue. ... the law of 1909 we began seriously, ... though tentatively, with the federal i... come tax, under the guise of an exci... duty on corporations, and in 1913 ... turned to it expressly as a real sour... of revenue. In 1915 the returns fro... customs duties represented 30 per ce... of the total, and internal revenue levi... brought in 60 per cent, with income tax... constituting about one-fifth of the la... ter and about 10 per cent of the whol... In this year, while income taxes raise... about $80,000,000, malt and distilled l... quors still yielded $215,000,000.—*The Na... tion's Business.*

A WINDOW DISPLAY

A sign in the window of a cigar stor... located at Mt. Kisco, N. Y., reads: "Al... first class model cigars sold here.' Which prompted a wag to remark "Keep on and they will be putting ou... a new series of cigars each year, labele... with the date line, following the automobile companies."

TELEGRAFO

VERY MILD CIGARS

A New Creation

MADE at Key West by Cuban workmen of a blend of the finest Shade Grown and Havana tobacco.

This cigar is being introduced to the American public with signal success. It retails at 5 to 15c. with liberal margins to retailers.

Apply for prices to

PARK & TILFORD, *or*
TELEGRAFO CIGAR CO. Inc.

529 West 42nd Street, New York City

Cable Address: Karnak, New York — Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS

14-16 SOUTH WILLIAM STREET - - - - - NEW YORK

Representing

Martell & Co. .....Cognac
Andrew Usher & Co.....Edinburgh
Krug & Co.....Reims
Nath'l Johnston & Sons.....Bordeaux
Bouchard Pere & Fils.....Beaune
Deinhard & Co. .....Coblenz
Gomez, Cuvillo & Co.....Port St. Mary's
Gomez & Co.....Cadiz
Donaldson & Co.....Madeira
Wynand Fockink .....Amsterdam
Roman Perpina .....Reus
Freund, Ballor & Co.....Torino
Martinez, Gassiot & Co.....Oporto
J. Wray & Nephew.....Jamaica
W. E. Eddison & Co.....London
Dublin Distillers' Co., Ltd.....Dublin
Marcel Alioth & Co.....Bordeaux
Pernod Fils .....Couvet
J. A. Mentzendorff & Co.....Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St.
New York

HAVANA CIGARS

ROMEO

Y

JULIETA

The Leader in All the World's Markets

U. S. REPRESENTATIVE

WM. T. TAYLOR - 140 East 34th Street, New York

Waldorf-Astoria
WA
Segar Company, Ltd.

ADONIS,
Clear Havana
SEGAR

TAMPA MADE
in all popular sizes

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York



Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York

El
Principe
de
Gales

THE OLD
STANDARD
IN
PURE HAVANA
CIGARS
SINCE
1854

Opponents of Tobacco

Louis R. Frankel, of St. Paul, called attention to the crusade in Minnesota launched by the Federation of Minneapolis Ministers at a meeting held in Joyce Memorial M. E. Church.

After a long discussion, the use of tobacco by soldiers was unanimously condemned as "economic waste," he observed.

At this meeting, Rev. J. T. Bergen said, "when the Red Cross sends a package to a soldier it always includes tobacco in some form. Of course the Red Cross is not a religious organization nor does it profess to be, but by sending tobacco to our boys in France they are slowly but surely destroying the morale as well as the morals of the army."

"Could fanaticism go further? All the armies of the Allies give their soldiers tobacco."

Mr. Frankel added that the anti-tobacco movement was not confined to Minnesota and the same influences that won for prohibition were endeavoring to make this a movement of nation-wide scope. Some form of anti-tobacco legislation he said was pending in nearly 40 state legislatures. It is absolute cruelty to the wounded and suffering at the front to deprive our boys of the solace of tobacco. Those who are making these absurd suggestions are not undergoing any physical discomforts in the prosecution of the war.

"The Red Cross is doing splendid work and should not be subjected to attacks of this character. The proposal made at this meeting of ministers to use tobacco lands for wheat is absurdly impracticable."

WAR WORK CURING DRUNKENNESS.

A gratifying decrease of drunkenness is noted. Not only are arrests for habitual intoxication at a minimum, but the records of Magistrates' Courts, the emptiness of alcoholic wards in the hospitals and the lessened business of the farms treating inebriety, all testify to prevalence of sobriety unusual for New York.

And not less interesting than the fact of these changed conditions is their cause. They are not due to Prohibition or to any lack of liquor; the reserve accumulated to tide over the drought resulting from grain conservation in war is ample. No doubt the higher cost of drinking is conducing to its decline. But the all-important cause, as experts agree, is Work. The demand for labor being constant, "when a drinking man loses his job he can now get another as soon as he sobers up," and this is against habitual drunkenness. According to a Bellevue Hospital surgeon, cases of delirium tremens have almost disappeared.

The improvement is the main thing, regardless of the agency by which it has been effected. But that the agency should be work and that the war should have supplied that work is not the least remarkable aspect of the change. Industry has thus proved a more powerful factor in abstinence than moral propaganda, and by the freak of fate it is to war that we owe the industry!—*New York World.*

MORE CENTS NEEDED.

Since their establishment the United States mints have produced in round figures 3,000,000,000 pennies, or about 30 for every person in the country.

A Cigar of Reputation

REAL FABRICA DE TABACOS
PUNCH
R.E.
HABANA
J. VALLE Y CA

UNITED STATES REPRESENTATIVE
August Kuttnauer
235 5th AVE., NEW YORK
Telephone, 5633 Madison Square

Proprietor
Manuel Lopez
28 Rayo Street HABANA, CUBA

E. C. McCullough & Co.
IMPORTERS OF
MANILA TOBACCO
and CIGARS
20 Broad Street
New York, N. Y.

CARL UPMANN
MANUFACTURER OF
FINE CIGARS.
406-408 E. 59TH ST.
· NEW YORK ·

By Special Appointment
To the Late King Edward VII
DIEU ET MON DROIT

Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

TAMPA TOPICS

TAMPA, November 19.

The county commissioners have named December 18 as the date for holding an election for the authorization of good roads bonds to the amount of $875,000. It is expected that the bond issue will be approved and the sum secured will be sufficient to give Hillsborough county the finest highway system in the South, more than a million dollars already having been spent in paving rural roads alone with vitrified brick. George S. Gandy, of St. Petersburg, announces that he is ready to begin the work of constructing a bridge across Old Tampa Bay, which is necessary for establishing an interurban trolley line between Tampa and Pinellas county points, and the engineering department of the government is expected to give him permission to begin work within a short time.

Jose Lozano is back at the Lozano factory after a selling trip to various points.

Business is reported good at the Perfecto Garcia factory, the force employed in getting out the holiday shipments being an unusually large one. The present year has been the best of history for La Amita and other Garcia brands.

Corral, Wodiska & Co. are supplying a record demand for the Julia Marlowe and other brands.

Tampa's first factory, that of Sanchez & Haya, will close the year with all past output records broken, the demand for the factory's favorite brands having been strong throughout the year.

The usual rush is on at the factory of L. Sanchez & Co., the various brands of which, including La Flor de L. Sanchez & Co., La Belle Marie, De Cervantes, and Don Laureano, have shown increase in popularity throughout the year.

HUFFAKER.

CINCINNATI CHAT

(*Continued from page* 18.)

the Southern District of Ohio, several days ago heard the appeal of the Peninsular Chemical Company, Detroit, Mich., vs. Samuel Levinson, et al., Cincinnati cigar manufacturer. The right of Levinson to use the trademark "Penslar," which had been adopted by the Peninsular company to cover drugs, toilet articles and supplies furnished to the retail drug trade, is involved.

In argument to Court, the Detroit company contended that United States District Court at Cincinnati erred when it held the Detroit Company's rights to the trade-mark did not extend to cigars and that the defendants had not infringed when the name "Penslar" was adopted for cigars, which were distributed in part through "Penslar" drug stores.

The drug company contended Levinson adopted the name for the purpose of taking advantage of the reputation and good-will of the Peninsular Company's line, and averred similar advantage had been taken by Levinson of another trade-name well known in the drug trade.

The case for the appellees was submitted to the Court on briefs, without oral argument.

J. Stacey Hill, head of the J. S. Hill Co., jobbing and retail cigarists of Cincinnati, and also president of the Hotel Gibson company, has just returned from New York City, where he attended the Hotel Men's Exposition in that city.

Charles N. Krohn & Co. have just mailed announcements to their customers that they have taken over the distribution of the "Harvester" brand of cigars, manufactured by F. Lewis & Bros. Co.

The Board of Directors of the Tobacco Products Corporation has been reduced from thirteen to nine members through the resignation of Daniel G. Reid, J. Horace Harding, Sewall Prosser and J. Du Pratt White. The Executive Committee for the year will be composed of G. L. Storm, chairman; L. B. McKitterick, R. M. Eliss, J. M. Dixon and Gray Miller.

TIPPING OFF THINGS

(*Continued from page* 26.)

the restaurant arc lights, an employe of the lighting company was called.

This man made frequent trips to the wine cellar to observe connections. Soon afterward the step-ladder appeared to be extremely shaky. In fact, the ladder commenced to jump around like Joan Sawyer, to the tune of the cabaret orchestra's "Over There."

So over he went, ladder, arc light and all right into the dead center of a squascutum stew with exasperating results to a friendly group of Keeler diners.

Of course the chap lost his job. But he made such a poor face, also signing the parson's pledge, that the Sheriff agreed to reinstate him.

Everything went along all right for two or three weeks. Then, one day, the Sheriff called up the illuminating concern, and in that quiet voice he invariably uses in all matters of state the Sheriff said:

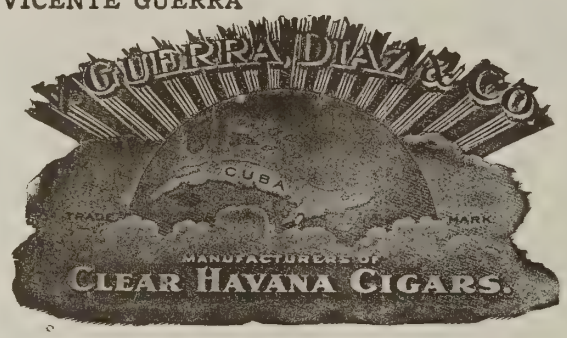
"Hello, Tom, is that you? Where is Peter your foreman? Please ask him to bring the wagon down here and get his understudy. He either lost his pledge, or some one stole it, poor chap!"

THE SMOKER.

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality


HAVANA CIGARS


Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

VICENTE GUERRA FRANK R. DIAZ


La Flor De V. Guerra Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatia, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO
FLOR DE NARVEZ
VICLO
TRADE MARK
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

A Mild Aromatic Smoke


S. PALO Y CA.
SIMON BATT CO., Prop.
Office and Factory: Nos. 469-471 Broome Street, New York

L. KEHLMANN CO.
229-239 WEST 28TH STREET
NEW YORK CITY
PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 7 NEW YORK, NOVEMBER 29, 1917. Per Annum, $2.00 Six Months, $1.00

From the Caucasus to Archangel

The Standard Commercial Tobacco Co. Had Fifty Car Loads of Choice Leaf Specially Transported—Railroading Extraordinary in Russia—Seventy Days on the Way—Cablegrams from Vice-President Jones That Will Cause Big Cigarette Manufacturers in the United States to Feel Thankful—Shipments Will Arrive Soon

The Standard Commercial Tobacco Co. again has achieved big things despite extraordinary difficulties. Because of the war, for years, it has been practically impossible to procure Turkish tobacco of the Samsoun type from Asia Minor. Certain tobacco grown in a remote district in Southern Russia is about the only tobacco that can be used satisfactorily in lieu of Samsoun, in the manufacture of high grade cigarettes. And multiplied millions of such cigarettes are made in the United States every year. The demand for the required tobacco is urgent, always, and the utilization of it is very great. Under existing conditions, the desired tobacco is not easy to get. Nor, ordinarily, could it be brought now to the States. But resourcefulness and ability are embodied in the Standard Commercial Tobacco Co., so what was declared "to be impossible" becomes a fact accomplished.

In the preferred tobacco district of Southern Russia, the Standard Commercial Tobacco Co. secured for immediate shipment about two million pounds of desirable tobacco very similar to Samsoun. Obtaining a special train, for a through run from the Caucasus to Archangel, the company loaded 50 freight cars and started things.

Railroading in Russia, at present, is attended by all sorts of trouble. But representatives of the company stayed "on the job" night and day, and kept the train moving. To transport the tobacco by rail from the Caucasus to Archangel, required 70 days.

George O. Jones, vice-president of the company, cabled from Archangel, November 21, to President Ery Kehaya in New York, announcing success and relating what had been done. Mr. Jones, who has Mrs. Jones with him, will remain in Archangel for the present. No very encouraging advices were given regarding Petrograd.

George Mills has left Russia to take up his duties in the London office of the Standard Commercial Tobacco Co. And Harry Mills and Forest Stancliffe are proceeding to Yokohama.

Getting the tobacco and transporting for a tremendous distance across Russia, from the Caucasus to Archangel, was an achievement of which officials of the Standard Commercial Tobacco Co. justly are proud. Big cigarette manufactures in the United States will be glad to know that the tobacco will arrive soon in this country.

More than a million pounds thus imported, added to the 500,000 brought into the country by the Standard Commercial Tobacco Co. some weeks ago, will at least provide a supply, available when needed. The fact that practically all of the tobacco is "spoken for" or in other words sold on arrival, makes what has been accomplished even more important.

PROPOSED INCREASES

On Tobacco Freight Rates—An Interstate Commerce Commission Hearing in St. Louis—Arguments Pro and Con.

WASHINGTON, November 26.—The Interstate Commerce Commission has assigned a hearing to be held in the Hotel Jefferson, at St. Louis, before Examiner Thurtell, in Investigation and Suspension Docket No. 1132, "Southeastern Manufactured Tobacco, No. 2," for the purpose of determining whether or not the proposed increases contained in Cottrell's Supplement, No. 27, to his I. C. C., No. 49, involving commodity rates on cigars, cigarettes, and tobacco from Durham, Raleigh and other points in North Carolina and Virginia to destinations in Central Freight Association are just and reasonable.

This tariff was filed with the Commission in September and was suspended on representation from certain tobacco manufacturers that these rates could not be advanced by reason of the Commission's decision in the Fifteen Per Cent Case, upon which the carriers relied in attempting to put in these proposed advances.

The Virginia Lines Tariff Bureau will take the position that rates on manufactured tobacco from manufacturing points in so-called Carolina territory to destinations in C. F. A. territory have long been certain fixed differentials over the class rates concurrently applicable to similar traffic from the Virginia cities. They, therefore, contend that it is only right and proper that the long standing relationships as between North Carolina and Virginia manufacturing points should be maintained. They have sought to do this by means of the advances now under suspension. They contend that had they tried to maintain the relationship by reducing the rates from the Virginia cities, then the Carolina manufacturers would have had a right to call for similar reductions in the rates from that territory.

RELATIVE TO LABELS

Dated November 22, the T. M. A. issues a bulletin, as follows:

To Cigar Manufacturers:

Upon the request of some of our members, the T. M. A. has submitted to the Commissioner of Internal Revenue, suggestions for a modification of the regulation requiring the affixing of special labels, showing the classification of cigars, as reported in Bulletin No. 117, with a view to obtaining permission to print the required notice on the box instead of attaching labels, and we have this day received an official communication from the Commissioner, stating that such notices

> "may be imprinted directly on the wood on the front of each box. The imprint should be conspicuous, and in order to make it so, a colored ink should be used. The imprint should be perfectly legible and not blurred in any case."

The notice need not necessarily be printed on the wood, but it may be stamped thereon with a hand stamp.

PRODUCTION STATISTICS PROBABLY DELAYED.

WASHINGTON, Nov. 26.—The monthly statement showing the number of cigars and cigarettes and the quantity of snuff and tobacco manufactured in the United States, compiled by the Bureau of Internal Revenue, is being held up and probably will be late because of the reorganization of the bureau on account of additional work entailed by the new revenue law.

ALLOWING DRAWBACKS

Tobacco Products Corporation and Liggett & Myers Tobacco Co. to Receive Refunds of Duties Paid on Imported Cigarette Paper.

WASHINGTON, November 26.—L. S. Rowe, Assistant Secretary of the Treasury, has sent the following communication to the New York collector of customs in connection with drawback allowance on cigarettes:

"Drawback is hereby allowed under paragraph O of Section IV of the Tariff Act of October 3, 1913, and the drawback regulations on cigarettes manufactured by M. Melachrino & Co., and Schinasi Brothers, of New York, for the account of the Tobacco Products Corporation of New York, with the use of imported cigarette paper, and with the use of cigarette tips manufactured by the Boucher Cork & Machine Co., in accordance with Treasury decision 36827, of November 24, 1916, providing for drawback on its products.

"The quantities of cigarette paper and cigarette tips which may be taken as a basis for the allowance of drawback shall not exceed the quantities appearing in the exported cigarettes, as indicated by the sworn statement and schedule of the manufacturers dated October 22, 1917."

Secretary Rowe has also notified the collector at New York that drawback will be allowed on cigarettes manufactured by the Liggett & Myers Tobacco Co. at its factories located at Richmond, Va., and Durham, N. C., with the use of imported cigarette paper.

WAS THE OLDEST MAN IN MAYTOWN.

Michael M. Hoffman, the oldest man in Maytown, Lancaster county, Pa., who died Saturday, was a most remarkable man for his age. He was born on a farm October 4, 1829, a son of Michael and Magdalena Hoffman. He spent the greater part of his life on the farm, and then went into the tobacco business. In this he became one of the largest dealers in Pennsylvania. He was married to Miss Anna L. Ziegler, of Harrisburg, who has been dead a number of years. He was the father of nine children, but only the following are living: Miss Helen, at home with her father; Walter Z., tax collector of East Donegal township; Ephraim, of near Maytown; Jacob, a practicing physician; Eli L., of Marietta, and Bertha, a trained nurse of Philadelphia. During the Civil War Michael Hoffman was an enrolling officer, and was a staunch Republican, having voted for every President since he was eligible. He was a member of the Maytown Church of God, and gave liberally to charity.

ALLOWANCE ON DERVISH CIGARETTES.

WASHINGTON, November 27.—The Collector of Customs at New York has been notified by officials of the Treasury Department that drawback will be allowed on the "Dervish" brand of cigarettes and smoking tobacco manufactured by Poulo Brothers, of New York City, partly with the use of imported leaf tobacco and partly with domestic tobacco.

PATENTS RECENTLY GRANTED.

1,232,073. Cigarette-case. Victor Vivois, Brooklyn.

THE BOYS FROM BARRE REMEMBERED.

Geo. M. Marrion, of Marrion's Cigar Store, Depot Square, Barre, Vt., will mail free of charge to every soldier and sailor enlisted from Barre City and Barre town a package consisting of a briar pipe, two dozen pipe cleaners, 125 cigarette papers, 40 cigarettes, and two 12-cent tins of tobacco.

Previously, for more than 20 years, Marrion's custom was to give free smokes to every one that entered his store Christmas Day.

He now announces a discontinuance of Christmas giving, substituting therefor the practice of sending free smokes to soldiers and sailors in the U. S. service.

The Leading Lady's Revenge

Two years ago a stranded actor was beating his way back to California, via freight, and his sole possession was a bag of "makins" and a pack of cigarettes. While he was riding through a wild part of the west he was suddenly ditched. Later in his wanderings he ran into a company of moving picture players who had been waiting two days for the supply wagon to show up. As usual, he was greeted with indifference until he chanced to pull out his tobacco to make a cigarette. Then the bunch gathered round him, all begging for a smoke. The actor sensed that something was up, that tobacco had become very scarce, and he kept stalling for a time. Finally the star took out a roll of bills and said: "How much do you want for that bag of tobacco?"

"I've got a long journey before me and no money," replied the actor, "so I guess it's worth it's weight in gold."

"And how much does it weigh?" asked the star.

At this moment the leading lady broke into the scene, raised her eyes in surprise, and smiled at the actor.

"Well, arn't you lucky," she said. "Why I think I've met you somewhere before. Won't you come and have a little chat with me?" And before the other players realized what was happening, she had taken him away. Inside the studio, she turned to the actor and queried:

"To me you look like the American Tobacco Co. Have you any cigarettes?"

"Yes; a box of Turkish cigarettes."

"What do you want for it? I must have it. I'm dying for a smoke, man!"

The actor rubbed the back of his head for a moment, then answered: "I want a good job with this company at $75. a week."

"Your're on," she smiled, showing her small, even teeth. "If the boss doesn't hire you I'll quit—but only on one condition; and that is, that you turn over to me the cigarettes and the tobacco, and I will give you a smoke whenever you want it."

"But why do you want the bag of tobacco?" the actor asked.

"I'll tell you, but don't let it out. The leading man in this company is a camera 'louse' and has been crowding me from the camera every time he got a chance. I told him I'd make him apologize for it, but he said I wouldn't, and with that bag of makins I can buy his soul, for he's just going wild for a few puffs."

The actor made the transfer and stayed with the company for nine months.

The man who sticks to business is the one who acquires holdings.

CALIFORNIA TOBACCO

Expert Shamel Discourses on the Feasibility of Growing Good Leaf for Cigar Purposes in the Golden State.

California is a potential tobacco producing State—a State that probably can grow good cigar tobacco. Already there are some tobacco plantations in California, but they are unimportant.

In a letter to D. C. Fessenden, Secretary of the California State Horticultural Commission, A. D. Shamel, expert of the United States Department of Agriculture, stationed at Riverside, speaks of the possibilities of tobacco growing in and reviews the history of experimentation along that line. A section from the letter follows:

I do not know of any published information concerning tobacco culture in California. Extensive experiments have been tried in the Sacramento Valley, the Santa Clara Valley and elsewhere with cigar and other kinds of tobacco. I think probably that the most promising variety tried was the Turkish cigarette leaf.

Owing to the small size of the cigarette leaf and the comparatively low yield of this variety, I do not believe that it was found profitable to cultivate it in California. I do not think any serious and consecutive experiments have been carried on by either the State or Federal Departments of Agriculture with tobacco culture, aside from the distribution of seed of a large number of varieties for trial by farmers in different sections of the State.

I remember that at one time I sent out from the Department several thousand samples of tobacco seed of different varieties and secured in return several hundred samples of leaf grown from this seed. Naturally, most of the men who grew the seed did not have facilities for curing or fermenting the leaf, so that the samples reached us in poor condition.

We did not find from many of these samples any particular encouragement for continuing the experiments with tobacco in California.

There is little question but that tobacco can be grown in California, and with the proper conditions the leaf can be cured and fermented so that it will make good cigars. It seems also possible that in some districts some of the heavier varieties of tobacco can be grown for the purpose of making smoking or plug tobaccos.

NOT MUCH STRIPPING

Will Be Done in Wisconsin Until After the Holidays —Tobacco Growers Urged to Take Unusual Care.

EDGERTON, Wis., November 23.—Favorable weather conditions that have prevailed so far during November is doing much in helping out the curing of the tobacco crop, which has already reached a point where there will be less fat stems to be found in stripping than was at first feared there might be. Even most of the shed-frozen leaf seems destined to be put to some useful purpose, so that losses from this source will be considerably minimized. A few packers are sending out circulars to growers urging that unusual care be exercised in stripping and the heavy stems rehung in the sheds until thoroughly dried out as the best means of receiving the full value for their tobacco. It seems doubtful, however, if much stripping will be attempted before the holidays.

A few Wisconsin dealers have longing eyes on the Ohio and Pennsylvania districts, where the crop is now moving, as there is little hope of any further business in their home state until another crop is produced.

The shipment out of storage is handicapped at present by the car shortage. —*Edgerton Reporter.*

MINIMUM WAGE LAW

Sustained in Arkansas—Girls Having Six Months' Experience in Cigar Factories Must Be Given $1.25 Per Day at Least.

An interesting decision of recent date is that of the Supreme Court of the State of Arkansas sustaining the minimum wage law of that State, which was passed in 1915 and by which women and girls who are employed in cigar factories and other branches of manufacturing, and having not less than six months' experience therein, are to receive a minimum wage of $1.25 per day for a working day of nine hours, all overtime at the rate of time and a half, with a maximum of 90 days' overtime in any one year. Those who have been employed less than six months in a cigar, tobacco, or other factory are to receive a minimum of $1 per day with the same time requirements as referred to above. The Court rested its decision, not only on similar decisions of the United States Supreme Court and the Supreme Court of the State of Oregon, but also on the fact that: "It is a matter of common knowledge, of which we take judicial notice, that conditions have arisen with reference to employment which have made it necessary for many of the States to appoint commissions to make a detailed investigation of the subject of women's work and their wages."

FOUGHT THREE ROBBERS

Clerk in United Cigar Store at 4024 Broadway the Victim of Hold-up Men Who Stole $60.

Orley Church, the only clerk on duty in the United Cigar store at 4024 Broadway, New York, at 10 o'clock Thursday evening, was behind the counter, stooping down to obtain a box of cigars.

"When you get up, put your hands up first," ordered the leader of three supposed customers, who had entered the store a minute before.

The man who spoke, emphasized his command by pointing a revolver at Church.

Though he expected to be shot, the clerk didn't surrender. Instead, he grabbed a box opener from the shelf and flung it at the man who held the revolver. It struck the ruffian on the shoulder.

While the third stood guarding the door, two of the robbers attacked Church. One used a blackjack. The other hammered the clerk over the head with the butt of a revolver. For a time, Church resisted desperately. Eventually, however, the robbers knocked the clerk down, thrust him into the narrow storeroom and locked the door. Then they took $60 from the cash register and skipped.

HIS FATAL QUARREL

A Cleveland Cigar Man Shoots—But He Telephoned First to the Police Station.

Henry G. Maurer, manager of a cigar store at 1840 Euclid avenue, Cleveland, telephoned Central Police Station at midnight Thursday to report that he had been robbed of his watch. At 1 a. m. the 'phone rang again and a man, telling the police that he was Maurer, asked permission to shoot the thief.

Half an hour later the police got a third call. The same voice came over the wire.

"You fellows can't get here for 20 minutes," the man said. "So I have taken the matter in my own hands."

An emergency wagon full of patrolmen was rushed to the Euclid avenue store. Policemen said that when they arrived Maurer was holding at bay several men who were trying to get into the store and overpower him.

At Maurer's feet lay James Lester, a waiter, with a bullet wound in the stomach.

The police were told that Lester, who lives at 1504 Euclid avenue, came into Maurer's store to buy a cigar and had hardly stepped to the case before he was shot. He is in a serious condition at St. Luke's Hospital.

When the police arrived, says the Cleveland *Press,* Maurer handed over a gun without resistance. He was arrested by Patrolmen Riley and Lapp on a charge of shooting to kill. His case was set for December 3 and he was released on $500 bail.

Later, when Lester died, Maurer was rearrested.

A TEN MONTHS' RECORD

Sales of American Tobacco Co. from January 1 to October 31 Exceed the Entire Business of the Previous Year.

Sales of the American Tobacco Co. for the ten months ended October 31 were larger than for the entire year 1916. The ten months' business amounted to over $71,000,000. Sales for the twelve months of 1916 were $70,009,000.

The gain in October touched the previous high water mark in the point of increased business, which was June of the current year. In each of these months the company's business gained approximately $2,500,000 over the corresponding months of 1916.

These sales figures are for the American Tobacco Co. proper and if continued during the closing two months of the year mean a business for the 12 months of between $85,000,000 and $90,000,000. This exceeds earlier estimates by at least $5,000,000. The previous record was last year's total of $70,009,000.

Including various subsidiaries, all or a majority of whose stock is owned by the American Tobacco Co., the big company will do a business in 1917 of close to $140,000,000. This means the exceeding of earlier estimates by at least $10,000,000 and compares with $110,000,000 for the same group in 1916 and $99,000,000 in 1915.

The American Tobacco Co. continues to experience great difficulty in keeping anywhere near up to its orders for cigarettes. In one brand alone on which orders are coming in at the rate of between 18,000,000 and 20,000,000 cigarettes daily shipments are being made of only 13,000,000. Plans have been completed for a great increase in cigarette capacity.

The war tax will probably cost the American Tobacco Co. $750,000 to $1,000,000 annually. This is equal to from 2 per cent. to 2½ per cent on the $40,242,400 common stock.

It is too early as yet, says the *Wall Street Journal,* to attempt to estimate net for the common shares in 1917. But the increase over 1916 will be considerable. Last year the company earned $22 a share for the common stock, as compared with $20.22 a share in 1915."

In all departments the American Tobacco Co. is having its record year. The American Cigar Co., of which the American Tobacco owns 70 per cent of the common stock, will show the largest net of any year since dissolution. This company is in a position to increase its dividend rate on the junior issue, which would, of course, work to the benefit of the American Tobacco Co. However, nothing along this line has yet been considered. The Cigar Co. earned twice the dividend of 6 per cent. paid on its common stock in each of the last two years and as stated above 1917 will run far ahead of these figures. The American Tobacco Co. is now receiving $420,000 annually from its holdings of American Cigar common.

William Lightfoot, of Chicago, said to be 102 years old now, was a tobacco salesman in 1874.

AIDS TOBACCO CULTURE

Recent Philippine Legislation—Appropriations for Propaganda—Restrictions On Curing—Assistance to Growers.

The Insular Legislature, during the past year, passed two acts intended to stimulate the tobacco industry in the Philippines. Act 2692 appropriates $17,500 to form part of the tobacco inspection fund provided for in Act 2613, of which it is provided that $3,500 shall be set aside for propaganda for leaf tobacco in the United States and in other countries where it is deemed necessary, and $14,000 for inspection in connection with the cultivation of tobacco in the northern Provinces of Luzon. Act 2713 amends Act 2613 making it unlawful for any planter or other person who has in his possession uncured or incompletely cured leaf tobacco, to cure, dry, ferment, or treat it in any manner other than in a building or curing shed constructed in accordance with the specifications of the Bureau of Agriculture. Those who produce tobacco on a small scale are exempted from the provisions of this act, and the Director of Agriculture is authorized by executive action to exempt the planters of any given locality from the operation of this act until January 1, 1919, provided it is clearly shown that it is impossible for the planters concerned to comply with the provisions of the law, on account of the distance of their plantations from the public forests, or for other good cause shown. This act authorizes the Director of Forestry, for the period of three years, to give and issue to any producer of tobacco a license to cut, without charge, timber of the first group to be used exclusively in the construction of standard warehouses for the curing of tobacco.

A FINE OF $25 IMPOSED

On a Mount Vernon Grocer Who Sold Cigarettes to a Minor—A New York Law That Must Be Obeyed.

For selling cigarettes to Peter Cavaioli, 10 years old, Francesco Grieco, a grocer of 28 North Fourth avenue, Mount Vernon, N. Y., was fined $25 by City Judge Sommer in the Juvenile Court, Saturday morning. The arrest of Grieco was incidental to a campaign conducted by the Mount Vernon W. T. C. U., to enforce the law against selling cigarettes to minors.

When arraigned before Judge Sommer, Grieco, through his attorney, Frank A. Saporito, pleaded guilty to the charge of violating section 484 of the penal law, the provision prohibiting the sale of cigarettes to minors.

In an effort to secure a suspended sentence for his client, Attorney Saporito told the court that Grieco has lived in Mount Vernon for 26 years. During that time he has never been accused of any crime. "The boy Cavaioli," said Saporito, "often came into Grieco's store to purchase cigarettes for his father." Lately, however, Cavaioli smoked the cigarettes himself. His parents complained of this to the W. T. C. U. and Grieco's arrest followed.

Judge Sommer in fining Grieco, said, "Selling cigarettes to minors is a serious offense. That Grieco thought the boy was buying the cigarettes for his father is no excuse for violating the law. It makes no difference whether the minor buys the cigarettes for himself or others.

"The fact that this man had been in the habit of selling cigarettes to the boy, far from mitigating the offense, makes it worse. The sale of cigarettes to minors must stop. Violators of this law will be severely punished."

A few weeks ago, the Mount Vernon school authorities warned store owners in the city that a law recently enacted had raised the age limit of purchasers of cigarettes or other smoking articles from 16 to 18 years.

Grieco received a copy of this warning.

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A GREAT MOMENT

What great crises teach all men whom the example and counsel of the brave inspire is the lesson: Fear not, view all the tasks of life as sacred, have faith in the triumph of the ideal, give daily all that you have to give, be loyal and rejoice whenever you find yourself part of a great ideal enterprise. You, at this moment have the honor to belong to a generation whose lips are touched by fire * * * Let nothing human be wholly alien to you. The human race now passes through one of its great crises. New ideas, new issues—a new call for men to carry on the work of righteousness, of charity, of courage, of patience, and of loyalty—all these things have come and are daily coming to you. When you are old you will look back to these days. Perhaps, with the strange joy that memory throws, like a sunset glow, over even the most tragic events when once they are long past, you will some day say of these times of perplexity, of doubt, and of world-wide pain what Wordsworth said in the well-known words when he recalled the French Revolution and the hopes of his youth:

"Bliss was it in that dawn to be alive,
But to be young was very heaven."

But however memory brings back this moment to your minds, let it be able to say to you: That was a great moment. It was the beginning of a new era. The world was passing to a new life, and was greeting the new life with a loud call and with a strength of the passions of the nations that was never known before. This world in its crisis called for volunteers, for men of faith in life, of patience in service, of charity and of insight. I responded to the call however I could. I volunteered to give myself to my Master—the cause of human and brave living. I studied, I loved, I labored, unsparingly and hopefully to be worthy of my generation.

Josiah Royce.

"Minor Coinage"

The shortage of pennies recently reported from various parts of the country is the more surprising in view of the fact that the Government coinage of one-cent pieces has been much larger in recent years than in any earlier period of the history of the country. A compilation by The National City Bank of New York shows that more than one billion one-cent coins had been manufactured by the Government and distributed to the people during the last dozen years. In fact the outturn of one-cent pieces in the last decade forms one-third of the total since the beginning of our present form of Government.

The Bank's statement on this subject shows that the number of one-cent coins manufactured by the Mints of the United States from 1793 to the end of the fiscal year 1916 was 2,804,000,000, while the number issued in the last decade alone is, in round numbers, one billion. Even in the single fiscal year 191 the number of one-cent pieces coined wa 101,230,317, while in the high record yea 1910 the total number turned out was 152, 846,218. The number of pieces coined neve touched the 100,000,000 line prior to 190 the total for that year being 108,138,618; an the annual average since that time has bee nearly 100,000,000 per year.

The number of one-cent pieces coined fron the beginning of the Government to dat would, even if all were in existence and cir culation, allow for each individual about 2 one-cent pieces. Of course, the number actu ally available is far less than this, for it i quite probable that out of the 2¾ billion one cent pieces coined by the Government no more than about 2 billions are now in exist ence, or at least in circulation, making th present average per capita for all the people of the United States of about 20 one-cent pieces

The coinage of one-cent pieces began with the first year's operation of the Mints, the total number coined in the first period for which details are available (1793-5) having been 1,066,033. In that same period there were coined 142,524 half-cent pieces. The half-cent piece seemed to gain in popularity in the immediately subsequent period, for the number coined in the period 1804-10 was about as great as the number of one-cent pieces coined. From that time on, however, the half-cent piece apparently lost popularity, for the Mints soon suspended their manufacture, though there were occasional issues of limited numbers down to 1860, at which time their coinage terminated. The number of one-cent pieces coined averaged less than 10 millions per annum down to about 1855 when there came a rapid increase, the number coined in 1857 being about 18 millions, in 1860 over 20 millions, in 1864 53 millions. Following the close of the Civil War the number again greatly declined being in 1870 less than 6 millions, in 1880 39 millions, in 1890 47 millions, in 1900 67 millions, in 1906 96 millions, crossing the 100 million line in 1907, and making the highest record in 1910—152,846,218—while the total for the fiscal year 1916 was 101,230,317.

All of the one-cent pieces now issued by the Government are of bronze. In the very early periods they were of copper, then for a comparatively short time of nickel, though the proportion which the copper or nickel coins formed of the total is very small, the entire number of copper one-cent coins issued having been 156,289,000, nickel 200,772,000, bronze 2,446,711,000.

The "minor coinage" of the United States, including in that term the half-cent, one-cent, two-cent, three-cent and five-cent coins, aggregates about 4 billions in number. Of the one-cent coins the number as already indicated is about 2,800,000,000, of which about 200,000,000 were nickel and 156,000,000 copper; of the two-cent coins there were issued 45,601,000; of the three-cent coins 31,378,000 made of nickel and 42,770,000 made of silver; and of the five-cent pieces the total number issued has been of nickel 891,818,000 and of silver 97,604,000.

All "token" coins issued by the Government are now of bronze or nickel, all of the one-cent pieces being of bronze, all of the five-cent pieces nickel. The use of silver for the manufacture of the minor coins was discontinued in 1874.

The face value of the "token" coins issued by the Government (the one-cent pieces and five-cent nickels) is of course much greater than the value of the metal which they contain. In fact, the profit on the manufacture of these coins, together with a slight profit on the manufacture of the minor silver coins (ten, twenty-five and fifty-cent pieces) is more than enough to pay the running expenses of the Mint.

THE PRICE OF A SONG

"Over There" Happened to Be $25,000 Spot Cash
A fine cigar sealed the bargain

Leo Feist, the New York music publisher, who has built up a million dollar business from a small beginning, mostly because he knows the utility and value of publicity, was seated in his private office one day about a month ago, when his general manager came in.

"Good morning, Mr. Feist," chirped the general manager. "I've some news. I just heard that 'Over There,' Geo. M. Cohan's big patriotic song, can be bought."

"What!" exclaimed Feist, as he clutched the arms of his chair. "Who told you?"

"I got it in a roundabout way. But I'm sure it's the truth."

"But the song is a hit," Feist said. "Why should any one want to sell a hit like that?"

"I don't know; but I do know that we can sell five times as many copies of it as any other publisher, if we could only buy it."

"How much does Cohan want for it?" Feist inquired as he prepared to light a cigar.

"I don't know. One firm offered ten thousand, another fifteen, and a third party may give twenty thousand."

When he had applied a match to his cigar, the big music publisher puffed, reflectively, and said: "Do you think it wise to offer more than twenty thousand?"

The general manager rolled a Pall Mall between his fingers for a few seconds before replying.

"Yes; I think we ought to raise the ante to twenty-five thousand. No one will go beyond it."

Feist blew a cloud of smoke towards the ceiling.

"How many copies do you think we can sell?" he demanded.

"Two million. With the publicity we can put behind the song we shouldn't have any trouble in selling two million."

"But supposing the war should end next month?"

"Then our money would be well spent. Under such circumstances we could afford to lose."

"All right; go to it," Feist said.

An hour later, the general manager called on Geo. M. Cohan's representative. The ensuing conversation brought out the fact that Geo. M. Cohan was desirous of seeing "Over There" become the greatest patriotic song ever written. He was ready to sell to a publisher who could place the song successfully before the multitude.

The two representatives argued. Each intended to make the best bargain he could. Finally they came to terms. A Corona corona sealed the sale. The price of the song was set at twenty-five thousand dollars. It was the highest sum ever paid outright for any song. The purchase put an end to the phrase "Sold for a song."

When other publishers heard what Feist had done they said that he had picked the biggest lemon of his career, but Feist did not think so. An hour after he became the purchaser, he and his staff were planning the biggest publicity campaign ever attempted in the music business.



Feist Paid Cohan More Than Ever Before Was Paid Outright for a Popular Song



Leo Feist, the Big Music Publisher

If Feist has faith in a song and he thinks it is something that the public will buy he advertises to the limit. A $5,000 advertisement in the *Saturday Evening Post* is nothing to him. His idea is to give the goods publicity and send customers to the store for them. In the trade magazines he spends enough in advertising to pay the salaries of a couple of publishers. Feist is a big business man because he goes after things in a big way. Every year he pays out approximately $100,000 in royalties to song writers, not because he always has the best songs written, but because he knows how to get every penny possible from the songs that he is able to purchase or publish on a royalty basis. And it looks like a trick of fate for Feist, to purchase "Over There" from Geo. M. Cohan, the man who dramatized the phrase, "It Pays to Advertise."

A Havana commission, headed by Count Leclerc, French minister to Cuba, which is collecting subscriptions for Christmas presents for French soldiers in the trenches, reported Sunday that $30,000 in cash, 50,000 cigars, 750,000 cigarettes, and more than $10,000 worth of merchandise had been given. A similar fund for Italian soldiers also is being raised in Cuba.

THE MACEDONIAN TOBACCO CROP

WASHINGTON, November 26.—A very interesting report has just reached officials here concerning the tobacco crop conditions in Greek Macedonia.

"The Greek Government has never published any data concerning crop conditions in Macedonia. The following information relative to the tobacco crop, the principal product in this consular district, is obtained solely from private sources.

"Filler leaf tobacco, unstemmed, is the chief article of export from Greek Macedonia, the value purchased in a normal year by American firms alone amounting to about $6,000,000. Since the more important producing centers, Kavalla, Drama, Serres, etc., are in the war zone, the export of a large part of the Greek Macedonian tobacco crop is impossible, and no information is available as to its condition and quantity.

"Ordinarily, the quantity of tobacco raised in the districts near Saloniki is relatively small. According to general reports of purchasing agents from various points in this district, this condition has been greatly changed. It is estimated that in this region, as far south as the old Greek frontier, there are this year about 5,640,000 pounds, which consist of all types of what is known as Turkish tobacco. This is an increase of fully 75 per cent. over the amount of the 1916 crop. Moreover, if there had been more rain, the crop would have been from 100 per cent. to 150 per cent. larger than that of last year. As it was, several months of drought hindered the growth materially.

"According to the same reports, the quality of tobacco is, on the whole, fully as good, if not better, than in 1916. As mentioned above, the crop will consist of all types of Turkish tobacco. This is caused by the fact that many refugees from Samsoun, Smyrna and Thrace, bringing with them small quantities of tobacco seed, have planted in small fields, and, furthermore, on soil which has never before been used for tobacco, thus producing a type concerning which even the oldest and most experienced experts are unable to say whether or not it will improve with age.

"Prices will probably be at least 100 per cent. over those of last year. This is attributed to the increased competition, caused, no doubt, by the fact that the various merchants are unable to get their usual stocks from the Kavalla, Samsoun and Smyrna districts. Moreover, shipping facilities are now such that it is almost impossible for the foreign, including American, factories to be supplied with raw material, and local factories have received large orders to supply the Allied forces stationed in this district. It is also learned on good authority that the Egyptian factories have received large orders from the Allies for cigarettes, and the merchants from that country are strong buyers."

QUINBY ENCOUNTERS AN AMATEUR MEPHISTOPHELES

(*Continued from last week.*)

The stranger proceeded, his deep, musical voice never missing a point nor slurring light and shade. The *motif* of the play—the representation of the devil in human form—was, obviously, far from original; but the treatment of the subject was absolutely so, differing both in details and essentials—and differing for the better—from every previous conception. It breathed throughout an air, not merely of powerful tragic interest, but of genuine reality and natural consequence which hurried the audience forward to the fatal climax by a series of irresistible developments. Long before the end was reached, Quinby, very far from being pre-disposed in his visitor's favor, saw that the tragedy would probably be a fortune to any manager, and inwardly confessed that his own just-completed tragedy, on which, up to now, he had somewhat prided himself, would be literally extinguished if opposed to so powerful a production.

But the remarkable strength and terrible pathos of the *dénouement* obliterated all sordid calculations from his mind and left him only conscious of an overwhelming sense of tragical emotion.

"There!" said the amateur playwright, laying down his manuscript, and regarding Quinby's expressive face with a look of placid triumph. "What is your opinion? Does the piece justify the strong measures that I found necessary to force it upon your notice, or does it not? Speak, sir!"

"It's—it's a masterpiece," gasped Mr. Quinby. "A work of genius—a superb tragedy. There are few men living, and not many dead, who could have written it."

"I agree with you," was the quiet answer. "It stands alone. I know it. And now I give you your reward for having heard me to the end. Take this tragedy; write your name upon it, and produce it at the Academy as your own!"

"I don't understand you," Mr. Quinby replied, supposing that his ears had deceived him.

"My words were quite plain," said the stranger. "My meaning was equally so. I make you a present of my tragedy—an unconditional present—with no reserve, except that you offer it to Himmelsbach of the Academy in lieu of the one which you are now writing."

"Impossible," cried Quinby. "Common honesty would forbid my appropriation of your work. Don't you realize that this tragedy is worth a lot of money to you? It means both fame and fortune."

"Bah!" laughed the other man scornfully, "What do I want with either? I have long enjoyed too much of both. All I desire is to have my tragedy produced; in whose name or to whose profit, I care not one peanut."

"But supposing———"objected Quinby.

"None of your buts," was the reply. "With my eyes open, and in good faith, I make you an offer, which, while it suits me, is highly advantageous to you. If you are too proud to accept—well, there may be others less—what word shall I use—'squeamish,' perhaps. Anyway, you have the first chance!"

"Pride is not concerned in the matter," Quinby remarked. "How can I bring myself to put my name to another man's work? It would be a species of literary forgery."

"Nothing of the sort," was the energetic reply. "The play is my own in every sense. I have an incontestable right to make it over to you. Will you take it, or will you not? I cannot wait. I must have 'yes' or 'no' at once. If the former, everything will be satisfactory; the latter, I will take the manuscript elsewhere. Which is it to be?"

"If you insist upon giving it away," answered Quinby, "I suppose I may as well profit by it as anyone else."

"Yes; considerably better from your point of view. Then you accept the manuscript on the conditions named?"

"I do," answered Quinby, after some reflection. He was not prepared to accept his extraordinary offer then and there, but he reserved (mentally) the right of canceling his verbal acceptance by letter, if, on mature consideration he considered it necessary to do so.

"Very well, I will not detain you longer," said the eccentric visitor, picking up his hat. "The probability is that I shall call again before very long."

"One moment," cried Quinby, "leave me your name and address in case I find it desirable to communicate with you."

"No," he said with an inscrutable look; "I'm afraid I can't. I have special reasons for secrecy, and I cannot explain at present. In time you will learn more about me. Just now I prefer to keep my identity concealed."

He rose and hurriedly left the room. Before Quinby had half recovered from his surprise, the street door slammed and the mysterious visitor was gone. Nor did he leave the slightest inkling of where his address might be.

* * * *

Quinby read the tragedy through again and more than before was struck with its power and force. It was, however, some time before he could make up his mind what to do about it. But, at last, he submitted the manuscript to Himmelsbach, manager of the Academy, telling him of the extraordinary circumstances in which it had come into his possession.

Himmelsbach read the play, and pronounced it a "cracker-jack."

"Say, Quinby, old man," he exclaimed with enthusiasm, "there's a pot of money in that piece. It's as certain to draw as a frog is to jump. But I don't like the queer way in which it has come to you. What are we to do if it has been stolen?"

"That's not probable, but you might fee your way by inserting a few preparatory notices in the newspapers."

"How would that safeguard us?" asked the manager.

"In the event of the play having been stolen, the notice might catch the eye of some interested person who would naturally communicate with you."

"I'll consider that idea," said the manager thoughtfully.

At this time, however, Himmelsbach was a little troubled because the piece that was "running" at the Academy was only paying expenses. But, said he to himself confidentially, there's big money in this new piece. Then he telephoned to Quinby:

"Quin, my boy, I've decided to put that tragedy on at the Academy at once. I'll take all chances, although it certainly came into your hands in a peculiar way."

(*Continued on page* 34.)

Made by Boston Cigar Manufacturers

A Direct Appeal to Employees

To the Members of Cigarmakers' International Union, Local No. 97:

A committee of your Union has demanded increased prices for cigarmaking and packing.

It is the custom for committees to come to us to tell us what our employees want. This is a necessary custom. Where so many men are employed, a few must be chosen to speak for them.

But in many ways it does not work fairly for you or for us. We understand and sympathize with your burdens. We would like you to know something of our difficulties. There wouldn't be many misunderstandings between workers and employers if they could talk together and reason things out.

Of course, we can tell our side to your committee. We have already done so. But it is hardly possible for the committee to tell you the whole story. The committee presents your desires to us and endeavors to present our side of the question to you.

We want to tell you, frankly, man to man, just how we are fixed now. We want to show you what the future offers to you and to us. We want to ask you fairly if you want to help or hurt this great trade.

We know that as sensible men you want what we want—the increased success of Boston cigarmaking. It means constant employment. It means the highest wages and shortest hours and best shops in the world. It means that a cigarmaker or packer who applies himself diligently can earn $25 or $40, or more, per week.

There is a chance now to spread Boston-made cigars into markets that have been controlled by non-union goods. That will mean vast expansion and better times for you and for us.

You have it in your power to aid this work—or kill it. If you aid it, you will benefit just as surely and as quickly as we will.

Now what do we ask you to do? Not to give up your right to demand as much pay as we can give you. But to read this statement and consider it honestly, and then to postpone your demands until they can be considered without wrecking the business that is your livelihood and ours.

We cannot enter new markets and compete with goods made elsewhere, although we make the best cigars in the world.

The existence of our industry, and your own welfare demand more business. We can do business only if the volume is big enough to offset the small profit. And we will lose absolutely the present chance to hold our business if there is a further disturbance in prices. There can be no doubt of this. Any immediate increase in the cost of production will be a serious menace to this industry.

The prices of raw material have soared to a point far beyond anything that has existed in the past. Sumatra, which could be bought in 1916 for $2 a pound, without duty, was sold in New York during the past summer as high as $4.25 a pound. Binders, which in the past have sold at prices ranging from 25 cents to 35 cents, are now sold at 45 cents to 60 cents. Havana, which formerly sold at 75 cents, has practically doubled. Seed fillers, which could be bought formerly at less than 20 cents, are now out of the market, with 35 cents offered.

Tobacco is but one item among the many which are increasing the cost of production. Cigar boxes have increased greatly in cost. The present scarcity of lumber threatens further increases. Lithographing, advertising material, paper of all kinds have increased enormously. Moulds have doubled in price, presses have increased 50 per cent. Gum Tragacanth can be had only at very high prices. In fact, there is not a phase of the industry in which the costs have not increased greatly.

The high cost of production of Boston-made cigars has reached a point where the manufacturers believe they are treading on the verge of disaster. They have been forced to raise their prices to the trade three times during the past year, the last price-list going out on November 2. This has caused disquiet and discouragement among dealers and consumers.

We are asked how we can sell our five-cent cigars now at less than the prices asked by the non-union manufacturers. Here's the answer: Boston manufacturers have, in order to protect their business, figured the value of their tobacco at the purchasing price rather than at the present market value, as most large manufacturers have done.

This fact, alone, has made it possible to sell our cigars so far at a figure which insures successful competition. But when it becomes necessary for us to work raw material purchased at present market values, as it will in the near future, our prices necessarily will be as high as the highest.

There has been a general increase in the prices of cigars throughout the country. The manufacturers have been forced to follow in line, owing to increases in the cost of production. Their policy and aim, however, are to sell their product at a very small margin of profit, thereby protecting their volume of business for the more nearly normal times which must come in the future.

In considering the advances in prices already made, it must not be forgotten that these advances covered a war-tax of $3 per thousand and $1.10 per thousand for cigarmaking and packing on 10-cent cigars, and a war-tax of $1 per thousand and 60 cents per thousand for cigarmaking and packing on 5-cent cigars.

We must allow liberal discounts to the trade. Therefore, when prices are increased the manufacturer does not receive the entire increase. For instance, in the case of the $3 increase in the war-tax, we must pay the entire amount to the government, and we must allow discounts on that amount to the trade.

The manufacturers want to work in harmony with their employees. Our interests are the same. We must stand or fall together.

AND IT IS ABSOLUTELY NECESSARY AT THIS TIME THAT WE SACRIFICE TOGETHER FOR THE LATER BENEFIT OF ALL.

For this reason, we will meet your committee, with the object that we may adjust matters on a mutually satisfactory basis.

(Signed)

Cigar Manufacturers' Association.
Alles & Fisher.
Breslin & Campbell, Inc.
C. C. A. Cigar Co.
Driscoll & Fitzgerald.
Goldsmith, Silver & Co.
S. Gryzmish & Sons.
F. X. Oberle Co.
H. Traiser & Co., Inc.
Waitt & Bond, Inc.

CIGAR MAKERS STRIKE IN BOSTON

Boston, November 28 — Cigar Makers' Union No. 97, without waiting for the sanction of the national body, caused all its members employed in Boston factories, to strike today.

The manufacturers are indisposed to meet the strikers' demands. And so things are at a standstill, for the present.

WAGES OF NORWEGIAN CIGAR MAKERS.

WASHINGTON, Nov. 24.—That the United States is not the only place which is feeling the effect of the increased cost of living is evidenced by reports recently received from abroad illustrating the wage situation for the different industries, among others that of the tobacco industry in Norway.

In 1895 a man employed in a tobacco factory earned 69 cents a day. By the year 1900 this had been increased to 83 cents; then it fell in 1905 to 80 cents, increasing again in 1910 to 90 cents and still further in 1915, the latest period for which statistics have been compiled, to $1.31. Women working in the tobacco factories in 1895 were paid 39 cents a day; in 1900 they received 37 cents, but in 1905 they were paid 53 cents, in 1910 56 cents and in 1915 58 cents.

Cigar makers in 1895 received 92 cents a day for the men; this remained stationary until 1910, when it was increased to $1.02, followed by a further increase in 1915 to $1.43. The wages for women were not reported in 1895, but in 1900 those employed in cigar making received 36 cents a day, in 1905 47 cents, in 1910 60 cents and in 1915 88 cents.

SEVEN CENT MANILAS

Sidney J. Freeman's Offering of Four Especially Fine Sizes of the Popular Flor de Intal Factory Brands.

From the first, persistent and successful in advocating "quality Manilas," Sidney J. Freeman now proposes to have seven-cent Manilas strongly featured in the trade. The better to persuade dealers and consumers concerning the excellent value of Manila cigars to be retailed for seven cents each, he has selected four especially attractive sizes. Flor de Intal factory brands are made of choice Isabela tobacco, showing workmanship first class in every respect. The cigars speak for themselves. They invite comparison, they prove quality through and through. The seven-cent sizes are Siestas, After Dinners, Estrellas and Grandezas. Cigars of such quality readily may be made popular in the seven-cent class. And the latest development of Freeman's big business promises to be associated with much success.

"Our Boys in France Tobacco Fund"

Remembering how important it is to provide plenty of smokes for American soldiers serving at the front, what smoker who stays at home will refuse to contribute a little?

Who will fail to avail himself of an opportunity to show goodwill toward the men who are fighting the nation's battles?

Who will hesitate to offer additional cheer to the men who are enduring the hardships and horrors of war?

What's the answer?

Remember the men in the trenches.



The American Tobacco Co. Kit

The "Our Boys in France Tobacco Fund" is receiving the support of 200 newspapers and 100 magazines. Many noted authors and artists, such as Gelett Burgess, Julian Street, Richard Le Gallienne, James Montgomery Flagg, Miss McMein and Anna Richardson Steele are doing their bit by writing and painting gratis.

The fund has been officially endorsed by the War and Navy Department, and the work is directed by Alexander Blaikie Dick, who plans to have 400,000 packages of tobacco, etc., distributed by the Red Cross to our soldiers in France before Christmas.

The two hundred newspapers are making special appeals and are sending all contributions to the fund at 25 West 44th street, New York City. The Louisville *Courier-Gazette* received 750 pounds of tobacco from one farmer in Kentucky.

Arthur Guy Empey, the man who went "Over the Top" and came back to tell this country all about it in his popular book, is taking up collections and giving lectures to help the fund, which up to the present time totals $107,000. The fund is getting the backing of the entire country and has already been endorsed by the governors of twenty-four states.

In addition to giving lectures Mr. Empey is writing special articles to arouse the American public to the need of "smokes" in the trenches.

Perhaps you will say, "My boy is over there and he doesn't smoke."

Don't fool yourself. After he has "sat it out" on the fire step of a front line trench for a few days he will smoke. HE CAN'T HELP IT.

The public to be convinced must have facts. Well, here are some facts, actual happenings in the trenches of France and in hospitals. These incidents will show the crying need of the soldiers for smokes.

Are we going to send them some or are we going to let them keep on longing?

I.

A wounded Tommy Atkins is lying on the ground, the blood running from a hole in his leg made by a bit of shrapnel. He is yelling for stretcher bearers. Here they come at the double. They stop beside him, place the stretcher on the ground, open it up, and one of them unbuttons a little pouch he is carrying, sticks in his hand and pulls out—no, not a bandage, but a smoke. He hands it to the wounded Tommy, who is grinning. The grin makes cracks in the dried mud on his face. Then the following conversation ensues:



The Lorillard Kit

Stretcher bearer: "Want a smoke? Where are you hit?"

Tommy: "Yes. In the leg."

The stretcher bearer lights the smoke, binds up Tommy's wound and, placing him on the stretcher, the two Red Cross men start with him on their way to the nearest advanced dressing station. Wending their way through the muddy and narrow communication trench, the leading stretcher bearer stumbles over a trench grid. Down he goes, and Tommy is nearly dumped into the mud.

He lets out a yell.

The offending stretcher bearer, red faced and ashamed of his carelessness, in a nervoice inquires:

"Did I 'urt your wound, mate? I'm sorry."

Tommy answers: "'Ell; no!"

The stretcher bearer, indignantly, "Well, wot's all the bloody row about?"

Tommy, meekly: "I dropped me smoke, mate. Tip us another."

The stretcher bearers search their pouches and pockets, but find none.

The stretcher, with its bleeding burden, resumes its winding course through the trench, its wake blue with curses and sarcastic remarks from Tommy directed at the stretcher bearers.

If there had been another smoke Tommy would have been contented and happy, but as it was he was miserable and complaining, making it unpleasant for every one who handled him in his long trip to Blighty.

But such is the creed of the trenches—keep our boys warm, their bellies full, give

tem plenty of smokes and they will plant te flag in Berlin. Just take any one of the ove three away, especially the "smokes," d, although the flag will eventually land here it belongs, it will take much longer.

SEND THEM SMOKES.

II.

We had gone "over the top" in a charge rly that morning. It was tough sledding. 'e were "clicking" casualties so fast that an lding machine was needed to keep count of tem.

There were ten of us—a machine gun, a rgeant, six Vicker's machine gunners and vo company men detailed from the battalion r the purpose of "bringing up 'ammo'" mmunition).

Our part in this little affair of "straightening the line" consisted in the operation of a achine gun to help break up the counterattack which the Germans would launch gainst our captured position.

When the counterattack started it was hot ork. Belt after belt was fed through the un. The water in the barrel casing was oiling. Shells were commencing to drop round our crater, too close for comfort. The erman artillery had "taped" us, and we knew would only be a short time before a shell



"Tobacco Products" Kit

would come screeching over, but we had to old our position.

Our ammunition was getting low. The ergeant detailed two men to go back for ammo," a risky job under that intense fire. The men were about to start when one of ne machine gunners shouted into the ear of ne sergeant.

"Don't send Collins; he's got the only pipe this bally crowd. Supposin' he gets a it?"

The sergeant, with a look of mortification on his smutty face, replied:

"Blime me, so he has. I'm a silly ass to forget it. Wallace, you go after 'ammo,' and, Collins you get on the gun."

Wallace started grousing, but went. He got hit in the leg. If he had had a pipe he wouldn't have been sent. Collins stayed with us. He wasn't wounded.

During a lull in the firing we each took turns at the pipe. We had our smoke.

Did we win? Well, I think we did. I can't rightly remember, but anyway Fritz packed up his artillery and we were safe. But, do you know, we certainly enjoyed that smoke.

SEND THEM SMOKES.

Don't Give Guarantees
Without Knowing What You Are Doing

Copyright, 1917, by Elton J. Buckley.

Chicago, Ill.

If in your view it is of sufficient interest, I would appreciate it if you would straighten me out in a situation which has arisen in our business. If anything is published about this letter, do not mention names.

I believe other wholesale dealers would have the same question arise, but it has never arisen before in our business in exactly this aspect. We have a customer to whom we sell considerable goods. He is very particular and critical, and we have had some difficulty holding his business. We are now in an argument with him over a transaction that took place recently. He ordered a quantity of women's cloth, which we, relying on the representation of the manufacturer, stated was all wool. The price to him was based on the belief that the goods were all wool. The customer now says he suspected that the goods were not all wool, and had a sample analyzed, with the result of finding that they were nowhere near all wool. The writer waited on this customer for these goods, and distinctly remembers being asked if they were all wool and saying that they were, so there is no question about the representation having been made. He says he has made up some of this cloth into suits and it has been found out that it is not all wool, and he has suffered great damages, and he is talking about bringing a law suit against us. We would like to know the position of a dealer who buys goods in good faith from somebody else, on certain representations, and merely passes on those representations to his own customers. Can he get into any trouble, if the statements are false? It seems to us that it is highly important for every dealer to know this. We believe his kick is against the manufacturer.

E. K. B. & Bros.

I do not remember ever discussing this precise question. I have discussed the question which arises when a dealer sells something made by somebody else, which injures somebody—who is responsible, the manufacturer or the dealer?—and I only very recently discussed the responsibility of a dealer whose employe sold goods for him under false representations. But the question here presented is different: When a dealer, wholesale or retail, buys merchandise under certain representations as to its character or quality, which merchandise he sells again under the same representations, what is his responsibility, when the representations turn out to be false?

Really the whole answer can be condensed into a few words: It depends on how he sells again under the same representations. If he merely passes the representations on to his customer, stating that they are the manufacturer's and not his, he is not liable no matter what happens. If he makes the representations as his own, without saying that they are the manufacturer's, the liability is his, but of course he has a case against the person he bought from.

I apply this to the case cited by this correspondent. Suppose his customer had asked the question: "Is this absolutely all wool?" and he had replied, "Well, we have the manufacturer's word that it is. Of course, we really don't know much about it," no suit could have successfully been brought against him, even if the goods were all cotton.

But if when asked the question he had replied, as most merchants do, no matter how small their real knowledge on the subject, "Yes, indeed, it's all wool—every thread of it!" then the liability would be his, because he had made the false representation his own. The law imputes to a merchant either special knowledge of the goods he sells, or the means of acquiring it, and holds him strictly to the mark. The following is from a leading case on the subject:

If a person makes a representation under such circumstances that he ought to know whether it is true or false, and it is in fact false, knowledge of its falsity may be implied. To bring a case within this rule, the proof should show that the party occupied such a special situation or possessed such special means of knowledge *or made it his duty to know as to the truth or falsity* of the representations made.

He who represents something *which he does not know to be true*, or knows to be false, to another's prejudice, or his own gain, is guilty of falsehood and must answer in damages.

If a person makes a statement with the affirmation, express or implied, that he knows it to be true, or that he makes it of his own knowledge, and the statement is in fact false, he is guilty of a fraudulent representation, if he knows that his claim of knowledge is false, and in such a case it can make no difference that he does not know that the statement is false or even that he believes it to be true.

The principle laid down here has been applied in all sorts of cases. Practically all the laws holding dealers in certain goods up to certain standards of quality, such as food laws, drug laws, milk laws, pure fabric and pure leather laws, etc., convict a merchant if he sells goods not in conformity with the law, whether he knew it or not. This on the theory that if he didn't know he ought to know what kind of goods he is selling.

A man who recommends another for credit, representing indirectly at least that he knows enough about the subject to speak intelligently, is liable if the person recommended turns out to be a beat. This whether the sponsor knew it or not.

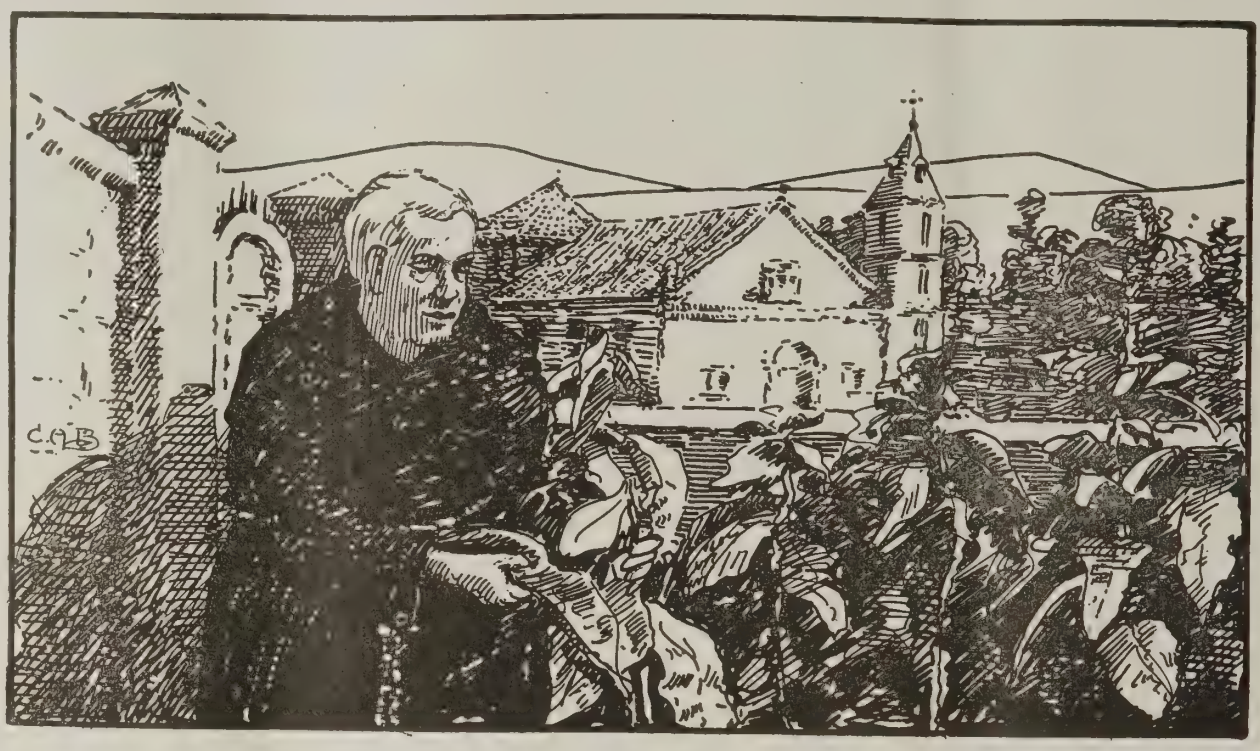
A house selling a cash register or a computing scale or any store appliance, whether it made it or not, is liable if it says the appliance will do things which it actually will not do. Even though it implicitly believed them.

A long list might be given of cases where dealers have given *personal* guarantees of goods made by somebody else, which guarantees were mere repetitions of guarantees made to them by the person of whom they had bought. The following extract from a well-known case will tell merchants in this position exactly where they stand:

If a person receives information from others as to a matter, and believing the information to be true, honestly repeats it, explaining that he has no personal knowledge, he is clearly not guilty of fraud. On the other hand, *if he makes the statement as of his own knowledge, and does not disclose the fact that he is merely relying upon the information received from others, he is guilty.*

My judgment is that my Chicago correspondent is liable for whatever damages his customer can show he sustained. He made the guarantee of all wool his own. But of course he can recover all *his* damages from the manufacturer whose fraud was the original cause of all the trouble.

The ruling of the Federal Reserve Board that ninety-day notes issued by corporations under an agreement for their renewal extending for a period of two years are "undesirable as investments for Federal Reserve Banks" caused a lot of talk in banking circles. This decision was interpreted as declaring the notes ineligible for rediscount, and although the board made no specific mention of any particular note issue, it was assumed by some people that the board had in mind the $25,000,000 of American Tobacco Co. notes.



JOSE GARCIA, A MISSIONARY PRIEST, WAS THE FATHER OF A GREAT INDUSTRY. ABOUT THE TIME OF THE WAR OF REVOLUTION IN AMERICA, A HUNDRED AND THIRTY-FIVE YEARS AGO, HE WAS DEVELOPING PHILIPPINE CIGAR LEAF FROM TOBACCO SEED GATHERED BY HIM AT SAN LUIS, CUBA. FATHER JOSE WAS THE FIRST TOBACCO PLANTER IN THE CAGAYAN VALLEY.

Today there are twenty-two thousand families cultivating tobacco in that wonderful and fertile country, AND THE MANILA FACTORIES ARE SHIPPING CIGARS TO AMERICA AT THE RATE OF TWO HUNDRED AND TWENTY MILLION A YEAR.

American cigar dealers and American cigar smokers like Manila cigars. They are Mild—They Burn Freely—They are Hand-Made.

THERE IS PROFIT IN MANILAS

A complete list of factories and distributers furnished on application

THE MANILA AD AGENCY 546 West 124th St., N. Y.

Obtaining Profitable Experience in Philadelphia

The Retailers Are Getting Together—The Second Meeting of the New Association —An Importer Who Had Excuse for Being Impatient—Tobacco Exhibits That Attracted Crowds—A Few Toots from a Prophetic Fog Horn

PHILADELPHIA, November 26.—Every once a while, and sometimes oftener, a person who might be described as a pessimist if he didn't have his facts so straight, halts us on the boulevard and pours into our shellac ear a tale of woe. Burden of said tale is that the worst is not over by a darn sight; that even with Lancaster tobacco quoted at 31 cents per pound, the trouble, like reform politics, is only starting. But unlike the type of politics known as "wrist watch" in disrupt and discontented Philadelphia—which it is today—the trouble reading for the dealers is only starting. Hark to the fog horn of our pet prophet:

"At 31 cents, tobacco is up 200 per cent. and then some. Same thing is true of boxes and other wrapping and packing material. Labor is almost as bad. The manufacturers push up prices on nickel smokes from a maximum of $37.50 to $43 a thousand and some retailers howl. They are wondering why they can't pay their bills. Of course some of us know. It's because they're selling 'em six for a quarter. The only encouraging sign is the fact that the retailer doing tricks like that is learning in the old University of Experience, and if the 'profs' there can't teach him, nobody can."

W. R. Taylor, of the Henry J. Dalton Co., adds to this, the following experience, just to show how charges mount. Recently the firm got a big consignment of smokes from Havana. They landed in New York and, pursuant to directions on the manifest or the bill of lading or whatever they put directions on, the warehouse company trundled 'em to the Pennsy station. At that point the driver was politely informed that Mr. Pennsy had established an embargo. So he took the cases back. After waiting until patience got frayed on the edges, the firm here wired to find out about the delay. It then notified the New Yorkers to ship via Reading. Now Mr. Taylor is waiting to see if the driver will trot around and find out in advance whether the Reading has embargo or not. Judging by all the precedents it will cost the firm another hauling charge if the Reading is also embarging.

At any rate, Samuel Bayuk, of Bayuk Brothers, Inc., has decided that in view of the prices of Sumatra at the recent sales in New York he needs a vacation and the situation needs looking into. And accordingly he has combined and joined the two needs so as to make of them one, and late last week he started for the island which the wrapper made famous. He will spend several weeks in the East Indies.

Free boosts for smokes are becoming the rule in this town rather than the exception. On top of a demonstration of how they make the El Producto for the G. H. P. Co. in the Ledger Central window at Broad and Chestnut streets, the School Bazaar Committee opened up on Monday night of this week a country fair with a lot of side attractions to swell the soldier tobacco fund. Exhibitors of the weed in its various forms include the U. S. Tobacco Co., the Liggett & Myers Tobacco Co., P. Lorillard Co., Frishmuth Brothers Co., and the American Tobacco Co.

The El Producto exhibit was one of the best ads tried here in years. An expert cigar maker was installed in the big display window and he rolled 'em out for the edification of thousands, more or less.

Forty-one members attended the second session of the Philadelphia Cigar and Tobacco Merchants' Association, which is less than had been anticipated but was nevertheless looked on as a good showing. Most of the Philadelphia dealers are still somewhat pessimistic about the chances of an association here, but they all agree something has to be done. The association elected the following officers: Horace H. Leach, president; M. J. McDonnell, of Yahn & McDonnell, first vice president; Charles B. Lloyd, second vice president; N. W. Mead, third vice president; Daniel S. Ostrow, fourth vice president; Franklin K. Sterner, fifth vice president; Coates Coleman, treasurer, and J. S. Knight, secretary. Samuel Greenwald, Mead and Knight, comprising the committee on constitution and by-laws, read the result of their efforts and with minor changes both were adopted unanimously.

Charter members as lined up at the two meetings include Samuel Beckett, Charles B. Swift, the G. H. P. Cigar Co., Tuck Cigar Co., N. Solotoff, Arthur H. Holt, Samuel Wachter, C. Arthur Miller, Maurice Jones, William S. Rewalt, R. W. Nassauer, L. F. Weiss, A. G. Will, H. S. Martin, J. Gold, Antonio Roig and Langsdorf Co., Charles B. Lloyd, S. B. Rosenberg, D. Harry Moulsdale, Prizant Brothers Co., John C. McDonnell, W. Leiber, Michael A. Perry, Robert Pollow, A. L. Pollow, R. J. Gunkel, William H. Bailey, E. Cohen & Son, W. A. Haug, George Ulrich, of Ulrich & Co., W. R. Taylor, of the Dalton Co., Samuel and Sidney Gordesky, of the Franklin Tobacco Co., Addison Fowler, of the U. S. Tobacco Co., Nolton Lipshutz and Henry Harrison, the latter representative here of George Schlegel.

A board of directors to consist of the officers and five others was appointed, as follows: Mr. Weiss, Maurice Cohen, Maurice Jones, H. Prizant and Robert Pollow. William Leiber, Sam Greenwald and Charles B. Lloyd were named to the membership committee. Publicity, general trade and entertainment committees will be named later.

There was some discussion of the relation of retailers to manufacturers at the session, but as this was recognized as a big subject, it was postponed until the next meeting. The jobbers expect also to get into this, and no doubt if the association gets into the question heartily and thoroughly a great deal of good can be done.

Everybody is realizing that the present more or less chaotic condition of affairs is not altogether the fault of the retailer who doesn't know how to run his business. The jobber and the importer has been getting burned on a lot of things and is getting good and sore about it. Small retailers who used to buy blindly are being forced to run around and learn something about the market. And it is a fact that they are learning things in some instances which do not induce better relations. In one instance we know of, a retailer found that he could get the nationally advertised product of a certain manufacturer from the up-State factory and ship it to Philadelphia cheaper than he could buy the same brand from the local factory. Retailers have been known to object to the ironbound rule of one very large cigar making firm here, under which cigars are sold two off for cash, and no more, regardless of the size of the order or the buyer. Yet it is by methods such as this that this firm has bulit up an enormous demand for its goods. It has treated all dealers alike and made its goods uniform.

However, there's a silver cloud to every lining, as the Germans say when they blow up a church to see if there's any treasure in the walls. Advances are still being made by the factories to meet the demands of workers who didn't get in on the shove-up put over a few weeks ago, and without doubt there will be another advance in the wholesale price soon which will come near eliminating the dear old nickel smoke. Just now most of the local dealers are selling their own leaders at a nickel and showing up the other fellow's, which is of course good business.

THE "UNITED'S" EARNINGS

Sales During the Past Month Were Nearly $800,000 More Than in October, 1916.

Net earnings of the United Cigar Stores Co. for the full year 1917 will run approximately $1,000,000 ahead of 1916 after allowing for war tax.

The company will earn approximately $14 a share for its $27,162,000 common stock in the current year, as compared with $10.09 a share for the same amount of stock a year ago. The United opened and equipped 100 new stores in 1917. Its chain is now made up of about 1,100 stores and 500 agencies.

Sales in October gained slightly less than $800,000 over October, 1916, and represented the second largest monthly increase in the history of the company, being exceeded only by December, 1916.

Sales for the ten months, ending October 31, 1917, gained $5,900,000 over the same period a year ago. Sales for the first six months of the year increased close to $3,600,000.

Business for the full year on this basis should run slightly over $43,000.000. Sales of 1916 were $36,000,000 and in 1915 $31,000,000. The company has increased its business in a two-year period by $12,000,000, or approximately 40 per cent.

The war taxes under the present schedule will cost the United about $300,000 annually, or in the neighborhood of 1 per cent on the common stock. But, as indicated above, estimates of $14 a share for the junior issue are indicated after allowance for the war levy.

The Wall Street Journal recently forecasted an increase in the dividend rate on United Cigar Stores common stock early next year. "There is official basis now for this assumption. In some quarters an increase to 10 per cent. annually is talked of.

"Earnings indicated above show that the United Cigar Stores Co. is in a better position to increase its dividend now than a year ago, despite an extensive expansion program now in progress."

The United Cigar Stores Co. of America was formed in 1914. Dividends were started on the common stock at that time at the rate of 5 per cent. This was increased in 1915 to 6 per cent., and in 1916 to 7 per cent. Early in the current year the rate was raised to 8 per cent.

The United has not abandoned its plan for entering the candy business, but it is felt that the present uncertainty existing in the sugar market makes it the part of wisdom to postpone entrance into the new field for a time at least.

EXPORT TAX ON GREEK TOBACCO.

WASHINGTON, November 26.—A cable has been received from Saloniki, Greece, as follows:

"Greek Government has imposed immediate export tax upon new and old tobacco of 1 drachma ($0.193) per kilo (2.2046 pounds) on all Argos district and similar quality tobacco. Two drachmas per kilo on all other tobacco. On new tobacco which can be officially proved to have been sold before October 29 and which will be shipped before December 13 half tax only will be collected. The measure affects American concerns."

The Wherefore of Thanksgiving

Apply to the Up-State Philosopher for Information—Excellent Sales for Brands of the General Cigar Co.—A Dealer Is Not Always Happy When He Receives a Check—The Index Finger in Gloversville—Rameses and the Stock Market—Two Friendly Enemies Meet in an Albany Cigar Store—"What Do You Think of the New Fatima Tins?"—Bull Durham in Holiday Attire

New York State Capital District, November 26.—"Some folk wonder why business isn't better here just now," remarked Paul Wessells, of the General Cigar Co. "Well, take only a small section of my territory in North Albany for illustration. Dealers up there report 450 young men absent upon army and navy service in merely that single district. What is the result? Why, out of 42 cigarmen, formerly selling drugs, groceries, liquors and just cigars, 17 have already gone out of business! This is about 40 per cent. of the total, and the end is not yet."

"However," Paul added, "our M. A. Gunst branch really has no kick with their portion of trade for Robert Burns, White Owls and Owls."

Fire completely destroyed the stock of Sol Levy last week. His Albany premises at Hudson avenue and Green street were gutted in a $65,000 blaze which ruined the entire building. Besides the Levy leaf tobacco and cigar manufacturers supply material burned, it is understood the cigar manufacturing firm of H. Heck & Son also had a quantity of leaf lost. This was in storage in the same location. Levy has begun business again, at 9 Green street, within a block of his former location.

"Glory be!" exclaimed a Capital District tobacconist the other morning when he opened his mail and a certified check dropped out, "Somebody's sent a remittance in legal tender!"

And the dealer put on his specs to see who this careless individual might be. "Smokes!" he ejaculated, "ef it ain't mine own money a-comin' back from the Government inventory!"

Sure enough, this man was only one of the vast number of local tradesmen to get their reports and check returned for revision.

For it seems some of the mimeograph forms were attested by commissioners-of-deeds instead of notaries, as directed. These deed commissioners have authority in the county and State only, while the United States Government recognizes the more eminent power of the notary, *with* seal.

When the 'graphs were sent back, the dealer was directed to make out an entirely new report on the revenue department's recently printed forms, more businesslike.

Manufacturing jewelers and jobbers have been notified by the Revenue Office to pay the tax upon metal cigar and cigarette cases.

Collector Roscoe Irwin, of Albany's Fourteenth District, has received a ruling which puts the ax in tax for all of these silvered and gilded cases soon to be sold for the holiday trade.

Gloversville next! One of the deputy Revenue Collectors visited the shop of a chap in the Glove City where 20,000 Camels were on the shelf.

"Hey, there!" challenged the deputy, "those Caramel cigarettes up yonder have got to pay the $1.20 per M tax, you know."

"How so?" disagreed the dealer. "they are just the same as the other paper cigarettes at 80 cents the thousand."

"Say, son," advised the Revenue One, "you'd better do as I say and pay the full 50 per cent levy on those there goods. They weigh more than 3 pounds to the thou', do you get me?"

So the unhappy merchant sent in his check for the full amount, requesting headquarters to return the difference in case of error. But the cash money has not been restored to the man in Glover's Ville, although it will certainly come, that's sure!

Just a little bit farther up the State, at Utica, there is a live dealer named Pete Wald. He sells a raft of stuff in his several stores. And it is said he has his eye peeled for other good locations there and elsewhere. Ask Peter!

"These holiday packets of sealskin cigars are selling like fury," confessed Frank Dearstyne. "That little box of ten, Baby's 50 cents Perfectos $1, will be our one best bet for Christmas this year. Small packages will be extremely difficult to obtain, but the Dearstyne Brothers' Tobacco Co. is prepared to take care of some of this cigar shortage in special packings up to a reasonable date."

Men sitting and standing in Albany brokerage offices, the other day, watching the hitchy-koo of ticker and blackboard, were approached by a handsome stranger:

"Beg your pardon, sir," he would say, "but did you ever smoke a Rameses cigarette? Rameses smokers, as a rule, never change, so, if you've never had the previous pleasure of enjoying this brand I'll be glad to take your name and address for Stephano Brothers, 1014 Walnut street, Philadelphia, and have them send you a tin of 100, without cost to you, sir."

Very, *very* few of these keene-sages of State and Wall streets could muster sufficient courage, upon the spur of the opportunity, to refuse the gentlemanly philanthropist.

"Now, I wonder," speculated a speculator, who cheerfully furnished the correct mailings for himself at three separate addresses, under the necessary aliases, "could I get another hundred of these cigarettes if I have them sent to my regular dealer?"

But just then Little Steel went up one-eighth on the board, and the shrewd investor forgot the cigarette offer in the excitement of a Bull movement in the Street. (Censored and passed by M. J. Tropauer of *Tobacco Products*.)

Since E. C. Brumaghim suffered two strokes of paralysis, some time ago, he has not been able to manage his drug-cigar business at Madison avenue and Green street, Albany.

So the doctor has disposed of his store to J. B. Harvith, the former occupant, and the same man that Doc Brumaghim sold the location to previously, before the doctor re-entered active trade.

"On my way back to New York," smiled Sam Fisher, "and glad I am to return to the house of Storm, Fisher & Co., down there on Warren street, you bet! Business is considerably upset, right now, more so, perhaps, than you or I will ever see it again. But I thought I would stop over here and see how things are in the Capital District."

Two friendly enemies met in an Albany cigar store recently. Both represent tobacco factories. And both sell for Richmond firms.

Notes were compared. Views were exchanged. Gossip was gossiped. Neither one roasted the 'tother. Everything resembled the Russian front at Riga, where German and Russ fraternized like Belgian and Briton.

Then someone dropped a T. N. T. explosive from a French Spad, 10,000 feet over all, with the 200 horse engines racing as only the Hispano-Suissa can.

Well, the attending surgeons picked out the fragments of shrapnel, and the contestants shook hands, going two ways.

No, the difficulty didn't arise over the thickness of the lead-foils on Tareyton and Eutopia tobaccos. 'Twasn't that. Instead, it was about those Jefferson-Eutopia Xmas jars and cans as contrasted to the Serene-Tareyton designs.

Someone contended that the Cameron folk had the nicest red ribbon. And the bestest holly. While the Falk champions liked the Indian pottery effect of the aluminum cans. And the other little fixin's of the Falk products.

But it all ended happily. Bill Noonan admitted he had the finest goods, and Brother Barroll acknowledged he had the snappiest stuff. And the jury? Well, now that you mention it, the jury hemmed and hawed all over the lot. Then, at last, just so they could get home in time to doll up for the openin' of the Boulevard Rotisserie, all hands were piped up to the poop-deck, and they individually and unanimously concurred in this decision, ordered engrossed upon parchment and spread upon the minutes, thusly:

"Resolved, That Jefferson and Eutopia tobaccos are classy smokings, suitably suitable for every plumber-with-a-pipe, and, be it further

"Resolved, That Serene and Tareyton Mixtures are tobaccos with a Big T, especially special for every feller-who-wants-to-smoke."

After an educational tour of high-school and commercial college, jobber Sam Fulder, of North Pearl street, Albany, has placed his son in the service to cover city distribution.

Sam, brother Jake and the Junior will continue to put all their efforts upon Flor de Fulder, No. 512, Webster, Mi Hogar, Reynaldo, and the other old accounts of the house.

"What do you think of our new Fatima tin of 100 cigarettes?" inquired Charlie Fox, the Liggett & Myers specialty man. "It's selling like swagger sticks to soldiers and their friends. Even at the various retail prices, Fatimas, Richmond Straight Cuts, Chesterfields and Piedmonts are going out just about as fast as the Duke branch can produce them. So you'd better order up now for the holidays, else you'll probably be disappointed with your stock."

Staging a show comes to Flo Ziegfeld more like art and pleasure than work. His resulting revues are therefore attractive in design and coutourier. People then pay $2 the green coupon for a coupla hours of song and dance, a la M. Rodier et Mme. Jeanne Lanvin.

Now, this same Comedie Francaise may be observed in big time vaudeville, perhaps, without the Dillingham & Ziegfeld couleur de rose. Fifty cents is then the usual price for the soiree.

So, even our ancient and steadfast friend, Bull Durham, can be improved with a little of this same Ziegfeld magic. For proof, see the Holiday packed-for-mailing cartons of Durham. Also the combination set of three bundles of Lucky Strike cigarettes and four bags of Bull, instant post-um for the khaki kiddies at 50 cents the oblong boxlet.

Durham, of course, is stamped in the new ⅞-ounce packet, and the Lucky Strikes are of the famous 16s.

Postmasters have notified the trade that soldiers' holiday gifts may be mailed for somewhere in Europe up to, and including, Tuesday, December 4.

Originally the date was set at November 15. But it is now apparent that any parcel postings for the troops will reach their probable destinations if they arrive at the Hoboken piers on or before the date stated.

This additional time gives friends and relatives ample opportunity to prepare the Christmas stockings for the boys at the front. And dealers are requested to post such notices in prominent positions, both within and without their stores.

National Army and National Guard camps within the borders of the U. S. A., particularly in the South, require a week or ten days before the final holidays to distribute the cheerful gifts.

(*Continued on page* 19.)

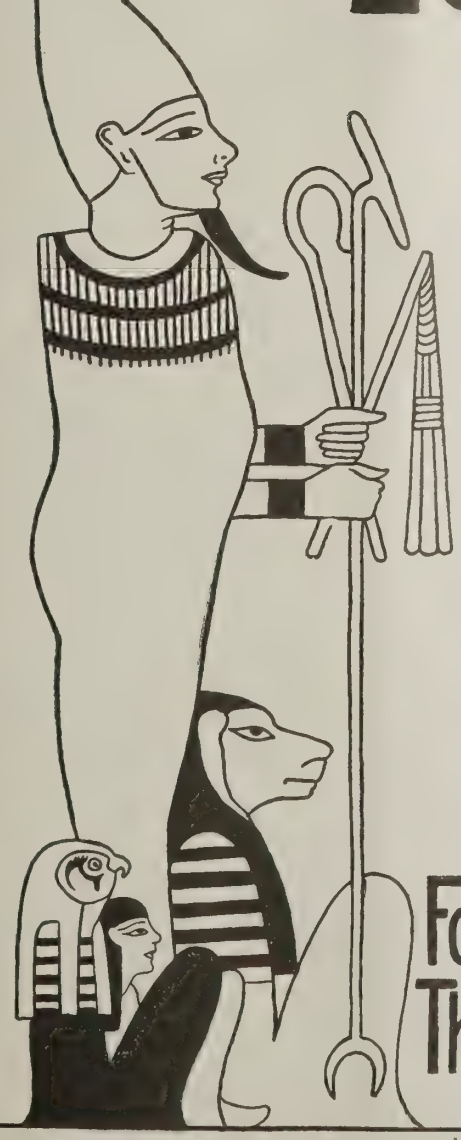
Naturals Sell Easier Than Any Other Cigarette

Because they are not only the best known and most liked cigarettes today—
But also because they have been the best known and most liked cigarettes for a quarter of a century.

Feature Naturals in Your Store

SCHINASI BROS.

NATURAL EGYPTIAN CIGARETTES



The Best
Turkish
Tobacco

FIFTEEN
CENTS

For a quarter of a Century, made in
The Schinasi way-the Quality way.

THANKSGIVING

Thanksgiving day to many may be merely the last Thursday in November and if a man happens to have an outstanding bill on that day or some other cause to be cross perchance he will think that he has nothing to be thankful for, entirely forgetting the good things that have come his way during the preceding twelve months.

Regardless of the high cost of living, most of us have much for which we should be thankful.

We are witnessing the greatest war the world ever saw and we are protected. Just picture how happy Belgium would be with half our joys. Think how much worse off we would be, if we were within fifty miles of the trenches. Then a good night's sleep undisturbed by the dropping of bombs, would loom up like an elusive luxury. We sleep well, we eat enough, and the war has brought more business than some of us can handle.

In summing up what you should be thankful for don't forget to include the bad breaks in life, business, and health that passed you by, and if Fate does happen to step on your pet physical or business corn, Thanksgiving day just smile, light a cigar and say, "Well, better luck next time, old top."

CONSOLATION IN ENGLAND.

Food and tobacco and shells are all munitions. The former two fortify the man and help him to make and fire the shells and to stand the shock of the enemy bombardment. And in this trade, with its distinct and important place in the plan of effectively waging war, there is some dislocation. Quite natural too that there should be. How could it be otherwise? The orderly mind of the citizen brought up in peace times likes all matters to proceed in an orderly routine fashion. The great marvel has been brought about by the valiance of our Navy and Army that this desire for things to go on much as usual was made possible of realization until somewhat recently. Smokers have smoked, and still do smoke, with a degree of facility which can be matched by the citizens of no other belligerent power. And while the gentle Hun draws what consolation he can from very low tobacco supplies and still lower substitutes, the laudable aim to keep the home pipe burning has been up to now splendidly attained in Great Britain.—*London Tobacco.*

HIGH PRICES LIKELY TO CONTINUE.

The present crop of tobacco is rapidly passing from the farmers' hands. South Carolina sold out long ago. Eastern North Carolina will soon be done. The Old Belt markets in North Carolina and Virginia will be practically through by Christmas. Kentucky and Tennessee, and the few markets in Ohio and West Virginia, will open up in a few days, and in three months the Western crop will be sold. In many respects this is a remarkable tobacco year. Never before in the history of the tobacco trade have prices been so high, and yet after all there is nothing so remarkable about this fact. Conditions certainly justify high prices. The United States has produced only a normal crop, and the world's production, on the whole, we believe has fallen short of former years. It cost a great deal more to produce tobacco, and in the face of these facts there is a steady and an active increase in the consumption of all kinds of manufactured tobacco. The question now is, What of the future? Our answer is that tobacco will continue to sell high for years to come. At the same time we want to again warn farmers from planting too much tobacco, to the exclusion of other important crops.—*Southern Tobacco Journal.*

Albert Freeman of Sidney J. Freeman & Sons leaves shortly for Camp Meade. A few weeks ago, while waiting for his country's call to the colors, he became engaged to Miss Malvina Schwartz. Albert's journey to the trenches will entail additional traveling for his father Sidney J., and his brother E. M. Freeman. The pair will cover Albert's former territory.

The *San Francisco Grocer* tells how a husky sailor rushed into one of the M. A. Gunst branch stores in San Francisco last week. He was evidently a member of the grabenheimer family, fresh from the rural districts. He looked about excitedly and saw the large red, white and blue barrels marked for the soldiers and sailors, and asked if the gift packages were for the soldiers and sailors. When assured they were by the young clerk on watch, he proceeded over to the barrel, loaded his pockets and disappeared in the fog before anybody realized what was happening.

The Standard Commercial Tobacco Co. Inc.

announces the removal of its offices to the

Equitable Building

120 Broadway New York

Telephones 7835 7836 7837 7838 Rector

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

Becoming a Fixture in San Francisco

The Six-Cent Price for the Erstwhile Nickel Cigar—But Otherwise Dealers as Yet Have Failed to Arrive at a Satisfactory Agreement—Getting Goods for the Holidays—Importing Wrappers Direct from Sumatra—Falkenstein Found Business Good in Washington and Idaho—"Smokeless Friday" Originated in Santa Clara

San Francisco, November 21.—The situation among the local retailers is unchanged so far as any agreement regarding prices is concerned. The meeting of the Retailers' Association, held a few days ago, did not result in anything tangible, so prices are unsettled as ever. The announcement to the trade by the General Cigar Co. that after the first of the year the price of the Owl Cigar will be advanced to 6 cents retail is taken to indicate the end of the 5-cent cigar, except for certain small sizes, which for the present will be sold at the old 5-cent price. The circular of the General Cigar Co. states that, "owing to uncontrollable circumstances, Owl Londres and all large 5-cent cigars manufactured by this company will, approximately January 1, 1918, be placed in the 6-cent class. The trade realizing that the present $37.50 list must accordingly be considerably advanced, will naturally endeavor to speculate heavily in Owl Londres. Therefore, in order to deal fairly with all our customers, we shall be obliged to distribute our limited stock on all allotment basis, and all orders received will be subject to our acceptance. Little Bobbies are being maintained on a 5-cent retail, $37.50 jobbing basis. After January 1, 1918, White Owls will be marketed on a 7-cent basis."

H. L. Judell & Co. also announce that all their 5-cent goods go to 6 cents on the first of the year. In order to prevent speculation on the part of the retailers this company has decided to prorate its sales among the buyers on a basis of their purchases during the past three months.

E. T. Stanley, northwestern representative of the Morgan Cigar Co., is in San Francisco looking over the field. He expects to appoint a San Francisco representative while he is in this city.

Sam Israel is putting in a large stock of candy for the Christmas trade. He reports that there is a scarcity of Beachnut chewing gum in this market.

Natural Cigarettes now appear on the local market put up in attractive Christmas packages. The wholesalers report a good demand for them.

H. L. Judell & Co. report that they are receiving some Christmas goods. They recently brought in a considerable shipment by express, as they could not trust the irregularity of freight shipments. Mr. Judell says that he expects to have to patronize the express for more goods, although the increase in express charges after the first of next month may render such shipments prohibitory after that date. This company has recently added Manila cigars to their other lines and are now selling "Fighting Bob" in several sizes from $25 to $35.

Fred Peterson, salesman for H. L. Judell & Co., has been ill with stomach trouble for about six weeks. He is now about town again and called at the office this week. He will return to his position about the first of December.

Philip Conradi, head of the firm of Philip Conradi & Son, importers of leaf tobacco, is in the East on a business trip. His son, Philip Jr., says that the company has been having trouble in getting Sumatra tobacco direct although he understands that a direct shipment is now on the way.

George Conradi, son of Philip Conradi, Sr. has entered the employ of the firm and will travel on the road, alternating with his brother Philip.

M. H. Falkenstein, vice-president of S. Bachman & Co., has just returned from an extended trip through Washington and Idaho. He reports that he found business excellent throughout that territory, except among the retailers who are troubled by the instability of prices. All 5-cent cigars of this company go to 6 cents on the first of the year.

Frankel, Gerdts & Co. report that they have sold between 150,000 and 200,000 La Natividad and El Canimo cigars in small 25 boxes. They say that they have orders for more, but that they cannot make deliveries because they cannot get the boxes in which to pack them.

Milton Esberg, of the General Cigar Co., is making the coast territory, placing sales among jobbers.

Morgan Gunst, of the same company, has just returned from Seattle, Spokane and other points in that territory, after an absence of about a week.

"Smokeless Friday" was originated in Santa Clara county, south of San Francisco. A man named Henry Roth inaugurated the practice, his plan being to refrain from smoking on that day, or to deposit the same amount of tobacco or other smokes usually consumed in one day for the benefit of the soldiers in France. About a dozen men agreed to the plan and promised to push it along by means of an endless chain.

Joseph Kurlander, one of the old-time cigar dealers of Santa Rosa, was in San Francisco this week shaking hands with his old friends.

THE
NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
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New York City

EL ARABE

The Reliable Leader

MADE IN
3 POPULAR SIZES

Wentworths . . . 3 for 25 cts.
Coronas . . . . 10 cts. straight
Perfectos . . . . . 2 for 25 cts.

SHADE-GROWN WRAPPED

CUBAN WORKMANSHIP

EL ARABE justifies confidence
EL ARABE accelerates sales
EL ARABE assures dealers' profits

Benito Rovira Co.

311-321 E. 62nd St., New York
Manufacturer of "Good Cigars"



New Tobacco Taxes in Chili

WASHINGTON, November 22.—Pursuant to new internal revenue laws of Chili excise tax of 36.5 cents will be paid on all imported cigars sold in sealed boxes, which boxes contain 25 cigars or less. On other imported cigars the stamp tax is .0365 cent each. On domestic cigars the tax is .0182 cent each and on small cigars, in boxes or packages, the duty is .0073 cent each. The tax on imported cigarettes is .0365 cent per package and on domestic cigarettes .0182 cent per package.

A package of cigarettes must not contain more than 14 cigarettes nor weigh more than 25 grams, including the container. An excess over these requirements is to be considered as a full package on which the full stamp tax is required. Cut tobacco must pay a tax of .0182 cent per package of 25 grams.

The following duties have been decreed:

Cigarettes, $3.65 per kilo, legal weight.

Cigars, $2.45 per kilo, legal weight.

Leaf tobacco, $1.09½ per kilo, net weight.

Snuff, $1.82½ per kilo, legal weight.

Tobacco, cut or shredded and pressed for chewing, $1.85 per kilo, net weight.

DR. SHAW URGES A "SMOKELESS FRIDAY."

Dr. Anna Howard Shaw, chairman of the Woman's Committee of the National Council of Defence, at a mass meeting of Maryland mothers in Baltimore, Sunday, termed the war "a woman's war, man-made in Germany." She declared the greatest proof of patriotism in women was the fact that they gave their sons for war.

"We must send our boys away with a smile on our faces," she said. "The time for tears must be after they are gone. Let our children know that they live in the land where men are willing to die and where women are willing to give all for their country. All the world is calling to the womanhood and the motherhood of America."

Dr. Shaw urged a "smokeless Friday" for men at home, and that they send the tobacco so saved to the men in the field.

A message to America's men in the service was drafted and will be sent to the various units on Christmas. It is:

"The women of America are with you in spirit and in service. You are our standard bearers and our hope. We love you, believe in you and pray for you this Christmas morn."

UNITED STATES IMPORTS MANY MATCHES.

WASHINGTON, November 26.—The following figures are given by the Bureau of Foreign & Domestic Commerce in connection with the imports of matches by the United States during the month of September, by countries and customs districts.

Countries.	Dollars.
Denmark	2,360
Norway	46,007
Spain	1,015
Sweden	76,004
England	2
Panama	35
Japan	101,066
Total	226,489

Custom Districts.	Dollars.
Massachusetts	12,604
New York	123,537
Philadelphia	2,360
Porto Rico	4,769
Hawaii	2,781
Oregon	155
San Francisco	7,373
Washington	70,233
Omaha	2,677
Total	226,489

UP STATE OBSERVATIONS

(*Continued from page* 14.)

Mail should therefore be despatched to soldiers in these cantonments on or before Saturday, December 15. Retailers are urged to announce this date also. Because, in the event of late postings, the parcels will be jammed to the sky at various junction and distributing points. And the consignees will not obtain their cigars, cigarettes and tobaccos until the holidays are o'er.

Enter fair dame in a Capital District cigar store: "Please let me have 200 Rameses cigarettes in tins," she asked. "I wish you would enclose this envelope, and send them by post to France," giving the salesman an address in the Aviation Service.'

Then, that evening, when the goods were packed and sent to the postoffice for shipment, the parcel post clerk unkindly ripped the package in seven pieces with shears and bayonet-knife, digging the inoffensive two by four envelope from its comfortable place between the boxes, and opened it up for censorship.

"See," grinned the tired poster, "if the young lady could have kept those few words for another letter, or until after the war, this package could go for 23 cents. As it is, she'll have to pay 69."

And he tossed the outfit one side for future attention, calmly replacing his disarranged window sign plainly lettered, "We do not lick stamps here. Apply to the sponge at the next window."

From present indications, local jobbers will be unable to supply sufficient 8 and 16 ounce tins and glass jar packings of popular smokings for the Christmas demand.

Velvet, Prince Albert, Tuxedo, Lucky Strike, and Serene can't come fast enough.

Shipments are reported on the way for some of these goods, but railroad and steamer traffic is seriously impeded by the jam of troop and supply transport going through the important centers.

"Greeley was right," insists William Street-Smith, "for he knew from experience this little snatch of philosophy: 'That darkest day in any man's career is when he first fancies there is some easier way of gaining a dollar than by squarely earning it.'" THE SMOKER.

Chicago Dealers Made More Optimistic

Store Windows "All Dolled Up" for the Holidays—Bob Delaney Forsakes the Cigarette Business—Roi Tan Sales Accelerators Confer with R. M. C. Glenn —The Slot Machine That Fashionables Now Patronize—Union Makes Peace with La Kurba Cigar Co.

CHICAGO, November 24.—Dealers are scrambling now to get things in shape for the holiday rush. Orders placed in September and October are coming in and the stores have all kinds of cigars for sale. Windows are "dolled" up with fancy packages and the boys are hustling around for box orders.

Ernst McKenzie, the El Roi Tanner, has been appointed chairman of the cigar end of the Y. M. C. A. campaign to collect $3,000,000 for the boys in France.

Those attending the important meeting called by R. M. C. Glenn of Seidenberg & Co., here last week were R. M. C. Glenn, president; O. S. Schneider, vice-president, of Seidenberg & Co.; J. H. Parker, Jr., of Parker Gordon Cigar Co.; Harry Ernshaw, Fred Stribben and Dave Cargill, of Stone-Ordean-Wells Co.; Mr. Bock, of Bock-Stauffer Co., Pittsburgh; Mr. Brennan, Dallas, Texas; George Richardson, of Seidenberg & Co.; W. R. Morland, of the Cordove Cigar Co., Denver, Colo.; John MacMahon, of Reid Murdoch & Co., Chicago; Fred Lansing, of Denver, and Ernst McKenzie, head of the sales force of Seidenberg & Co., for the Middle West.

La Palina Monopoles is a new size that will shortly be put on the market by the Congress Cigar Co. It will retail for 11 cents.

The Sammie Kit put out by McNeill & Higgins Co., is on sale around town. It retails for $2.25 and contains 25 1872 5-cent cigars, 1 pipe, cigarette papers, four tins of smoking tobacco, 1 cut of plug and two boxes of matches.

By the way, did you know that John Collins from Ohio Flats had gone on a diet to reduce? It's a secret, of course, but he did.

Camels now cost dealers $5.25 and are retailing in the loop stores for 13 cents.

"Don't throw away your tin cans, save them; they can be straightened out and used to mend the leaky roofs," says Harry Totten. "Tot" must know, as he has a bungalow on the north shore.

The Monroe Cigar Co. has added to their fine line La Palina, Java wrapped cigars.

The big surprise this week was the announcement direct from Bob Delaney, who has been representing Schinasi Bros., that he has tendered his resignation, to take effect December 1. He will leave the tobacco business to represent a large chemical company and will have all the territory south of the Mason-Dixon line, with a large force of missionary men under him. Bob was one of the best known cigarette and tobacco salesmen that ever worked this field. For five years he was at the head of the Standard Tobacco Co.'s salesforce, with headquarters in Chicago. It was only a few months ago he changed to the Schinasi branch of the Tobacco Products Co. as road salesman.

Christmas packages of Murad, Helmar, London Life and Egyptian Deities, 100 to the box, have been stocked by the dealers. The packings are all very nifty and show up to fine advantage.

Ruhstrat Crowley & Co. are boosting Charles Denby very advantageously. They have sent out many postal cards to consumers who, on presenting the cards to specified dealers, will receive free of charge two Charles Denby cigars for each card.

Watching the bird pop out of the camera is a tame amusement to beholding the doughnuts drop out of a slot machine. At present this genial game is society's noonday pastime. Women who plunged into war work with vigor have discovered that luncheon downtown daily is a steady nibble on the cash account. Carrying sandwiches from home, even when put up by the finest chefs, proved dreary consolation and awakened new consideration for the army of wage earners. And so, with true class ingenuity, society set about finding a way to avoid each evil. At present the selection is the slot meals. Odd as it may seem, the slot carrying highest laurels in the estimation of the drive is that housing fishballs. This reminds one rather of the ancient pan-egyric, popular since Adam's youth—

The waiter roared it through the hall,
"We don't give bread with one fish ball";

for the bread has to come from another vending machine and demands still another nickel, but not a war tax.

With the government cutting out all the unnecessary freight traffic, the old-fashioned hobo who boasted that he came into town on a load of postholes will have to find a new metaphor.

Over on the north side are seen a lot of white and gold Palo signs on the fronts of many cigar stores. Thorwart & Roehling, local distributers of the Palo brand, have obtained a big distribution for this mild Havana.

Muratore is the new brand placed on the market by B. Link & Sons, manufacturers. It is named after the well-known opera star, Lucien Muratore.

Charlie Zeller has thrown down the village belle. He says now he is going to be a bachelor. "Charlie" sells the little "brown box" out here and his boosters on Philip Morris cigarettes are many.

Frank "Muscles" Cohn is still hard at work. He is a great worker and devotes his time to the loop trade. If you don't believe it, come out and see how he has placed Admiration and Lozano with the big fellows.

Wm. Istel, at 66 E. 12th street, says "business is good." We believe it, as his location is a very busy one, being a block from the Michigan Central depot. San Alto cigars are popular at the Istel store.

El Pavo, of the El Pavo Cigar Co., 222 North Wabash avenue, are proving ready sellers wherever they are placed.

How would you like that "grand and glorious feelin'" that would come if some joy vender slipped you a check unawares and the "comfy" sensation that you have when you have done a good deed, to be your portion in a compound measure? Well, they're getting this chance out here. The United Cigar Dealers Co., the Chicago branch of Welscher Brothers, New York, are going to give each of the five dealers sending in the greatest number of bands from their Cyro cigars to the *Daily News* tobacco fund a $50 Liberty Loan Bond. Two weeks ago the United Cigar Dealers Co. gave 5,000 Cyro cigars to the fund and pledged itself to redeem every ten Cyro bands sent to the fund with a sum sufficient to buy a package of smoking tobacco. The dealers collect the bands from the smoker, who drops them in a box on his counter which has been provided for him by the company. The time limit under this generous offer closes December 31, 1917. Contributions of the bands are to be sent to the *Daily News* in lots of 300 in a package and they will from time to time publish a list of the leading dealers.

Chicago's elevated railroads jammed 8,720,335 more people into their cars during the first half of this year, as compared with the same period of 1916. While at the same time the number of cars in service was reduced 43. The management succeeded in the six months' period in making each of its cars carry 5,000 more persons than during the same period in 1916, despite reports in the former year that the overcrowding was intolerable. "Still we find it hard to get a seat going or coming."

Clarence Hirschhorn & Co. find the sale on their leading sellers, Tom Moore, Optimo, Harvesters and San Martin & Leon, which they control for this territory, showing a big improvement over sales of last year. They are having much difficulty in getting enough Little Toms to supply the trade.

Friel & O'Hara, at 43rd and Indiana avenue, are selling lots of San Altos. This is a popular transfer corner and a big business is done by this well-known firm.

Bernstein & Schey, Van Buren and Franklin streets, make as their leading sellers, La Berach, Corina, Romeo and Garcia, and Perfecto Garcia in fine goods, and Idolitas and B. & S. Especials in 5-cent cigars. At present a large and attractive Murad display is appearing in their Van Buren street window.

The cigar department of Franklin McVeagh & Co. have sold a world of their "Kamp Kits" package. Many a soldier boy will be glad when he receives one of these from home.

Suit has been entered by Harry L. Harris against C. Waldbott & Co., a small local cigar factory, for repayment of a cash loan of $1,000 made to C. Waldbott & Co., and $670 due on back salary.

Another retailer that took on La Palina line is that old established firm of Geo. C. Knight, at Randolph street and Wabash avenue.

Guy Reed, of the Sherman Store, of Albert Breitung, who spent some time in the officers' training camp at Fort Sheridan this summer, says he reckons he can do anything when he is through with "Uncle Sammy." Guy is from old Missouri and does not own a "dawg."

We notice Fred Suss, of the R. Steinecke & Co., has returned to New York from his extended western trip. Congratulations, Freddy; may you have many more trips like the one you just finished.

While wading through the daily papers a few days ago I discovered the following ad. "To Cigar Dealers and the Public at Large: We, the undersigned, The International Cigar Makers' Union of America, do hereby certify and announce to the public at large that all differences heretofore existing between the undersigned and the La Kurba Cigar Co., of Chicago, Illinois, and Benton Harbor, Michigan, have been satisfactorily adjusted between the parties by arbitration, and we now desire to announce to you that all cigars manufactured by said La Kurba Cigar Co., including the brands known as Chicago Motor Club, Le Panto, D'eon, Dreamer Boy and El Renardo are manufactured, produced and sold to the public under conditions approved by us; and that all said brands and productions bear our stamp of approval. Signed, Progressive Local No. 527, of the International Cigar Makers' Union of America, by Charles W. Winfield, Business Agent." "The union fought the La Kurba factory for the past four years, and two years ago forced them to remove their factory from Chicago to Benton Harbor."

M. & H. Brown, who operate a chain of retail stores on the north side, have entered the candy jobbing field under the firm name of the Brown Candy Co. Several men are already at work placing the goods with the local dealers.

Gossip is excited because of the queer actions of Al Lovedale, of Geo. C. Knight store. He sits by the hour drawing plans for the cutest little bungalow, and we know Uncle Sam has no use for such things. Can he be thinking of bidding a bachelor's life farewell?

"Sno Matter," says Frank Cohn, of the sales staff of Nathan Fox & Co., "the more Admirations I book orders for, the more 'h——' I get from the trade. We simply can't get enough to supply the wants of the dealers."

And that's not all. Old "Mac" Ernst Mac-

(*Continued on page 22.*)

The American Tobacco Co.
INCORPORATED

Specially prepared Christmas boxes



THE PALL MAGNUM
See Description Below

THE PALL LIBRARY
Packing. See Below

OMAR
See Description Below

LUCKY STRIKE
See Description

LORD SALISBURY
See Description

CHRISTMAS is coming, and it will be different from any Christmas in the history of the country; so many of our young men will either be fighting for our country or in training for the fight. There never was a time when cigarettes were in such demand.

The boys will be away from home, and what could be more welcome than cigarettes in his box from home? It must be the wish of every one who has some one dear to them in a camp in this country that on that day of all days he have every pleasure and comfort.

With this in mind, we have this year specially prepared packings of PALL MALL, LUCKY STRIKE, OMAR and LORD SALISBURY, as illustrated. They are attractive, practical and economical.

Your jobber will ship these Christmas packings as a part of your regular stock order. Display them—push them. They will be the biggest sellers in Christmas Cigarette Packings this year.

THE PALL MALL Magnum contains 100 plain and 100 cork tip. It is an irresistible gift purchase. Its rich, luxurious color scheme of red and gold, combined with the holiday dress, makes it a package of great appeal. No extra charge for this packing.

THE PALL MALL Library packing contains 100 cigarettes, either plain or cork tip. It is identical with the Magnum, except the size. It is going to be one of the biggest selling Christmas brands this year. Thousands of people who have 'their boys' or friends in the training camps know that the best is none too good to send their fighting lads of whom they are so proud.

OMAR. This Christmas box of OMAR contains 12 packages of 16s. Each package of 16 cigarettes sells to the customer for 15c., or $1.80 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

LUCKY STRIKE. This Christmas box of LUCKY STRIKE contains 12 packages of 16s. Each package of 16 cigarettes sells to the consumer for 10c., or $1.20 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

LORD SALISBURY. This Christmas box of Lord Salisbury contains 12 packages of 16s. Each package of 16 cigarettes sells to the consumer for 15c., or $1.80 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

"Get the Box Idea"—12 packages in a holiday box. Tell your customers about this splendid packing, all ready for mailing to soldiers or sailors "over there or over here". It means more profit for you and you render a real service to your customers.

"Get the Box Idea"—and Sell It

Guaranteed by
The American Tobacco Co.
INCORPORATED

Key West Votes to Acquire a Park

Purchase of Property Authorized at Municipal Election—E. H. Gato Cigar Co. Will Have a Big New Factory Built of Reinforced Concrete—Havana American Cigar Co. Working to Capacity—Record Shipments—Tourist Season Begins.

KEY WEST, November 23.—At the municipal election last week, the proposal to issue bonds to purchase the E. H. Gato property for a city park, was carried by a good majority.

On the south beach, near the Athletic Club grounds, the E. H. Gato Cigar Co. will erect a large two story factory of reinforced concrete. It will be a thoroughly up-to-date structure, especially adapted for cigar manufacturing purposes.

The E. H. Gato Cigar Co., in the buildings it now uses, is speeding up production. Rushed with orders, the company would employ many more hands, if now cigar makers could be secured.

The Havana American Cigar Co. is working to capacity. But, try as it may, it hardly can catch up with orders. Shipments made by this company, during the past week were unusually large and more than ordinarily important. The Cortez cigar factories are as busy as can be. "They are working night and day, with Sundays thrown in" for good measure, and, could they get them, the Cortez factories cheerfully would employ 100 more workmen.

The Louis 1890 Cigar factory reports "a week of no regrets." The Louis 1890 cigar is constantly attaining greater popularity, and in the effort to fill orders, the factory is giving work to a big crew and the wish is expressed for more workmen.

In fact, practically every factory in Key West is breaking records for production.

The tourist season has begun and trains arriving here are crowded. HICKORY.

CHICAGO COMMENTS

(*Continued from page* 20.)

Kenzie is in the same fix. Reid Murdoch & Co. are finding it very hard to keep any El Roi Tans on their shelf overnight.

Speaking of his recent visit to Havana, Julius Fernbach, the Cyrilla manufacturer, says "that the only thing that we don't have here that the natives have down there, is a cock fight every Sunday, a Salon De Baile and a square face." But we can manage to get along without these little things.

I am not trying to kid anybody, but am merely telling you that all the boys and some girls in the twelve stores of Albert Breitung are toeing the mark for the holiday rush. Every man has been put through his training and is busy lining up private box orders.

A great pile of boxes containing cigars, cigarettes, pipes and tobacco left here for France last week. They were gotten together by the American Business Girls' Patriotic League, composed of the secretaries of the big motor car and accessory dealers along Chicago Automobile Row.

Tibbets & Garland are offering "Sammie Kits" from $1.75 to $5.25. Couthoui Select blend is selling well with their trade. It is packed in flat tins and retails for 25 cents.

We will end up this column by telling a good one on Henry Hamann: "If an egg and a half costs a cent and a half, how much does—— Oh, I beg your pardon, sir, I'm in the wrong room." If you want this explained ask Manager Hamann, of Breitung's, but I advise you not to.

Over six hundred centers for army Y. M. C. A. work have been organized, and the work is being carried on in 186 camps. Besides this, for lesser groups and detachments, work is conducted at 242 other places.

D. E. Packard has bought Michael W. Buckley's interest in the pool room, bowling alleys and cigar and tobacco store on Main street in Ware, Mass.



GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. DANVILLE, VA. ESTABLISHED 1831

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

E. C. McCullough & Co.
IMPORTERS OF
MANILA TOBACCO
and CIGARS
20 Broad Street
New York, N. Y.

KELLY'S BOUQUET
A MILD CIGAR
MADE IN KEY WEST
Attractive Sizes *3 for 25c. to 3 for 50c.*

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

HOLIDAY SPECIALS

rosvenor Nicholas & Co., Inc., Are Showing a Very Large Assortment of Extra Fine Imported Havanas —Varieties Featured.

Disregarding all predictions that adverse onditions would prevail in holiday business, Grosvenor Nicholas & Co., Inc., made heavy urchases of imported holiday packings. And ne orders received assure them of excellent ales. Grosvenor Nicholas & Co., beyond ques- ion, have a splendid assortment of special ackings. They secured very large shipments f Boite Nature and miscellaneous packings rom various independent factories in Havana. A list of the packings follows:

RAMON ALLONES—Antonios, numbers one nd two, packed 25 in a box, and number three, 0 in a box. Antonios Trumps and Corona Selectos, five trays, 20 each to a box. Victolas Selectos, two sizes, 100 to a box. Petit Coronas nd Perfectos in special shell cases, 50 cigars n each.

BELINDA—Corona Chico, 50 to the box.

POR LARRANAGA—Damascos, 50 to the box; Nacionales, 50 to the box; Nacionales Mina- ures, Orientals, 25 to the box; Petit Fomat, 00 to the box; Romanos, 200 to the box; Coronitas De Luxe, 50 to the box; Selection Cabinet Corona, 100 to the box; Media Coro- nas, 50 to the box; Baby Nacionales, 50 to the ox; Perfecto De Luxe, 50 to the box; Cabi- net Salomones, 50 to the box.

PARTAGAS—Excelsios, 50 to the box; Na- oleones, 25 to the box; Selection Elegantes, 50 o the box; Selection Real, 100 to the box.

ROMEO Y JULIETA—Romeo Cabinets, 50 to he box; Selections of Romeo, 100 to the box, four sizes; Taft's Cabinets, 50 to the box; Selection De Luxe, 50 to the box, four sizes, featuring four of the finest sizes; Corona Cabi- nets, 100 to the box, five rows, trays of 20; Corsairs, 50 to the box, two sizes; Coronations De Luxe, Corona size, 50 to the box; Demi-Tasse, 50 to the box; Fancy Tales of Smoke, 50 to the box; Julietas, 100 to the box; Ramos Selectos, 50 to the box; Selection No. 1, 50 to the box.

PUNCH—Corona Imperiales, 50 to the box; Plain Imperiales, 50 to the box.

UPMANN — Cabinet Amatistitas, 50 to the box; Cabinet Corona Chico, 50 to the box; Perfectos, 50 to the box; Semper Vive, 50 to the box; Cabinet Superiores, 50 to the box; Cabinet Petit Coronas, 250 to the box.

MODEL STOGIE FACTORY

Woman Physician Employed by State Board of Health Pays High Compliment to the Pittsburgh Plant of the Standard Cigar Co.

The Standard Cigar Co., at 4035 Liberty avenue, Pittsburgh, has a factory that is a model of cleanliness, and efficient contrivance. Also, it houses satisfied employes. The company has two other big factories at McKees Rocks and McKeesport and is busily engaged in the manufacture of its two leading products, Dry Slitz and Pittsburg Cash stogies. It makes a strictly long filler product out of the best available leaf and places it on the market for the discriminating smoker.

The Pittsburgh Press reports that the factory of the Standard Cigar Co., recently was inspected most carefully by a woman physician in the employ of the state board of health. And, "she paid the establishment the compliment of saying that it was peerless in its sanitary arrangements. Normally a force of about 600 operatives is kept busy in the Pittsburgh factory, and every provision possible is made for their physical comfort.

TO GIVE A GRAND BALL

The Independent Retail Tobacconists Are Making Plans for the Annual Entertainment to Take Place on February 24.

Nothing of great importance developed at the regular meeting of the Independent Retail Tobacconists' Association, Thursday evening at Terrace Garden. Because of the inclement weather, the members were somewhat late in arriving, and the attendance was small. The meeting was opened at 9 o'clock by President Gompers.

H. H. Hunter, in presenting the report of the law committee, stated that the work of seeing the newly elected assemblymen, with reference to their stand on an anti-coupon bill, was going ahead rapidly. He said if one aggressive fighter in the next Legislature could be secured to work for the retailers' interests, much might be done. Someone suggested the Socialist assemblymen and Louis Fresco and Oasis Abramowitz stated that two Socialists had agreed to work against the coupon. President Gompers intimated that it would be most unwise to have any anti-coupon bill introduced by a Socialist.

The members who attended the meeting of the Confectioners' Association two weeks ago reported they were well received by the candy men's organization. Ike Ochs, H. H. Hunter and Lew Gompers spoke at this meeting on the coupon and kindred subjects.

Mainly, the evening was devoted to the coupon discussion and taxation schemes. Not forgotten, however, were plans for the annual ball to be held February 24, and it was agreed to make it the biggest success possible. Louis Fresco suggested home talent for entertainment, but a member remarked that food was too costly to be thrown at "ham actors." So the meeting closed at 11 o'clock.

Is a Boston Jobber a Money Grabber?

Without Uttering a Disparaging Answer, It Could Be Said That Some of Them Would Like to Clutch a Little Coin Right Now—Joseph P. Manning Co. Put Out a New Brand—Depicting the Favorable Aspects of the Holiday Trade Around the Hub.

BOSTON, November 26.—Jobbers today are chiefly interested in getting money; selling goods is a secondary consideration. Collectors are instructed to go after customers and not let up, until they come across. In a measure, the jobbers are to blame; they allowed the retailers to load up in anticipation of the tax, and increased prices, and almost every retailer has goods enough to last three months, but no money to pay for them. Now will the jobbers sit tight and wait? The jobbers themselves have done some loading on sure selling goods. They have big stocks. Freight shipments have been so irregular. A jobber would be out of goods one week and next week would be swamped by three or four deliveries that piled on top of each other. Ten day goods too, probably paid for two weeks before delivery was accomplished.

Joseph P. Manning Co. are putting out a new high grade Sumatra wrapped cigar, union label, under the trade-mark "Manco." The new Manco line has three sizes, Londres, Invincible, and Perfecto. The first selection of Sumatra wrappers are used with a No. 1 Connecticut binder, and Remedios filler. Smokers in New England are accustomed to such a combination. Introductory work is now being done.

Signs are displayed on the Dewey Square Building, owned by Wood-Pollard Co., that the entire building is to let, and will be subdivided to suit tenants.

The United Cigar Stores Co. gave five per cent. of their receipts recently to the Y. M. C. A. camp fund. Goodly amounts were received from the New England stores.

Pound jars of tobacco are in demand; all brands, as long as it is in pounds and half pounds, are sought.

Cigarettes in 50's and 100's, full cartons; Bull Durham in gross lots are being purchased, and will be purchased as long as the boys are away. It is not alone the holiday business that the retailers are now getting. They should realize that buying smokes for soldiers will be kept up as long as the war lasts. Some retailers have a long list of addresses to send smokes to each week, a certain amount, until further notice.

Mathews & Blanchard, Brockton, Mass., jobbers and retailers, have had success with the Charles Denby and H. Fendrich Cigars.

A. Gindin, of Brockton, jobs the Manuel and Counsellor brands of Allen R. Cressman, Philadelphia, Pa. Frank Mahoney, the representative of Allen R. Cressman Co., has done some good missionary work through Gindin's territory.

Frank Hener has been working Noble cigars through Costello Bros., Pawtucket, the past week.

William O'Brien, who is known as the greatest Irish diplomat in captivity, has been to Providence, saying soothing words to the trade, that is yelling for 7-20-4's.

George Baker, formerly at the Allston sto of Liggett Co., has charge of the cigar depa ment of Houghton & Dutton.

Tastefully arranged in the show windows Woodward's Drug Co., Tremont and Bromfie streets, is the Rancho cigar of the Americ Exchange Cigar Co.

The Commonwealth Cigar Co. received th week a large consignment of El Roi Tans, J Preferencia and Kelley's Bouquets in sm packings. John Dwyer of the firm says that these goods are sold, and many unfilled orde are on hand.

There is a shortage of the Lexie Invincil Cigars of A. H. Hall, 5 Water street.

Harry Williams, who has placed the Lex around the trade, says it is the greatest sell that he has ever put on the market.

Relu Cigarettes in quantities are bei shipped to the various camps.

Prince Hamlet cigars, jobbed by Baker Bro packed 10 in a box, is some packing, the neate yet seen. Baker Bros. received a large shi ment, which soon went.

Popular brands in 1/40's are distributed l the local factories, but allotments have been c down, which means a big shortage for holid demands.

The Phillip Morris holiday package has ma its appearance in the show windows.

The Pall Mall Magnum at 15 dollars, is son packing, and wherever displayed, is the cent of attraction.

Female purchasers of cigarettes are now ca ing for brands; this means that they receiv letters from boys, who specified what to sen

Muriel, known as the cigar of distinctive qua ity, made by P. Lorillard Co., and distribute in these parts by Rosenthal Bros. & Bendetso Co., has made a place for itself in the mouth of the smokers in and around Boston; the 191 sales in this section show a tremendous ga over 1916.



THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.

NEW YORK **MONTREAL, CANADA**

Statistics of Maryland Tobacco Manufacturers

WASHINGTON, November 26.—The manufacturing census of Maryland for the year 1914 shows a reduction in the number of manufacturing plants from 4,837 to 4,797, or of .8 per cent.; the number of persons engaged in these manufacturing plants increased from 125,489 to 131,391, or 4.7 per cent. The motive power employed increased from 218,244 to 263,753 primary horse-power, or by 20.8 per cent. The capital invested in these plants increased from $251,226,828 to $293,210,925, or by 16.7 per cent. The amount expended for labor increased from $59,052,718 to $71,801,109; the cost of materials used in these establishments increased from $199,048,905 to $238,071,973. The value of the output increased from $315,669,150 to $377,749,078, or 19.7 per cent.

Out of the 4,797 establishments reported for 1914, 217 were cigar, cigarettes and tobacco factories, whose combined output was valued at $5,361,600. Employment was furnished to 3,212 persons on an average. The cost of materials used in these factories amounted to $2,454,255. Detailed statistics relative to the tobacco industry have not been shown because, to do so, would disclose the work of individual concerns, a policy which is always discountenanced by the Census Bureau.

For the 217 establishments as a whole employing 3,673 persons, 242 were classified as proprietors and firm members to whom salaries were paid amount to $49,269. Twenty-five salaried officers, superintendents and managers, 161 male clerks and 33 female clerks were employed to whom is paid annually $199,097. The average number of wage earners employed in these cigar, cigarette and tobacco factories is reported at 3,212, to whom was paid $1,183,726.

The capital invested in the 217 reported factories was $4,172,472. The expenses included the following items: Contract work $750, rent of factories $27,623; taxes, including internal revenue and corporation taxes, $662,457; materials, $2,434,744; fuel and rent of power, $19,511. The total power used in the development of this industry was 354 horse-power, of which 203 horse-power was developed by steam engines owned by the manufacturers themselves; 151 horse-power was rented electric, in addition to this 122 horse-power was generated electrically by the factories owning the generating plants themselves.

Out of the 217 establishments reported for the entire State 174 tobacco, cigar and cigarettes are located in the city of Baltimore, in which are employed 3,396 persons; 126 persons comprise the proprietors and firm members of the 174 establishments above referred to. Out of the 3,212 wage earners reported for the entire State 2,988 are employed in the city of Baltimore. The capital invested in the Baltimore plants is $3,987,738. The value of the products is $5,032,685, of which $2,727,176 was added by manufacture and $2,287,137 represented the cost of the principal materials. The amount expended by the Baltimore factories for taxes, including both the internal revenue and corporation income tax was $621,214. TENNILLE.

CHEER 'EM UP!

Here's the time to do it! Now! Right NOW! Cheer 'em up! Make 'em sell! Give 'em a chance!

Those cigars. Those cigarettes. Those pipes. And the tobacco to go with 'em!

Bring them down off that there top shelf. Put a little spice and pepper on them. Like this:

Go around to that handy ten-cent store. You know where it is! Or ask your wife; she knows!

Get a half-dozen spools of red and green ribbon, assorted. They come in two-yard lengths in half and full inch widths, at a dime the spool.

Then get some holly, too. That there imitation stuff is what you want, durable and even better than the real berries.

Now hustle back to the store and doll up those boxes! Don't be stingy with the ribbon and holly! Stick it on!

Make a run of it up and down the package, each way, with a generous Fra Elbertus bow on top, near one end Jam a stick of the holly through the bow, careless like. That's it!

After you trim the cigar boxes up, tackle the tobacco. And, with every can or jar of 'bacco, run in a pipe on top. Do the same with the cigarettes. Two or three, even more, packets to the bundle, if you wish, with a cigarette holder or case to finish it off!

Figure up what the outfits cost. If they're old stock, which you're glad to see go, allow for that. Figure 'em close!

Set a price on each outfit that'll make 'em move! Get the money! You've had the goods long enough!

Now see about your placard. Try this:

Are you a Spug?

Then send your soldier boy a gift he'll like. Send him cigars, or cigarettes, or tobacco and a pipe.

And send NOW, while the going is good. Else later, when you want 'em, these Holiday Hints will be gone, and your boy in the trench will think you've forgotten him!

Lots of your customers will want to know about that Spug heading. Keep it quiet. Say it's a secret. Tell 'em you'll announce it Christmas or New Year morning!

It's simple. Just this: "Society for the Promotion of Useful Giving." Though some people say it should be: "Society for the Prevention of Useless Giving."

Have it either way. It'll create interest, and sell the Cheer Ups!

Note: If you want to make a further hit with your Spug trade, buy some red and green wrapping paper. Do the bundles up in a paper suitable for the occasion. Your store will be complimented for seasonable service.

Have a few bundles of stuff ready wrapped for quick delivery. Some customers buy on first sight, you know! THE SMOKER.

DIAMOND-F

PROTECTIVE PAPERS

FOR PERFECT PROTECTION

Diamond-F Protective Papers are scientifically made to fit the particular use for which they are intended. Starting with scrupulous selection of raw materials, every step in the manufacturing process is under the eye of paper specialists who see to it that the finished product is as near POSITIVE PERFECTION as modern machinery and human hands can make it.

Diamond-F Glassine should be used in the wrapping and packing of cigars and tobaccos, to keep impurities OUT and the tobacco-goodness IN.

Diamond-F Glassine is transparent. It resists grease, oil and air and is free from all corrosive compounds. It is furnished bleached, semi-bleached, unbleached, embossed and colored, in sheets, rolls and circles. Diamond-F Glassine is made entirely from wood pulp. Diamond-F Filter Paper is U. S. Government-tested.

Diamond-F Service (quality-price-delivery) is a known quantity. Put it to the test. What are your paper problems? Write for samples.

DIAMOND STATE FIBRE COMPANY

Bridgeport, Pennsylvania (near Philadelphia)

Vuelta Wrapper, Vuelta Filler
Vuelta Through and Through

H. UPMANN HABANA

Because a cigar is a Havana cigar, it does not necessarily follow that it is remarkably good; all Cuban tobacco is not as fine as some Cuban tobacco.

But Cuban tobacco grown in the famous province of Vuelta Abajo is acknowledged to be supreme—the finest cigar leaf in the world.

Upmann Cigars Are All-Vuelta Cigars

No other kind of leaf is used in the UPMANN factory. Hence, the steadily increasing demand for UPMANN'S everywhere.

CHARLES LANDAU

82 Wall St. - - - New York

Sole Agent for the United States

Vuelta Abajo Vegas Receive More Attention

But Remedios Capaduras Are Regarded as Price Lifters on the Havana Leaf Market—Big Buyers in Cuba—Paying $5 for a Thousand Seedlings in Santa Clara—Shipments for the Week—Factories Busy—"Nunca Cede, Siempre Excede" the Motto of "Tomas Gutierrez"

HAVANA, November 23.—Present activity on the Havana leaf market hardly needs to be explained. A number of big buyers are here and various transactions are pending, subject to registration of goods, unreported as yet by leaf dealers. The latest prices paid for first and second capaduras of Remedios were: $83 for the firsts and $73 per qq. for the seconds. Not a thing can be had now below $85 and $75 per qq. for Escogidas, though, possibly, some Vegas, which are no longer of the first pick, could be bought for a little below these figures. There are some thirds yet to be had, but the owners are asking as high as $60 per qq. Manchados are quoted at $40 per qq. Botes of loose leaves still are offered from $26 to $28 per qq., but holders are not anxious to sell, as they expect to get $30 or more as the season advances.

Vuelta Abajo Vegas have received more attention of late, particularly the so-called factory styles. Prices for Colas are firmly maintained; although the demand is not strong at the moment, cigarette manufacturers will be forced to buy more raw material before the new crop is available. Some holders think that next year even as high as $40 per qq. may be paid by some factories. Partido fillers are sought for, and even the Resagos may disappear ere long.

In a letter from a country buyer in Santa Clara to his firm here, it is said that seedlings are scarce, and that as high as $5 per 1,000 seedlings had been paid. It may be doubted, though, that such conditions prevail throughout Santa Clara province.

Additional sales of leaf during the first fortnight of November totaled 3,696 bales, consisting of Vuelta Abajo and Semi Vuelta 1,001 and Remedios 2,695 bales.

The buyers were: Americans 2,456, exporters to Europe 338 (including 200 bales shipped to Algiers), and shippers to South America 902 bales.

Exports of cigars from Havana per Ss. *Mexico* totaled 622 cases, containing 2,838,271 cigars, and which were consigned to the following countries, viz.: To the United States, 1,190,983; to Great Britain, 1,187,538; to Australia, 173,500; to Canada, 158,000; to the Argentine Republic, 85,250; to Uruguay, 33,000, and to British Africa, 10,000 cigars.

Exports of leaf tobacco from Havana for the week ending November 13, 1917, totaled 6,037 bales, which were distributed as follows, viz.: To all ports of the United States, 4,781; to Canada, 104; to Algiers, French Africa, 200; to Great Britain, 138; to the Argentine Republic, 150; to Uruguay, 44, and to Chile, 620 bales.

Among the leaf buyers arriving this week were: Maximilian Stern, president of the Cuban Land & Leaf Tobacco Co., and who is also the general manager of Henry Clay & Bock & Co., Ltd., and Bernhard Lichtenstein, of Lichtenstein Bros., both of New York. John L. Kolb, president of the Theobald & Oppenheimer Co., and Ventura Blanco, of Ventura Blanco, both of Philadelphia; Colonel Alvaro Garcia and his nephew, Francisco Gonzalez, of Garcia & Vega, and Salvado Rodriguez, the owner of "The Charles the Great" factory, from Tampa.

Louis H. Eisenlohr and Foreman Harry Eimerbrink, of Otto Eisenlohr & Bros., Inc. of Philadelphia, are expected here this week.

The cigar factories here are all busy and will continue to be so for another month.

Henry Clay & Bock & Co. shipped per French Ss. *Venezuela* 40 cases, containing 100,000 cigars, consigned to the American Army in France.

Romeo & Julieta is as hard at work as ever, trying to ship as many cigars as possible to the United States, Great Britain and other countries.

Partagas also is unusually busy. Pancho Gonzales returned from his vacation in Spain, restored to his full health, and is actively on duty now.

The cigarmakers in the Punch factory wanted to work for five Sundays. Don Manuel, however, told them this was too much, and compromised, giving them work for two Sundays consecutively, then rest one Sunday, and finally work two more in succession, which he thought was all the men could advantageously do. The factory is fully supplied with orders and is rushing shipment.

Hoyo de Monterrey, H. Upmann, Calixto Lopez & Co., Belinda, Por Larranaga, Ramon Allones, C. E. Beck & Co., as well as Sol and Devesa de Nurias are all very busy.

Flor de Tomas Gutierrez offered $100 for the best motto, in a contest open to everybody, and the jury awarded the prize to the one reading: "Nunca cede, siempre excede," or which translated is: "Never yields, always excels." This will be the motto of the factory in the future.

ROSAM.



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Please place your orders now for immediate shipment

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CHANCELLOR

The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

A COMPROMISE WAS MADE IN TAMPA

Strikers Return to Work and Factories Try For Record Output

TAMPA, November 25.—Following the overwhelming vote of the cigarmakers against calling a general strike at the present time, the differences between the Regensburg factories and workers were settled last Wednesday and the men returned to work. Their demand for an increase of $4 per thousand on certain cigars was turned down, but other concessions were granted. Factories generally are now working record forces in an endeavor to fill all the holiday orders.

"Ed" Berriman, senior member of Berriman Bros., manufacturers of the Jose Villa and other cigars, is in the city from Chicago. He and M. W. Berriman, who has leased a home in Tampa, are planning the campaign for next year.

Col. Alvaro Garcia of Garcia & Vega, arrived from New York last Sunday and sailed for Havana with Francisco Gonzalez, factory superintendent, on a tobacco-buying expedition.

Sales Manager Hammer of the Corral-Wodiska factory, is expected to arrive during the week and remain until after the holidays. The factory is doing an excellent business in Julia Marlowes and other brands at present.

Collector of Customs J. F. C. Griggs, who is in Washington, wired last week that his recommendations for changes at the customs house had been adopted. Succeeding Max Oberdorfer, chief deputy, who goes to Jacksonville as a special deputy of customs, is A. G. Watson, Jr. Louis Salisbury goes to Port Tampa, succeeding D. O. Curry, who is now stationed in the Virgin Islands. B. H. Humphrey has been transferred to Key West.

A. L. Cuesta, head of the Cuesta-Rey factory, for whom the public school in West Tampa is named, has donated to that school a handsome cup and flag to be given the pupil making the best record during the present term. Cups will be given other successful pupils in future years. A. Wolf, southern representative of the company, will be at the factory until after the holidays. Eli Witt, the well known jobber, who has spent the summer in the west on account of his health, is expected to return early in December. Mr. Witt's condition is reported to be improved.

Mr. Friedman, vice-president of Rothschild & Co., leaf dealer of Chicago, has been visiting the local trade for some time.

A. A. Martinez, manager of the J. M. Martinez factory, is on a southern trip.

Headed by former Congressman S. M. Sparkman, Mayor D. B. McKay and D. C. Gillett, a party of prominent Tampans left Saturday night for Washington, where they will work for the establishment of the Gulf naval base here and other projects in which Tampa is interested. Through the efforts of the Florida congressional delegates, with Tampans aiding, the war department has decided to establish a large aviation camp near Arcadia, DeSoto county. Other war benefits are expected to come to the city and section.

Tampans are elated at the announcement that the Tampa Engineering & Shipbuilding Co., which has been leased by the Oscar Daniels Co. of New York, is to build ten steel steamships for the government. These ships are to be completed in three years and other contracts, it is said, are forthcoming. The work will require the service of more than two thousand skilled mechanics and will increase the city's payroll about $32,000 a week.

Max Oberdorfer, the veteran deputy collector of customs, has been promoted to the position of special customs agent of the Treasury Department, with headquarters at Jacksonville. Manufacturers and citizens generally regret that Mr. Oberdorfer's duties will again take him away from Tampa, but they appreciate the fact that he has received deserved promotion.

Mr. and Mrs. M. W. Berriman, who have for years spent the winters at the Tampa Bay Hotel, have leased a home in Hyde Park in which they will reside until spring.

F. R. Diaz went to Cuba last week.

Claude Turner, who travels the East and Middle-West for Salvador Rodriguez & Co. is in the city awaiting the return of Don Salvador from Cuba. The Charles the Great factory has had an unusually good year and Mr. Turner has been particularly successful.

Twenty years ago this month, Jose Lovera, of Jose Lovera & Co., as he is shown by the files of the Tampa *Times,* resigned as manager of the Gonzalez-Mora factory and bought an interest in the Tampa Cigar Co., thereby beginning a deservedly successful career on "his own hook."

HUFFAKER.

A hearing to determine whether or not hotels are amenable to the regulations of the State Public Service Commission of Massachusetts may be held in the near future by the commission as a result of complaints lodged by guests who object to being charged ten cents for local telephone calls by certain Boston hotels. It is possible that the commission may take the stand that the hotels are buying their telephone service and have a right to sell it to their guests the same as any other commodity On the other hand, the commission may find that the hotels have entered the telephone business and are therefore subject to regulation by the commission the same as any other public service corporation.

FROM THE FIRING LINE

Personals and Trade Jottings

Alton Simenson has opened a cigar store in Stanley, Wis.

—

Roland Landry, being drafted, has closed his cigar store at Ironwood, Wis.

—

C. Anderson has established a cigar store and poolroom in Corliss, Wis.

—

Ed. Larson has engaged in the retail cigar business at Soldiers' Grove, Wis.

—

Cornick Wisneiski has acquired the Anton Budzyn cigar stand in Portland, Ore.

—

M. Teitebaum has bought the cigar store of Mrs. Dora Fritz at Greenfield, Mass.

—

The American Tobacco Co. unfurled its service flag on Monday. It contains 334 stars.

—

Ray Neilson is the proprietor of a new cigar store and billiard hall in Union Grove, Wis.

—

George Mayer, of P. D. Mayer & Son, New Orleans cigar manufacturers, is in New York.

—

H. S. McGiffen, leaf buyer for The American Cigar Co. at Sparta, Wis., is in New York.

—

During October, Cuesta, Rey & Co., of Tampa, purchased 965 bales of leaf in Havana.

—

The cigar store of R. W. Ehmer at Amsterdam, N. Y., was damaged by fire one day last week.

—

Cifuentes, Pego & Co., manufacturers of Partagas, purchased 1,500 bales of leaf during October.

—

Newman and Gach, leaf dealers in Chicago, completed their business in New York and left for home, Saturday.

—

The phenomenal price of $85 was paid for one basket of Burley, of 190 pounds, at Vine Grove, Ky., last week.

—

Arthur Daley and Ed. Meigs have opened a cigar store and bowling alley on State street, Montpelier, Vt.

—

Roscoe Patrick is the new proprietor of the cigar store in Hollywood, Cal., formerly owned by Ora O. Pittman.

—

C. L. Hulett and Manager Fagan, of the C. L. Hulett jobbing house in Troy, N. Y., were visitors in New York this week.

—

Grosvenor Nicholas & Co. are now handling the Hernan Cortez brand in all sizes, and report an excellent sale on them.

—

William Davis, a retired cigar manufacturer of New York city, died on Sunday at his home, 720 West 181st street.

—

In Havana, during October, Celestino Corral, representing Corral, Wodiska & Co., of Tampa, bought 838 bales of leaf tobacco.

—

E. M. Freeman, of Sidney J. Freeman & Sons, has returned from a most successful Western trip. He went so far as St. Louis.

—

Displayed in the windows of the United Cigar stores are paper service flags showing 290 stars, "a star for each man in the service."

—

The cigar, tobacco and candy business of Robert Iseman has been removed from 275 Fair street to 3½ Main street, Kingston, N. Y.

—

W. Rosenfeld, who handles Chicago and Western territory for Salvador Rodriquez, is pushing Charles the Great with more than usual success.

—

E. Regensburg & Sons recently purchased in Havana, through Jose Suarez & Co., 1,890 bales of leaf tobacco, to add to their reserve supply.

—

With headquarters at Jacksonville, R. S. Tatum has been appointed southern representative of Garcia & Vega. Frank Lopez is in Chicago.

—

La Campania Arrendataria (the Spanish Regie), besides previous purchases in Havana, bought 2,500 bales more during the past fortnight.

—

J. K. Moors leased store in building at northwest corner of Eighth avenue and 57th street, New York, to Louis Ackereisen, stationer and tobacconist.

—

B. H. Grant and H. H. Howland, both of Portland, Ore., have completed a deal for the purchase of the Sandahl cigar store in Miles City, Mont.

—

Mark A. Pollack, in Havana, registed 3,560 bales of leaf tobacco for his customers during the past two weeks, on account of old and new purchases.

—

Jos. Berran & Co. are working Sundays and holidays trying to catch up with the rush of orders, and E. A. Hecht is responsible for much of the firm's activity.

—

J. H. Silverstein, a small cigar manufacturer at 496 Somerville avenue, Somerville, Mass., is a petitioner in bankruptcy. He owes $700 and has no assets.

—

R. I. Ellis is working Pittsburgh and districts adjacent for A. Santaella & Co. The work of R. I. Ellis on the Pacific Coast has be of very high order the past few weeks.

—

The Peace Tobacco Co., recently organiz in Cincinnati, is getting along most succe fully. Max Greenwald reports steadily i creasing sales of Buckeye and Fifty-Fi Scrap.

—

Fire destroyed about $400 worth of ciga and tobacco in the stock room of the Smok well Cigar Co. at the rear of the buildin on Main street, Tulsa, Okla., early Satur morning.

—

Henry Riesenberg, representative of E. P per & Co., is on his way back from Kansas Ci where he did very well. Sam Adler is still Boston, but will come to New York for t holidays.

—

Gus Olson, of "The Berwick," Rutlan Vt., has a service flag with two stars wavi over his cigar stand. One of his clerks is the Navy and the other is a soldier traini at Camp Devens.

—

The Godfrey S. Mahn store, Broadway a 27th street, New York, is featuring a holi package consisting of a pipe, a tin of Barki Dog tobacco and a leather tobacco pouch. T package sells for $1.50.

—

Wm. Glaccum and Sons are getting all business that they can handle just now, w orders coming from R. F. Payton, who is Chicago; W. M. Simpson, on the coast, and A. Hamilton in Rhode Island.

—

G. W. Stocking, Western representative Marcelino Perez & Co., has returned to C cago after a trip to Florida, and is now hustli for new orders on Tuvals. R. S. Whightm is booming business in New England.

—

Nat. Rice, manager of the Little Cigar d partment of The American Cigar Co., stat that orders on hand at the present time, und prevailing conditions as they are today, w keep them busy until July 1 next year.

—

The retail cigar and tobacco dealers Louisville held a conference Friday afte noon a week ago, in the Inter-Southern buil ing to discuss arrangements for meeting t new tax that has been put on tobacco.

—

The loose leaf houses to do business in Ca lisle, Ky., will open for receiving the crop December 12. Reports continue to indica activity on the part of speculators. A fe sales have been reported with fancy prices pa for the crops.

—

Tobacco dealers of Burlington, Vt., mi some business that during the past fe months proved to be very profitabl Thousands of soldiers, sent from Fort Etha Allen to southern camps, cause sales to dro correspondingly.

—

War as carried on at the present tim (according to the experience of the Europea

belligerent powers) has a marked effect in increasing the amount of active tuberculosis both among the men in the ranks and in the civilian population.

—

The Rex Window Advertising Co. has increased its capital from $10,000 to $40,000. Very attractive window displays are put out by this firm, several large cigar manufacturers in Greater New York and elsewhere are using Rex display service.

—

As a war-time measure the student council of Harvard University has recommended that the usual series of smokers held by all classes be abandoned this year. In the past each class has spent several hundred dollars in giving these entertainments.

—

The cruiser Cuba, flagship of the Cuban navy, arrived Sunday at an American port and landed a battalion of Cuban artillerymen. The Cuban soldiers will receive instruction at a United States fort to perfect their training in coast defense gunnery. Further Cuban contingents will arrive later.

—

Charles A. Cowan & Co. have been awarded the contract for altering the four-story building at 22-34 Fourth avenue, and 443-449 Lafayette street, New York, recently leased by the Metropolitan Tobacco Co. The estimated cost of the alterations is placed at $30,000.

—

C. del Peso & Co., the new owners of the cigar and cigarette factories, Flor de Thomás Gutiérrez, in Havana, have purchased 1,080 bales of colas from the Vuelta Abajo, for their cigarette department, and 537 bales of Vuelta Abajo, for their cigar factory during the past two weeks.

—

David Sollenberger, aged 65, a pioneer cigar manufacturer of Sidney, O., was instantly killed when he walked in front of a fast freight train at the unguarded West avenue grade crossing of the Big Four Railroad at noon Monday. His skull was fractured and neck broken.

—

Among the jurors who will decide the fate of Mrs. Blanca de Saulles, now on trial in Mineola, L. I., for the killing of her divorced husband, John Longer de Saulles, is Herman H. Beers, a retired cigarmaker of Freeport, L. I. Mr. Beers, who was the seventh chosen, is 54 years old and married.

—

Marcelino Perez has received word from his son, Marcelino, Jr., now chief yeoman on the U. S. S. Druid, that he is "somewhere" and keeping very busy. "It is a great life," he says, "if you don't weaken, and I don't feel weak as yet." Jose Perez has been commissioned a first lieutenant in the 47th Regiment, New York State Guard.

—

Carl Heusser, for fourteen years chef in Pabst's cafe in Harlem, has leased for a period of ten years the property at 226-228 West 125th street, through to 225-227 West 124th street, New York, and will erect a high class restaurant. The alterations planned will cost $35,000. A feature of the restaurant will be an extra fine cigar stand.

—

Mayor N. C. Ridgeway, of Falmouth, Ky., has been chosen by the board of directors of the Cynthiana Warehouse to be associated with Rev. J. R. Jones in the management of that warehouse. For a number of years, Ridgeway was manager and largest stockholder of the big loose leaf house which burned at Falmouth last year.

—

Louis S. Beller, a retailer of 3625 Broadway, New York, will have charge of the tobacco booth at a bazaar to be held by the Y. M. H. A. in their building, St. Nicholas avenue and 159th street. Beller is soliciting donations and has already received many cigars. The bazaar will be held December 1 to 10 and the proceeds will be devoted to the maintenance fund.

—

Grant Barney Schley, head of the New York Stock Exchange firm of Moore & Schley, died Thursday at his home in New Jersey. Mr. Schley was 72 years of age. He had been a member of the New York Stock Exchange since 1881; he occupied a position of prominence in Wall Street and had much to do with the formation of the American Tobacco Co. and a number of other corporations.

—

Gerhard Stratman, aged 81, died last week at the residence of his niece, Mrs. Philomenia Lange, 602 East Parkway, Northside, Pittsburgh. He was a son of the late Henry Stratman, of Pittsburgh, and was for years engaged in the retail tobacco business in old Allegheny City and in Cincinnati and St. Louis. He retired about 15 years ago. He was a member of St. Mary's Catholic Church. He never married.

—

A world's record price for Burley tobacco was established in Cynthiana, Ky., when Clarence Lebus purchased William Howk's crop amounting to 8,000 pounds at $40 per hundred pounds. Lebus also purchased last week from H. H. Poindexter 6,000 pounds at 30 cents straight and also 1,200 pounds from Mark Fryman for 32½ cents a pound. Lebus offered to buy J. W. Florence's crop of 2,000 pounds at $50 per hundred pounds.

—

A crop of 20,000 pounds of tobacco was sold in Versailles, Ky., last week, by Dr. A. J. A. Alexander and Tyler Maddox at $35 the 100 pounds. The crop was grown on the Woodburn Farm and was purchased by Clyde Buckley. The remainder of the crop from the same farm, about 42,000 pounds, was purchased by Ben F. Buckley, of Paris, at $30 the 100 pounds. The sum realized from the transaction was $19,600.

—

Jos. Gans, of Gans Bros., has just returned from the West, where he had been on a price fixing trip. He had no difficulty in getting business at the right prices. Isidore Mayer, a representative of Gans Bros., has been in town a few days, after having completed a very successful trip through the Middle West. Oscar S. Veit, the Metropolitan representaive, who recently was the victim of an operation, is getting along nicely, and will be back at work in a few weeks.

—

A retail tobacco dealers' association has been organized in Utica, N. Y. The officers elected were: P. J. Wald, president; L. A. Taffner, secretary, and Charles H. Kirkland, treasurer. The following committees were appointed: By-laws—Charles H. Kirkland, chairman; Harry Atkinson, E. Shankenbury, George F. Winnie, Thomas Fogarty and Val Seifert. Executive—Samuel Cook, chairman; Charles Church, Luke Calahan, Frank Riley, M. Taylor, Eugene McCaffrey and P. Hooks.

—

Cigarmakers' Union No. 240 held a well-attended meeting in Eagles' Hall, Norfolk, Va., a week ago Monday. Resolutions strongly endorsing the appointment of Major Charles C. Kizer, chief of police, of Norfolk, for labor commissioner of the state of Virginia, were unanimously adopted. W. H. Backus, the secretary, was instructed to forward to Westmoreland Davis, governor-elect, copy of the resolutions endorsing Major Kizer. The meeting, the largest held in a long time, was presided over by D. M. Paul.

—

Elijah Davis, 57 years old, of 311 Sackett street, a cigar manufacturer, and a life-long resident of South Brooklyn, died last Thursday from diabetes. His funeral services were conducted by the Rev. Dr. Louis Pulvermacher, and the interment was at Washington cemetery. Mr. Davis was a member of the Tuscan Lodge No. 704, F. and A. M.; Court Columbia, F. of A.; the United Brethren, and the Eighth Assembly District Democratic Club. He is survived by his wife, Esther Symons, two sons, Samuel Elijah and Isaac Elijah, and a grandchild.

—

The strike at the plant of the American Sumatra Tobacco Co., at Chicopee Junction, Mass., has culminated in the discharge of the striking employes and the substitution of women workers in their places temporarily. The company expects to be able to procure other male help soon. It was willing to grant the wage increase to $2.75 a day asked by the strikers, but could not allow the half-holiday on Saturdays. The company has, however, compromised and will dismiss its help at 2:30 on that day hereafter. The possibility of a disturbance is still present and some policemen are being kept on duty at the plant.

—

The Jones Co. and "Quaker Maid" have been consolidated. It was agreed that the capital stock of the new concern to be known as the Quaker Maid shall be the combined capital stock of the two concerns, amounting to $202,000 divided into 2,020 shares of $100 each. The stock of the former Quaker Maid is to be transposed into shares of like denomination from 2,000 shares of $1 each and distributed among the present stockholders according to their present holdings. The articles filed in Louisville, last week, are signed by Lawrence and Warner L. Jones as executors and trustees of the estate of Saunders P. Jones, and individually as directors and trustees of both corporations, and by Samuel C. Miller as a director and stockholder of both corporations.

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TRADE NEWS FROM NEAR AND FAR

At Woodsfield, O., the Miller Cigar Co.'s factory has doubled its output during the past month and their factory at Beallsville is also working in full force.

—

At the opening sale of one sucker tobacco at Bowling Green, Ky., last week, at three loose leaf warehouses 150,000 pounds were sold. The average price was $18.27. The highest price per basket was $24.

—

A Zurich message states that tobacco cards have been introduced throughout Bosnia and Herzegovina, men being restricted to 12 grammes of tobacco or ten cigarettes per week. Women may have half rations on producing a doctor's certificate.

—

Busy indeed is the cigar factory of W. W. Stewart at Green and Cedar streets, Reading, Pa. "Barring the regulation of prices due to the new revenue law," says Mr. Stewart, "conditions are good. We are very busy on the John Hay brand and employ from 30 to 40 people. Some grades of tobacco are hard to get, but thus far we have been able to secure a sufficient supply to keep going."

—

Almost two-thirds of the tobacco imported into the United States come from Cuba and other Latin-American countries. Last year the entire imports, exclusive of those from Latin America, represented approximately 12,000,000 pounds. Estimates for this year indicate that there will be a slight falling off in the imports, exclusive of Latin America, and the balance of trade will shift from Eastern Europe to Asia.

—

Tobacco prices reached top marks in Louisville on Friday, when one firm disposed of 950,000 pounds of burley at 30 cents a pound and 450,000 pounds of Indiana dark, one sucker leaf and lugs, at an average of 18¼ cents a pound. The sale is said to be the largest single tobacco transactions in the history of Kentucky. Seventeen cents a pound was considered a fair price for burley in 1916.

—

The latest available import figures show that China in the last ten months has shipped 2,947,000 pounds of tobacco to the United States. In 1915 only three pounds were shipped in from China for American consumption. The increase represents approximately one-fifth of the American importation, exclusive of that from South America. In this country, the Chinese tobacco is used chiefly in the manufacture of cigarettes.

—

Net earnings of the Tobacco Products Corporation for the ten months ended October 31 increased approximately 100 per cent. over the corresponding period a year ago. Because of large orders for cigarettes the company is working some of its plants on a night schedule. Tobacco Products is doing the largest export business in its history, but it is small compared with the amount that will be possible when the expansion plans have been completed.

—

The Ludington, Mich., Chamber of Commerce has furnished the site for a new cigar factory for Lubetsky & Kleiner, who are being crowded out of their former quarters by the rapid expansion of operations in the Haskell Veneer factory, and the new building is being rushed to completion with a promise of being ready for occupation by the middle of December. The building going up is to be a modern factory building with dining room, lavatories and like conveniences for employees. Working space is provided for 200 cigar makers.

—

The work at the tobacco warehouse at Chippewa Falls, Wis., will begin earlier this year than last, according to the announcement of H. E. Edler. It is planned to begin operations about December 1 instead of after the holidays, as has been the case. Mr. Edler said that the girls employed at the warehouse will be able to make an average of $3 a week more this year than last because it has been decided to tie bigger "hands." This is a great advantage to the hundred or more workers that will be employed. Mr. Edler also stated that the weather now is just what is wanted for handling the tobacco on the farms, and that beginning next week the tobacco will begin to arrive at the factory. At Bay City, Wednesday, the local manager bought two crops of tobacco for which he paid an average price of 18½ cents a pound.

SHOTS AND JOTS.

William Keegan, proprietor of the East State street Cigar Store in Trenton, was chosen organizer for Trenton retail tobacconists at a meeting at the headquarters of the Chamber of Commerce in Trenton, last week. About 50 dealers were in attendance. The object is to have every tobacconist of Trenton become affiliated with the proposed organization.

—

Regulation New Year's festivities are to be barred in Kansas City, Mo., this year in order to emphasize the need of conservation, this decision having been reached at a recent meeting of the Kansas City Hotel Keepers' Association. It was agreed that no special inducements are to be offered to make New Year's eve different from any other night in the year.

—

Some years ago Dick Gerard, author of "Sweet Adeline," auctioned off the lyric of "I've Got My Eyes on You" in a little cigar store in Abingdon Square, New York, and the highest bid he received was fifty cents. Then the man who had offered fifty cents gave the lyric back to Gerard, saying it wasn't worth fifty cents, and Dick treated the crowd to a smoke. Three months later the despised lyric was the song hit of the country.

A short time ago the star in a big feature photoplay suddenly quit in the middle of a scene and asked for a cigarette. In less than a minute half a dozen brands of cigarettes were offered to him, including Meccas, Pall Mall, Themelis, Strand and Lord Salisbury, but none suited him. The female star offered him one of her monogrammed cigarettes. Still, he shook his head. Losing patience, he finally exclaimed: "Hasn't anybody here got 'the makins?'"

—

Nearly $100,000,000 will be received this month from ordinary internal revenue collections, mainly taxes on liquor, tobacco and automobiles, according to estimates made Friday in Washington, based on receipts of $71,000,000 since November 1. This record is almost three times higher than that of November, 1916. Since July 1, total internal revenue receipts have been $284,000,000, as compared with $176,000,000 in the same period last year.

—

"Gimme a cigarette" is as familar along the Rialto as "Good morning," and some persons have contracted the habit of repeating it so often that they have forgotten the trick of digging into their own jeans to buy smokes. The practice of the grubbers has become such a bother to many that the fashion is to carry two cigarette boxes, one box contains the good cigarettes, and the other, a fancy case, holds a cheap brand of smokes for panhandlers.

—

It is reported that a new steamship line is being planned to sail under the Cuban flag. It will be known as the Cuban Star Line and will consist of five or six vessels of approximately ten thousand tons. These will be constructed at Cabanas harbor in the province of Pinar del Rio, where a shipbuilding yard will be erected by the company. The capital of the company will be about ten million dollars in cumulative 8 per cent shares, the majority of which will be taken up in the United States, although the company will be formed under the laws of Cuba.

—

A stamp tax on accounts of all restaurants, cafes, and other public eating places will be imposed by the Italian government beginning January 1, 1918. Every bill amounting to not less than one lire for food consumed in such establishments, including clubs or societies which furnish meals in their rooms to members, will be subject to a fixed stamp tax of five centesimi. A notice of this tax must be posted conspicuously in all such dining places. In the case of clubs or societies, presidents or directors are held responsible for the notice to persons [illegible] meals.

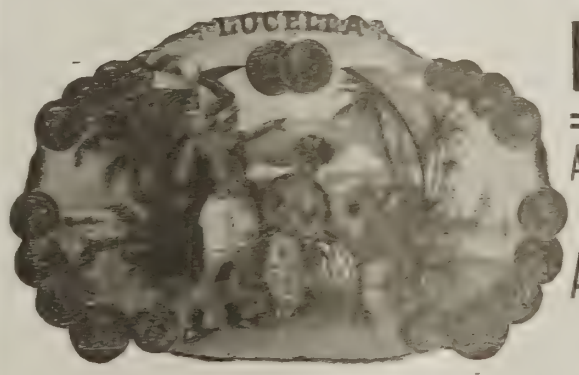
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CARABANAS
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Mild Blend made in Tampa in all sizes.

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The World's Oldest High-grade Turkish Cigarettes
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LUCELLA
A Mild Havana
Made in
ALL SALABLE SIZES
A Winner Wherever Placed
JOBBERS' ACCOUNTS SOLICITED
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20 Fulton St. -:- New York

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

WANTED — SECOND-HAND STRICKLER Scrap Machine. Address The J. F. Cherry Co., Newark, Ohio.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN—Fully posted in all grades of cigars, clear Havana, seed and Havana and nickel, including Manilla. Thoroughly acquainted with the best jobbers in all sections of the country. Highest reference. Address A. M. H., care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

MIDDLE AGED MAN who has been in the tobacco business twenty years and understands every branch of cigar manufacture, has been superintendent of large factory in New York wishes to get out of the factory and into sales or office work. Speaks Spanish, German, Italian Russian, and numerous dialects. Address B. F. W., care Tobacco.

FOREMAN WITH 20 YEARS' EXPERIENCE DESIRES POSITION. Address Foreman, care Tobacco.

INVENTORIES MUST BE MADE

WASHINGTON, November 22.—Commissioner of Internal Revenue Roper has notified manufacturers of tobacco and tobacco products that they must make inventories on January 1 next. The notice contained the following instructions:

"Actual and accurate inventories as required by law must be made by manufacturers of tobacco, snuff, cigars and cigarettes on the date specified. Each manufacturer should observe carefully the following instructions:

"1. All tobacco material in the factory should be segregated according to the classification provided in the prescribed inventory form.

"2. Each class of tobacco should be weighed separately. The inventory must include unstemmed tobacco authorized by the Commissioner of Internal Revenue to be stored off the bonded factory premises.

"3. All stamped, as well as unstamped, manufactured plug, twist, fine cut and smoking tobacco, snuff, cigars and cigarettes, of the several classes, must be separately weighed, or counted, as the case may be. An accurate inventory of attached and unattached stamps must also be made.

"4. When the inventory, which must be made before the commencement of business on the date specified, is completed, correct totals should be entered immediately on the prescribed inventory form, which each collector of internal revenue will furnish each manufacturer for that purpose.

"5. Tobacco dust, siftings, sweepings and waste shall be inventoried by cigar manufacturers under the head of 'waste' only, and by quasi manufacturers of tobacco under separate heads, each properly described.

"6. The weight and marks of each unopened hogshead, case, or bale, or other package of tobacco, and all broken packages of tobacco and loose tobacco within the factory and inventoried by the manufacturer, should be listed and each item should be sufficiently described to aid the Deputy Collector in verifying the inventory as required by law. Such list should be made on the back of the inventory form or on separate sheets of the same size attached thereto and should include all unstemmed leaf tobacco stored off the bonded factory premises.

"7. An accurate record of the quantity of each class of tobacco used during the period from the date of inventory to the date of the visit of the deputy should be kept for the purpose of enabling him to arrive at the actual quantity of each class of tobacco which was on hand on the inventory date.

(*Continued on page 33*)

"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

BRANDS THAT BUILD UP BUSINESS


FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA
S. H. FURGATCH Y C A. 75th Street & Avenue A. New York

PARK & TILFORD
are the
LARGEST IMPORTERS
of Cigars from the Independent Factories in Havana and have the largest displays in their stores of these finest Cigars
Wholesale Price List will be sent to any dealer
Our Wholesale Department, 529 to 549 West 42nd Street, invites your personal inspection

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DIRECT IMPORTERS OF HAVANA CIGARS
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Representing

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Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew.	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.
We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.
Price lists sent on application.
Kindly note carefully our new name and address
Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St. New York

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INDEPENDENT CIGAR FACTORY


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Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York

El Principe de Gales
THE OLD STANDARD
IN
PURE HAVANA
CIGARS
SINCE
1854

INVENTORIES MUST BE MADE

(*Continued from page 32*)

"The inventories referred to should be verified by deputy collectors at the earliest practicable date after January 1 next. Therefore, every available deputy should be assigned to this work and instructed in regard to mapping out his routes to comply with these instructions. Each deputy should be directed to determine the correctness of the inventory from the quantity of each different kind of tobacco sold and used between the dates of inventory and his visit and the amount on hand and purchased.

"The deputy should also require any necessary amendment to be made by the manufacturer before the inventory is sworn to by him before the deputy, and should see that the instructions in Regulations No. 8, approved July 1, 1910, page 60, headed 'Deficiencies found by examining officers,' are observed. Any deficiencies found should be reported immediately.

"Collectors are hereby instructed to cause a copy of this decision, together with the prescribed inventory form, to be delivered to every manufacturer of tobacco, snuff, cigars, or cigarettes, registered in their respective districts at the earliest practicable date after December 15, of this year, so that they can comply with the law in regard to inventories on the first day of January, next. Cigar manufacturers should be supplied with revised form 70 B, which will be forwarded to collectors without requisition."

Patents Recently Granted

The following patents recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trade-mark attorney, Real Estate Trust Building, Washington, D. C., at the rate of 20c. each. State number of patent and name of inventor when ordering.

1,244,905. Smoker's pouch. Henry H. Scott, New York.

1,245,012. Cigar-slitting machine. John E. Norquest, Richmond, assignor to P. Lorillard Co., New York.

1,245,078. Smoking-pipe. William Westenfeld, Corona, S. D.

1,245,316. Smoking-pipe. Steaven A. Carter, Argenta, Ark.

1,245,445. Cigarette-case. Louis de Goll, Van Bibber, Md.

1,246,650. Tobacco-pouch. Jonathan Peterson, Brooklyn.

ADVERTISE EFFECTIVELY.

Class says: "Don't assume that because a store is nicely stocked up with your goods, you can afford to forget it. As a matter of fact, unless the goods slip down off the shelves and across the counter to the consumer, there will be nothing doing on repeat orders.

"Maybe the merchant hasn't been able to present the selling points of your product to his customers as well as your salesman presented them to him. Maybe he is half-inclined to call the goods by the name which means eternal damnation in the eyes of the dealer—'sticker.' Maybe his first enthusiasm has turned into doubt that is soon to be converted into positive antagonism.

"What are you going to do about it?"

HAVANA CIGARS
ROMEO
Y
JULIETA
The Leader in All the World's Markets
U. S. REPRESENTATIVE
WM. T. TAYLOR - 140 East 34th Street, New York

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

FINEST IN QUALITY— MILDEST IN TASTE
DUBONNET CIGARS
Some Territory Open—Correspondence Solicited
AMERICAN EXCHANGE CIGAR CO., Makers
1059-1061 Third Ave., New York

METROPOLITAN TOBACCO CO.
OFFICES AND MAIN DEPOT, 134-136 GRAND ST., NEW YORK
Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
Jamaica Branch—22-28 Bergen Avenue, Jamaica, N. Y.
Patchogue Branch—28 Ocean Ave., Patchogue, N. Y.
Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

QUINBY'S ENCOUNTER

(*Continued from page* 8.)

Within two weeks the new tragedy was in full rehearsal. From the beginning it went well. Himmelsbach was delighted: he saw phenomenal success before him. Then an accident happened which almost turned his hair white. On the night before the last dress rehearsal, and only two nights before the production of the piece, the leading tragedian, the well-known Manningham, was attacked and robbed on Twenty-fourth street, and was so seriously injured that the man who found him lying stunned in the gutter called an ambulance and sent him to Bellevue Hospital. There he remained in a very critical condition.

The manager who heard the unfortunate news while at supper at the Knickerbocker, was naturally very much disturbed, and hurried to the theater.

"Heavens above, Quin!" he exclaimed, with a groan, "the play's almost damned by this disaster, for everything depends on the leading tragedian's part, and Manningham's understudy will never play it satisfactorily on the first night."

"It is a bad predicament," admitted Mr. Quinby, regretfully.

At this moment a tall, dark man appeared in the doorway of Himmelsbach's private office. He stood still and bowed.

Quinby got up from his chair, walked behind Himmelsbach, and put one hand on that gentleman's right shoulder.

"It's the 'crank' who wrote the tragedy," he whispered.

"Good evening, Mr. Quinby and Mr. Himmelsbach," said the stranger. "This is unfortunate news about poor Manningham."

"You've heard of it, have you?" remarked the manager, examining his visitor in a shrewd, interested manner.

"Yes, and I came to see you at once. What do you intend to do?"

"The Lord only knows. I'm sure the understudy will make 'hash' of Manningham's part," groaned Himmelsbach.

"Certainly he will. But I am going to make a startling proposition to you. Entrust the part to *me*."

"*You*," shrieked the manager. "What do *you* know about acting?"

"A great deal. Try me and see for yourself," answered the "crank." "I'll now rehearse the third act for your benefit."

Himmelsbach said nothing, but he and Quinby exchanged glances. Taking their silence for consent, this extraordinary man began his self-suggested rehearsal. In ten minutes the sorrowful manager's face was elated, flushed, eager, with new hope.

"By Jupiter!" he exclaimed excitedly. "Repeat that on the stage, whatever-your-name may be, and we'll make the play a superb success."

* * * * * * * *

They did. The first night's audience received the new tragedy with enthusiastic favor. Himmelsbach was in high spirits. He believed that he had struck a theatrical gold mine. When he left the theater that night, he felt most amiably disposed toward the whole world. But as soon as he got outside the stage door he witnessed a scene that staggered him. A closed taxi was waiting, and being forced into it by three big men, against whom he was struggling like a tiger, was the mysterious author of the play! An elderly man stood by, apparently superintending the operations. When he saw the manager, he walked toward him.

"Are you Mr. Himmelsbach?"

"Yes, sir. What does this outrage mean?"

"There's no outrage, but you've narrowly escaped being the victim of one. I'm Dr. Ewart, of the Bloomingberg Lunatic Asylum. You've taken a very dangerous recruit into your company. That fellow (pointing to the now subdued person in the taxi) is one of our worst cases."

"You don't mean to say that the man's a lunatic?"

"Certainly I do, and he's both tricky and dangerous. This is the third time he's escaped in six months. From facts in my possession, I have no doubt that it was he who almost killed Mr. Manningham."

"You don't mean it," exclaimed Himmelsbach, his eyes wide open with dismayed surprise. "I had noticed that he was an eccentric, but neither I nor Mr. Quinby ever dreamed that he was insane."

"No; because his major delusion happened to fit in with your theatrical requirements and so passed, naturally enough, for a mere stage assumption. Fortunately for you, he never had a 'brainstorm' while you were around. He believes that he is the devil and," added the doctor, "I'm sometimes disposed to think that he must be."

First Consul
CLEAR HAVANA CIGAR

LINCOLN BROS., Manufacturers
466-468 Broome St., New York

MONTE CRISTO
SOLD SINCE 1865 CONTINUOUSLY
MILD HAVANA

El Leon Invincibles
Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
JOSEPH P. MANNING CO.
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Manufacturers of Superior Quality
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SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 8. NEW YORK, DECEMBER 6, 1917. PER ANNUM, $2.00 SIX MONTHS, $1.00

KITCHIN TALKS OF TAXES

Washington, December 4.—Representative Claude Kitchin, of North Carolina, chairman of the Ways and Means Committee, has stated that the revenue act of the last session will have to be amended in some particulars, and he announced today that certain additional taxes on profits will have to be levied. Where these extra taxes will fall remains to be seen.

"All that the traffic will bear," is Mr. Kitchin's idea of taxation, which means, he says, "that every man will be taxed until it hurts." He thinks that men who are reasonably well off should retain only for themselves enough to keep going, and that the government should have all over and above his necessary income.

Mr. Kitchin believes that the duration of the war will depend in large measure upon the making of the necessary financial sacrifice by the man who stays at home. He declares that it will be necessary, not only to float another bond issue, but to resort to additional internal taxation to supplement the funds required to carry on the war.

THE STRIKE CONTINUES IN BOSTON

BOSTON, December 3—However thrifty the union cigar maker in Boston may be, it appears that he is "up against" an endurance contest now.

It is asserted that prior to striking, the local union failed to secure the sanction of international headquarters. In fact, it is understood that head men of the international union advised against a strike in Boston at this time.

And the manufacturers are disinclined to make concessions other than those already offered.

Theatrical and other large advertisers are interested in the persistent and apparently well-grounded report that O. J. Gude Co., of New York, and the Cusak Co., of Chicago, the two largest advertising sign concerns in the world, had effected a consolidation which included the investment of $5,000,000.

The Record of the Tobacco Industry

Disclosed in the Annual Report of the Commissioner of Internal Revenue—An Array of Interesting Figures—Notably Increased Production in Practically All Branches

WASHINGTON, December 1.—"The largest collections in the history of the Bureau, exceeding by $296,670,352.67 the receipts for 1916," says the Commissioner of Internal Revenue in his report for the fiscal year ended June 30, 1917. The ordinary receipts of the Bureau for the year, exclusive of income, corporation and other special taxes show increases amounting to $50,907,125.57, of which $31,003,348 represented the increases from distilled spirits, $16,906,110.90 the increase received from manufactured tobacco, snuff, cigars and cigarettes, $2,072,085.59 from fermented liquors, and $925,580.83 from miscellaneous items. The report estimates that the receipts for 1918 will far exceed those for 1917, and that receipts from tobacco including snuff, cigars and cigarettes, and not including special taxes for the manufacture and sale of same, will amount to $102,230,205.36. The work of the year just ended showed a substantial increase in the manufacture of chewing and smoking tobacco and in large cigars, with an increase of over 30 per cent. in the production and tax-paid withdrawal of small cigarettes.

The report calls attention to the special features of the industry, from which it appears that the four states producing the greatest number of cigars weighing more than three pounds per thousand during the calendar year of 1916 were: Pennsylvania, 1,955,169,488; New York, 1,122,251,404; Ohio, 708,041,968, and New Jersey, 533,089,455.

The two districts showing the largest production of cigars are the First Pennsylvania, 794,955,165, and the Ninth Pennsylvania, 701,373,698.

The States showing the greatest production of little cigars (weighing not more than 3 pounds per thousand) are: Maryland, 398,724,200; Pennsylvania, 290,556,840; New Jersey, 123,965,720.

The greatest production by districts is as follows: Maryland, 398,724,200; First Pennsylvania, 289,551,040; Fifth New Jersey, 123,965,720, and First New York 46,054,100.

The States of North Carolina, New York, Virginia, New Jersey, Louisiana, California and Pennsylvania in the order named show the greatest production of cigarettes weighing not more than 3 pounds per thousand:

North Carolina	10,743,467,940
New York	7,748,561,853
Virginia	3,636,450,705
New Jersey	1,786,861,210
Louisiana	941,571,020
California	307,737,825
Pennsylvania	88,877,070

The three districts showing the greatest production of little cigarettes are the Fifth North Carolina, which produced 6,802,665,240, the Fourth North Carolina, which produced 3,940,802,700, and the Second Virginia, which produced 3,626,933,505.

New York produced the greatest number of large cigarettes, showing a production of 21,164,170, of which number 17,309,705 were manufactured in the Third district and 3,780,565 in the Second district.

The States of North Carolina, Missouri, Ohio, Kentucky, New Jersey and Illinois, in the order named, were the States reporting the largest manufacture of both chewing and smoking tobacco, the quantity manufactured being as follows:

	Pounds.
North Carolina	117,337,285
Missouri	73,420,745
Ohio	44,486,535
Kentucky	41,246,776
New Jersey	34,517,005
Illinois	26,503,564

The districts producing the larger quantities were:

	Pounds.
Fifth North Carolina	92,909,201
First Missouri	73,344,285
Fifth Kentucky	36,334,212
Fifth New Jersey	34,500,896
First Ohio	32,852,507
First Illinois	25,934,305

Referring specially to tobacco the Commissioner reports:

"The receipts from the tax on manufactured tobacco snuff, cigars and cigarettes, including special taxes for the fiscal year ended June 30, 1917, amounted to $103,201,592.16, an increase over the collections from those sources during the fiscal year ended June 30, 1916, of $15,137,644.65. The collections from special taxes levied under the Act of October 22, 1914, and September 8, 1916, during the fiscal year amounted to $971,386.80.

"There were in operation at the close of the calendar year 1916 14,576 cigar factories and 311 cigarette factories, this being a decrease of 1,156 cigar factories and a decrease of 56 cigarette factories as compared with the previous year.

"There were also in operation at the close of the last calendar year 2,152 tobacco and snuff factories, 2,085 producing manufactured tobacco and 67 producing snuff, 4,139 dealers in leaf tobacco, and 331 retail dealers in leaf tobacco.

"There has been no material change in the volume of business of retail dealers in leaf

tobacco, which is relatively small according to their quarterly reports forwarded to this bureau.

"Frauds upon the revenue by manufacturers of tobacco, cigars and cigarettes have been aided by unscrupulous dealers in leaf tobacco. This has been possible under the present laws governing such business weakness in which has been pointed out in previous reports. It is essential that every dealer in leaf tobacco should be compelled by law to give a bond, to be fixed by the collector of the district, based upon the quantity of business proposed to be done, the sum of which bond to be increased from time to time at the discretion of the collector or under instructions of the Commissioner of Internal Revenue. Each dealer in leaf tobacco should also be required to make a true inventory of stock on the first day of January of each year and to render reports of his transactions monthly and within 10 days after the close of each month to the collector of his district. The necessary authority also should be given the Commissioner of Internal Revenue to propose and levy assessments against dealers in leaf tobacco for tax on tobacco not properly accounted for.

"The recommendation heretofore made that manufacturers of tobacco snuff, cigars and cigarette dealers in leaf tobacco, peddlers of tobacco, be required to register only on commencement of business and not annually, on the first day of July, when special taxes imposed upon these occupations are not in force, is urged again.

"The number of cigarettes weighing not more than three pounds per thousand tax paid has increased considerably over the previous fiscal year. The receipts from the sale of stamps during the fiscal year ended June 30, 1917, show tax payment of 30,501,735,144 small cigarettes, an increase over the previous fiscal year of 9,435,538,472 cigarettes, or an increase of 44.79 per cent."

The aggregate receipts from all the general sources from which internal revenues were received during the last fiscal year amounted to $449,712,412.48, to this was added $33,256.83 for the Alaska Railroads income tax, $179,539,631.03 corporation income tax, and $180,108,340.10 for the individual income tax, or aggregate receipts, $809,393,640.44. Of that amount the receipts from manufactured tobacco, including cigars, cigarettes and snuff, amounted to $102,230,205.36. The tobacco receipts for the past fiscal year included $24,800,311.78 received from cigars weighing more than 3 pounds per thousand, as compared with $22,170,549.51 for the year ended June 30, 1916, or an increase during the past fiscal year of $2,629,762.27. Cigars weighing not more than 3 pounds per thousand increased from $710,653.02 in 1916 to $712,597.89, or by $1,944.87; the receipts from cigarettes weighing more than 3 pounds per thousand totaled $98,850.22 as against $77,617.46 for 1916, or an increase for the past year of $21,232.76. The most remarkable increase was in the manufacture of small cigarettes, for which the receipts were $38,127,168.93 as against $26,332,745.84 in 1916, or an increase of $11,794,423.09 during the year. Of snuff of all descriptions there was an increase from $2,653,654.38 to $2,830,220.05, or of $176,565.67. Of manufactured tobacco receipts there was an increase from $33,378,874.25 in 1916 to $35,661,056.49, or of $2,282,182.24; the figures for the last fiscal year, however, included $507,533 derived from the sale of internal revenue stamps affixed to Philippine products coming into the United States under the provisions of the Act of Aug. 5, 1909. Under the heading of special taxes are the following: Manufacturers of cigars from which source the receipts fell from $300,403.89 in 1916 to $269,387.36 in 1917, or by $31,016.53; the taxes received from manufacturers of cigarettes increased from $42,071.25 to $46,783.26, or by $4,712.01. Dealers in leaf tobacco showed a remarkable decrease from $60,019.40 to $19,297.75, or of $40,721.65. The taxes received from dealers in tobacco in 1916 amounted to $2,297,705.01, whereas during the past fiscal year they were reported as only amounting to $605,296.27, a decrease from this source of $1,692,408.74; while the taxes received from manufacturers of tobacco decreased from $39,653.50 to $30,622.16, or by $9,031.34.

The withdrawals for consumption during the past two fiscal years show an increase in the number of cigars weighing more than 3 pounds per thousand from 7,390,183,170 in 1916 to 8,266,770,593 in 1917, or of 876,587,423. Cigars weighing not more than 3 pounds per thousand increased from 947,537,360 to 950,130,520, or by 2,593,160. Of large cigarettes, or those weighing more than 3 pounds per thousand, there was an increase from 21,560,406 to 27,458,394, or of 5,897,988; while of those weighing less than 3 pounds per thousand there was an increase from 21,066,196,672 to 30,501,735,144, or of 9,435,538,472. Snuff showed an increase from 33,170,680 pounds to 35,377,751 pounds, or of 2,207,071 pounds; chewing and smoking tobacco increased from 417,235,928 to 445,763,206 pounds, or by 28,527,278 pounds. The withdrawals tax paid for consumption of manufactured tobacco products during the past five years has been as follows, for the fiscal year ended June 30:

	Cigars.	Cigarettes.	Tobacco, Chewing and Smoking. Pounds.	Snuff. Pounds.
1913.....	8,732,815,703	14,294,895,471	404,362,620	33,209,468
1914.....	8,707,625,230	16,427,086,016	412,505,213	32,766,741
1915.....	8,030,385,603	16,756,179,973	402,474,245	29,839,074
1916.....	8,337,720,530	21,087,757,078	417,235,928	33,170,680
1917.....	9,216,901,113	30,529,193,538	445,763,206	35,377,751
Total..	43,024,448,179	99,095,112,076	2,082,112,212	164,363,714

The receipts from all classes of tobacco for the first three months of the present fiscal year amounted to $28,176,013.83 as against $25,465,867.79 for the corresponding three months of 1916, or an increase in favor of the first three months of the present fiscal year of $2,710,146.04.

The drawback allowed during the past year on tobacco withdrawn for export amounted to $8,889.53 as compared with $24,414.18 for 1916, the allowance on cigars and cigarettes withdrawn for similar purpose was $23,803.31 as against $31,585.92 in 1916. During the year of 290,292 cigars valued at $1,663.21, of 2,424 pounds of tobacco at $364.82 and of $68.60 worth of cigars for violations during the year of some one or more of the provisions of the internal revenue law.

The number and value of internal revenue stamps issued to collectors during the last fiscal year, including all stamps returned and reissued, included the following:

Kind of Stamps.	Number.	Value.
Tobacco: Tax paid.....	2,189,063,360	$36,222,607.92½
Tin foil wrappers for tobacco..	12,037,108	60,239.54
Snuff, tax paid.....	293,731,042	2,805,049.96
Exportation tobacco or snuff...	48,800	.....
Cigars, tax paid, large.....	195,382,030	24,760,189.35
Cigars, tax paid, small.....	93,268,040	701,856.30
Cigars, exportation	7,200	.....
Cigarettes, tax paid, large.....	2,351,860	136,350.36
Cigarettes, tax paid, small.....	2,195,855,860	38,718,812.75

The quantity of tobacco snuff, etc., manufactured during the calendar year of 1916 amounted to 466,165,728 pounds, and included 165,630,918 pounds of plug tobacco as against 150,658,608 pounds in 1915; 15,998,082 pounds of twist tobacco as against 14,829,376 pounds in 1915; 10,846,358 pounds of fine cut smoking tobacco as against 10,045,001 pounds in 1915; 239,720,776 pounds of smoking tobacco as against 234,927,827 pounds in 1915; 33,969,594 pounds of snuff as against 31,898,497 pounds in 1915.

Of cigars weighing more than 3 pounds per thousand the number of output in 1916 reached 7,042,127,401 as against 6,599,188,078 in 1915; the quantity of tobacco used in the manufacture of these large cigars was 154,949,262 pounds as against 141,854,038 pounds in 1915.

The number of small cigars manufactured during 1916 was 890,482,790, for which was required 4,118,650 pounds of tobacco; in 1915 the number of similar cigars manufactured was reported at 965,135,187 and the quantity of tobacco consumed in the manufacture of same was 4,595,293 pounds. The quantity of large cigarettes manufactured in 1915 was 18,816,210, for the manufacture of which 92,374 pounds of tobacco was used; in 1916 the output was increased to 22,192,700 and the amount of tobacco required for their production was 104,4 pounds. The 17,964,348,272 small cigarettes manufactured in 1915 required 66,699,0 pounds of tobacco, whereas the 25,290,293,9 manufactured in 1916 required 93,233,7 pounds of tobacco. The quantity of tobacco converted into other classes of manufactured tobacco and snuff in 1915 was 338,448,0 pounds; the quantity used for the same purpose in 1916 was reported at 349,198,684 pounds. From the foregoing figures it appears that the total quantity of leaf tobacco consumed in the various branches of the trade in 1915 was 551,687,780 pounds, and in 1916 it increased to 601,500,351 pounds.

Attention is called to the fact that Section IV Paragraph M, of the tariff act of October 3, 1913, provided for the establishment of bonded warehouses for the manufacture of cigars wholly from tobacco imported from any one country and for the withdrawal of such cigars for home consumption on the payment of duty of such tobacco and the payment of the internal revenue tax accruing on such cigars in the condition as withdrawn. These bonded manufacturing warehouses are wholly under customs supervision, and business done by them has not been included in the foregoing figures, which showed only the operations of internal revenue factories. Reports received from collectors of internal revenue show receipts from the sales of stamps to such bonded manufacturing warehouses during the calendar year of 1916 of $411,105.83. The stamps so sold, if used during that year, so says the report, would cover the tax on 137,035,276 cigars weighing over 3 pounds per thousand and tax paid at the rate of $3 per thousand.

Aside from the suggestion that some better method should be devised for keeping check on dealers in leaf tobacco, the report contains no intimation of need for further legislation relative to safeguarding the internal revenue, so far as tobacco is concerned.

SUMMARY.

Operations of Manufacturers of Tobacco and Cigars During the Calendar Year 1916.

Registered manufacturers of tobacco in business at close of year	2,15
Registered as manufacturers for the purpose of buying and selling refuse, scraps, cuttings, and clippings	24
Registered as manufacturers for the purpose of disposing of old stock of manufactured tobacco	1
Produced perique tobacco	4
Manufacturing plug tobacco exclusively	1
Manufacturing twist tobacco exclusively	2
Manufacturing smoking tobacco exclusively	1,71
Manufacturing snuff exclusively	3
Manufacturing two or more kinds	7
Total	2,15

Quantity of Tobacco and Snuff Manufactured.

	Pounds.
Plug tobacco produced	165,630,91
Twist tobacco produced	15,998,08
Fine-cut chewing tobacco produced	10,846,35
Smoking tobacco produced	239,720,77
Total tobacco produced	432,196,13
Snuff produced	33,969,59
Total	466,165,72

Cigar and Cigarette Manufacturers.

Total number cigar manufacturers in business at close of year	14,943
Number manufacturing—	
Large cigars exclusively	14,57
Small cigars exclusively	7
Small cigarettes exclusively	19
Large cigarettes exclusively	1
Large cigars and small cigarettes	1
Large and small cigars and small cigarettes	1
Small cigars and small cigarettes	3
Small cigars, small and large cigarettes	1
Small cigarettes and large cigarettes	9
Large and small cigars	4
Large cigars, small and large cigarettes	2
Total	14,94

Summary of Cigar and Cigarette Manufacture.

Description of manufactures.	Leaf tobacco used in manufacturing. Pounds.	Average leaf tobacco used per thousand. Pounds.	Number manufactured.
Cigars weighing more than 3 pounds per 1,000	164,949,262	22.00	7,042,127,401
Cigars weighing not more than 3 pounds per 1,000	3,900,160	4.61	844,428,690
Cigarettes weighing more than 3 pounds per 1,000	104,489	4.71	22,192,700
Cigarettes weighing not more than 3 pounds per 1,000	84,256,194	3.69	22,979,750,501

Concerning Import Licenses

Important Circular Issued by the T. M. A.

Attention is respectfully called to the Proclamation issued by the President of the United States on November 28, prohibiting the importation into the United States of a large number of articles or commodities, among which is included tobacco from various European as well as South American countries, including the countries from which tobacco is usually imported, without first obtaining a license therefor from the War Trade Board.

No mention is made in the Proclamation of manufactured tobacco products, hence it is safe to assume that the Proclamation only prohibits the importation of tobacco leaf.

Such licenses must be applied for at the office of the Bureau of Imports, War Trade Board, Bond Building, Washington, D. C., or at either of the following places:

Boston	1801 Customhouse.
Chicago	504 Federal Bldg.
Galveston	Customhouse.
Mobile	Customhouse.
New Orleans	Canal Bank Bldg.
New York	45 Broadway.
Philadelphia	305 Lafayette Bldg.
Portland, Oregon	748 Morgan Bldg.
St. Louis	402 Third Natl. Bank Bldg.
San Francisco	216 Customhouse.
Savannah	Savannah Bank and Trust Co. Bldg.
Seattle	825 Henry Building.

A separate application for such license must be made for each importation upon blank forms, furnished by the Bureau of Imports, which may be secured from the Bureau at its office in Washington, D. C., or at any of the other branch offices hereinabove mentioned.

The Proclamation became effective on the date that it was issued, to wit, November 28.

The following may be quoted from a statement just issued by the Bureau on Public Information:

"At present all of these materials are permitted by foreign governments to come into this country only under guarantee that they will not be re-exported except under specified restrictions; that they will not be used in trading directly or indirectly with the enemy; and that no purchase of any such material has been made as a speculation. At present these guarantees are given to the consul or other representative of the Allied Governments in this country, but this method of handling imports has resulted in some dissatisfaction on the part of American business men affected thereby.

Under the authority conferred upon the President by the 'Trading with the Enemy Act,' the issuance of a proclamation requiring a license from the importation of these various articles puts into effect a plan whereby the giving of guarantees by individual parties to a foreign government is obviated, and American individuals or firms will henceforth deal directly with their own government in connection with their importations."

Respectfully yours,
TOBACCO MERCHANTS ASSOCIATION OF THE UNITED STATES.

Glaccum's Star Salesman

"Jim" Glaccum, out West, some years ago, watched his star salesman try to sell a bill of goods to a stubborn dealer.

"I don't like you or your goods," the dealer said bluntly. And, though the salesman talked for half an hour he could not change the other man's mind.

"Come on, let us get out," said Glaccum. "We won't have to shut up shop because he won't buy."

They left the place, but when they reached the hotel the star salesman turned to his employer.

"That fellow has to buy our goods. You just wait here. I'll be back in half an hour with a sale. There never were but four men who could sell that chap and the other three are dead. I'm the only one left."

The salesman went back to the store. He returned to the hotel in less than an hour with an order for $2,000 worth of goods.

"How did you turn the trick?" Glaccum asked.

"I talked to him till I found he had a hobby for breeding squirrels. Then I let him talk me deaf and dumb about sqirrels, and when he said I was a regular fellow, I just sold him."

Several persons were seriously hurt and many suffered from the shock of narrow escapes as the result of a fire in Jersey City. The blaze started in Samuel Resnick's cigar story on Montgomery street, and Resnick, who leaped from a window of the third story of the building, is in the hospital with a fractured skull. James Resnick, son of Samuel, was severely burned before being rescued by firemen. Two buildings, in which more than forty persons lived, were completely destroyed by the flames.

MELVILLE TANNENHOLTZ.

Away down South in a training camp, one New York boy is proud and happy. Believing that the field artillery is a preferred branch of



the service, he likes his work and strives daily to become more proficient. Concerning artillery drill, his only complaint is that it does not last long enough. Ambitious to be an excellent soldier, Melville Tannenholtz is "doing his bit" now just as cheerfully as he used to sell cigars.

Behind the cigar counter, he was a success. He was a good business man. He made sales and he made friends. At the cigar stand in the old Broadway Central hotel, for years, the Tannenholtz brothers, Melville and Harold, did well.

Able to judge cigars, knowing how to buy goods, expert in handling customers, alert, bright, attentive always, they made a favorable impression that was not soon erased. Customers remembered them, they received mail orders from all parts of the country. Later, acquiring the store on Thirty-eight street, near Sixth avenue, they put in a nice stock and immediately proceeded to build up trade. Not the least important part of the Tannenholtz Bros. enterprise is a large and developing box business.

The popularity of the Tannenholtz brothers and the repute of the store are attested by the fact that the little cigar emporium is made a trysting place by many salesmen.

When Melville was called to the colors, he didn't object. He was willing enough to fight for the flag. That he will make a fine record, is freely predicted.

LET WELL ENOUGH ALONE.

This seems to be the attitude of some manufacturers, which recalls a remark made by Ellis Parker Butler at a luncheon of The Authors' League of America. "If I were a trench digger," he said, "I would try to be the best trench digger in the world. And this should apply to every man in every line of business."

But all persons do not agree with him, or they do not realize the truth of his remarks, for many just plod along satisfied to make a living and a little to spare. Some representatives who have never been schooled in the value of publicity, having been too engrossed with their own little worlds, get the idea that publicity is pure "bunk." Few men have ever won success in life without publicity, free or paid for, because publicity makes the public acquainted with a man or an article, and the right kind of publicity creates a demand for him or it. And the fact that you are doing a good business is all the more reason why you should not shun publicity, for if you have what the public wants you can always sell twice as much as you are doing. No matter how well-known your goods are to you, don't lose sight of the fact that millions never heard of them. In some parts of the country there are people who never heard of George Washington, and the other day a man was discovered who did not know that this country was at war with Germany. In getting too close to your own line you occasionally lose the correct persepective. And when this happens you become one of many. Years ago when a man thought of cigarettes he thought of Sweet Caporals. When one thinks of cigars to-day does your brand come to his mind? If it does not, that is your fault, not his.

UNREASONABLE FREIGHT CHARGES REFUNDED.

WASHINGTON, December 4.—The Interstate Commerce Commission has allowed reparation amounting to $2,536.40 to the Imperial Tobacco Co., of Great Britain & Ireland, Ltd., against the Southern Railway because of unreasonable charges collected on 107 shipments of leaf tobacco forwarded during May and June, 1916, from Norfolk, Va., to Brunswick and Savannah, Ga., for export to England.

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· ESTABLISHED · 1886 ·

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, DECEMBER 6, 1917.

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WHO IS BEHIND IT?

As an aid to conquest, the Kaiser has kept a publicity bureau, for years. Millions of dollars were expended to procure spoken or printed words that would serve Germany's purpose. German espionage persisted everywhere. Ubiquitous as German spies were deceivers who sought to pervert opinion to suit the Kaiser's desire.

In this country, German propagandists outdid themselves. They appealed to prejudice, they counseled pacifism, they preached the doctrine of cowardice, they attempted to terrorize the ignorant, they financed discontent, they fomented what labor troubles they could, they encouraged treachery; who can say how many crimes they abetted and committed?

Though the declaration of war caused Kaiserites who remained here to seek cover, they did not change their nature nor are they less vicious because they work beneath the surface.

The Kaiser's publicity bureau is busy yet in the United States. Not merely whispering lies or starting rumors of disaster, wherever it dares it tries to induce utterances of disloyalty. Or, perhaps, in a safer guise, a propagandist prates concerning the speedy attainment of peace.

Americans should know the origin and significance of any "peace talk," just now.

Not until Germany is beaten, contrite, democratized, regenerated, freed from Hohenzollern influence, can the world know what peace means.

A peace without guarantees against future wars would be but a prelude to additional trouble.

Having entered the war, the United States will defer peace talk until victory is won.

INDUSTRIAL AND FINANCIAL COORDINATION.

The turn of events in Europe has undoubtedly impressed upon the people of this country the necessity of preparing for a long conflict. The end is not in sight, and it will be the part of wisdom for the United States to lay its plans for participation upon a basis which can be maintained indefinitely. The full powers of the country cannot be exerted immediately, for it is only by degrees that the people can be brought to understand the part which as individuals they are required to play. They have to be educated to the war task. They have to learn that a great war, calling upon this country for eighteen or twenty billions a year, cannot be carried on by the government alone, in a purely official capacity, without interfering with the business or pleasures of the people.

It is natural for the people to go along in their accustomed ways, trying to do business as usual and live as usual, until they are shown what the government wants of them. It is for the government to coordinate the productive powers of the country and direct them into the channels where they will count for most. There is general appreciation of the fact that it is a stupendous task to raise twenty billion dollars in a year, but the public is slow in grasping the fact that it is also a stupendous task for the government to get twenty billion dollars worth of work done in a year. The problem would be immensely simplified if the public could see clearly that if the government is to take over labor and materials to this extent, individuals must curtail their demands to approximately the same extent, and that when they do this they will have the money to buy the government bonds.

This curtailment of private expenditures will be most effectively brought about by having the government exercise its priority rights to such essentials as labor, coal, materials and transportation. If there is not coal enough to go around it is clearly proper for the government to determine what industries shall go without, and as it does so public expenditures in those lines will be automatically curbed. If steel is not available for automobiles the public perforce will not buy automobiles, and so by the control of industry expenditures can be brought largely under control.

PRIVATE CAPITAL DOES PUBLIC SERVICE

The fundamental error of those who call for the "conscription of capital" is in not comprehending that private capital engaged in production for the government or for the public market is rendering the same service as though it was publicly owned, and probably rendering it more economically. The assumption that the government could take over industries on a large scale, even by confiscation, and supply itself with products more cheaply than it can buy them of privately owned industries is purely an assumption. The record of government operations does not justify it.

A speaker for the Socialist party in the recent New York City campaign is reported as follows:

"'You capitalists, your capitalistic government, that comes into our homes and conscripts the lives of our sons, so shall you conscript wealth.' We would summon Mr. Carnegie and say to him, 'Andy, how much do you require to live? Not on the east side, not in the Bronx, but just where you are, on Fifth Avenue? We would not take from you one lump of sugar, but how much, $15,000 or $20,000 or $25,000, do you require yearly to keep your antiquated soul in your capitalistic body?' Then we would take the rest of his income. That is not being done, and that is why we Socialists do not buy war bonds."

This shows the misconception of economic facts which is responsible for most of the agitation. The orator proposes to allow Mr. Carnegie to continue living as at present, but to confiscate the remainder of his income for public purposes—as though all the remainder was not used for public purposes now! The only portion of any person's income which is devoted to himself and withdrawn from the common fund is that portion which is consumed for his own support and pleasure. The real grievance of society against the rich is not on account of what they save and invest productively, but on account of what they spend needlessly and extravagantly upon themselves. What they put into business is used to increase production, to multiply the supply of things of common consumption, and it is a fair presumption that it is used more efficiently, and with better results to the public, by the leaders of industry than it would be by a government officered by campaign orators.

SCARCITY OF CIGAR BOXES.

Some cigar manufacturers are experiencing difficulty in securing enough boxes to fill their orders, and the salesmen who formerly solicited business seldom put in an appearance now. A good salesman, however, does not forget his customers when prosperity comes to him, or when he is rushed with orders, but works all the harder to see that his patrons are not handicapped. So it would be a wise policy for the manufacturers to keep tabs on the men who look after their interests too selfishly.

UNITED STATES CIGAR PRODUCTION

Consolidated statement, by districts, showing the number of cigar factories, the quantity of tobacco used, and the number of cigars made during the calendar year ended Dec. 31, 1916.

State.	District.	Factories. In business Jan. 1, 1916.	Factories. Opened.	Factories. Closed.	Factories. In business Jan. 1, 1917.	Pounds of tobacco used in making cigars. Weighing more than 3 pounds per 1,000. Unstemmed.	Weighing more than 3 pounds per 1,000. Stemmed.	Weighing more than 3 pounds per 1,000. Scraps.	Weighing not more than 3 pounds per 1,000. Unstemmed.	Weighing not more than 3 pounds per 1,000. Stemmed.	Weighing not more than 3 pounds per 1,000. Scraps.	Cigars manufactured. Weighing more than 3 pounds per 1,000.	Cigars manufactured. Weighing not more than 3 pounds per 1,000.
Alabama	..	55	6	14	47	64,489	2,735	22,576	.....	.....	.....	4,391,979	.....
Arkansas	..	17	2	5	14	30,141	419	19	.....	.....	.....	1,391,966	.....
California	1	300	54	85	269	840,875	64,283	28,888	.....	.....	.....	43,681,505	.....
California	6	108	36	41	103	252,412	23,843	5,606	.....	.....	.....	13,597,227	.....
Total	..	408	90	126	372	1,093,287	88,126	34,494	.....	.....	.....	57,278,732	.....
Colorado	..	104	27	41	90	313,423	34,990	620	.....	.....	.....	16,505,718	.....
Connecticut	..	348	73	168	253	1,834,991	161,912	18,545	.....	.....	1	97,584,044	100
Florida	..	341	152	167	326	3,429,469	1,751,770	725,965	.....	.....	.....	319,798,005	.....
Georgia	..	87	21	32	76	133,608	4,517	102,265	.....	.....	.....	12,692,437	.....
Hawaii	..	1	...	...	1	1	62	6	.....	.....	.....	3,685	.....
Illinois	1	983	579	427	1,135	3,380,017	619,394	210,816	.....	.....	.....	208,644,586	.....
Illinois	5	109	43	45	107	403,348	4,282	4,438	.....	.....	.....	20,160,577	.....
Illinois	8	344	58	108	294	963,171	22,419	3,914	.....	.....	.....	46,699,251	.....
Illinois	13	157	102	118	141	308,856	3,543	2,919	.....	.....	.....	14,695,406	.....
Total	..	1,593	782	698	1,677	5,055,392	649,638	222,087	.....	.....	.....	290,199,820	.....
Indiana	6	356	95	133	318	1,339,458	30,698	18,516	.....	.....	.....	65,739,474	.....
Indiana	7	103	38	41	100	2,423,739	169,197	16,688	.....	.....	.....	121,540,666	.....
Total	..	459	133	174	418	3,763,197	199,895	35,204	.....	.....	.....	187,280,140	.....
Iowa	3	326	75	96	305	1,625,933	20,643	2,475	.....	.....	.....	74,924,168	.....
Kansas	..	143	31	39	135	384,721	5,101	1,487	9	.....	.....	17,650,827	1,700
Kentucky	2	13	9	11	11	37,805	941	2,369	.....	.....	.....	1,999,735	.....
Kentucky	5	56	14	20	50	555,941	185,750	666	.....	.....	.....	41,710,910	.....
Kentucky	6	47	18	21	44	98,426	1,718	79	.....	.....	.....	4,642,468	.....
Kentucky	7	10	3	2	11	50,272	414	3,071	.....	.....	.....	2,965,916	.....
Kentucky	8	3	...	...	3	230	9	.....	.....	.....	.....	7,700	.....
Total	..	129	44	54	119	742,674	188,832	6,185	.....	.....	.....	51,326,729	.....
Louisiana	..	58	17	20	55	531,045	274,076	9,242	.....	.....	.....	45,383,586	.....
Maryland	..	324	65	95	294	2,236,315	333,513	46,504	1,303,267	6,743	212,641	123,777,667	398,724,200
Massachusetts	3	384	95	142	337	3,137,742	604,102	9,359	3	.....	25	194,564,733	11,900
Michigan	1	418	159	204	373	4,811,787	389,065	14,476	.....	.....	.....	244,248,398	.....
Michigan	4	292	59	79	272	1,076,232	194,140	38,133	.....	.....	.....	64,709,677	.....
Total	..	710	218	283	645	5,888,019	583,205	52,609	.....	.....	.....	308,958,075	.....
Minnesota	..	345	70	79	336	1,114,351	94,721	61,129	18	.....	.....	57,300,776	4,000
Missouri	1	322	121	144	299	660,034	44,828	25,285	.....	.....	.....	36,235,252	.....
Missouri	6	139	15	37	117	401,903	6,494	660	.....	.....	.....	19,588,096	.....
Total	..	461	136	181	416	1,061,937	51,322	25,945	.....	.....	.....	55,823,348	.....
Montana	..	143	39	51	131	188,866	27,677	1,851	.....	.....	.....	9,750,692	.....
Nebraska	..	136	53	57	132	577,117	11,781	340	.....	.....	.....	26,864,806	.....
New Hampshire	..	172	18	35	155	1,445,131	3,919	798	.....	.....	.....	63,597,637	.....
New Jersey	1	97	26	36	87	714,562	958,378	2,053	.....	.....	.....	93,736,120	.....
New Jersey	5	384	153	167	370	6,087,685	2,489,298	75,297	3,550	400,000	.....	439,353,335	123,965,720
Total	..	481	179	203	457	6,802,247	3,447,676	77,350	3,550	400,000	.....	533,089,455	123,965,720
New Mexico	..	18	5	3	20	29,313	886	775	.....	.....	.....	1,433,382	.....
New York	1	870	140	230	780	2,800,537	147,561	66,721	135,990	49,500	.....	152,626,056	46,054,100
New York	2	214	58	88	184	1,738,193	806,542	35,391	21,448	.....	338	136,703,320	4,874,090
New York	3	748	192	253	687	6,008,009	2,766,700	363,664	5,503	4,006	8,269	490,302,042	9,124,095
New York	14	608	111	141	578	1,859,440	684,460	73,203	4,144	.....	603	138,685,559	1,247,900
New York	21	398	65	88	375	2,669,880	432,406	10,258	.....	.....	.....	155,735,796	.....
New York	28	479	80	106	453	943,292	42,315	21,100	2	.....	.....	48,198,631	500
Total	..	3,317	646	906	3,057	16,019,351	4,879,984	570,337	167,087	53,506	9,210	1,122,251,404	61,300,685
North Carolina	4	4	1	1	4	8,283	824	.....	.....	.....	.....	369,958	.....
North Carolina	5	13	10	12	11	178,678	217,114	421	.....	.....	.....	20,672,722	.....
Total	..	17	11	13	15	186,961	217,938	421	.....	.....	.....	21,042,680	.....
North and South Dakota	..	86	18	24	80	241,424	6,666	476	.....	.....	.....	11,700,856	.....
Ohio	1	313	64	88	289	3,831,429	291,973	15,739	.....	.....	.....	185,098,146	.....
Ohio	10	198	46	68	176	3,347,225	15,189	58,197	.....	.....	.....	169,466,397	.....
Ohio	11	153	50	53	150	1,647,125	133,610	402,342	146	.....	.....	132,551,306	49,100
Ohio	18	435	108	170	373	3,643,487	507,608	296,447	1,753	.....	.....	220,926,119	502,735
Total	..	1,099	268	379	988	12,469,266	948,410	772,725	1,899	.....	.....	708,041,968	551,835
Oklahoma	..	31	30	29	32	107,826	1,104	295	.....	.....	.....	4,695,105	.....
Oregon	..	66	23	30	59	99,905	6,852	4,173	.....	.....	.....	5,165,136	.....
Pennsylvania	1	898	142	230	810	11,427,466	3,882,595	198,715	261,973	698,939	.....	794,955,165	289,551,040
Pennsylvania	9	1,187	232	331	1,088	9,948,322	2,622,436	1,052,060	169	.....	.....	701,373,698	52,000
Pennsylvania	12	174	45	55	164	1,826,559	852,421	4,116	.....	.....	.....	138,131,423	.....
Pennsylvania	23	392	75	136	331	5,047,440	318,770	102,504	3,556	144	.....	320,709,202	953,800
Total	..	2,651	494	752	2,393	28,249,787	7,676,222	1,357,395	265,698	699,083	.....	1,955,169,488	290,556,840
South Carolina	..	11	3	3	11	170,278	319,025	16,692	41	.....	.....	27,315,733	8,800
Tennessee	..	32	21	18	35	96,747	3,909	22,375	.....	.....	.....	5,670,533	.....
Texas	3	69	24	26	67	311,428	19,296	2,026	.....	.....	.....	15,370,003	.....
Virginia	2	46	6	12	40	2,287,765	192,238	1,786,858	3,387	22,007	.....	347,634,155	7,722,460
Virginia	6	30	10	15	25	72,034	1,569	16,741	14,250	9,935	2,418	5,024,336	7,581,550
Total	..	76	16	27	65	2,359,799	193,807	1,803,599	17,637	31,942	2,418	352,658,491	15,304,010
Washington	..	113	36	51	98	152,438	9,810	9,262	.....	.....	.....	8,076,181	.....
West Virginia	..	99	33	49	83	2,317,692	23,897	413	159	.....	.....	135,646,045	53,000
Wisconsin	1	583	212	245	550	1,475,182	109,603	109,935	.....	.....	.....	83,849,078	.....
Wisconsin	2	239	63	70	232	677,109	21,739	10,662	.....	.....	.....	33,902,293	.....
Total	..	822	275	315	782	2,152,291	131,342	120,597	.....	.....	.....	117,751,371	.....
Total, calendar year 1916	..	15,732	4,229	5,385	14,576	106,418,602	22,979,780	6,138,616	1,759,368	1,191,274	224,295	7,042,127,401	890,482,790
Total, calendar year 1915	..	16,754	3,506	4,528	15,732	102,912,725	17,999,851	5,364,937	1,781,572	1,634,809	52,824	6,599,188,078	965,135,187
Increase	..	....	723	857	....	3,505,877	4,979,929	773,679	.....	.....	171,471	442,939,323	.....
Decrease	..	1,022	...	...	1,156	.....	.....	.....	22,204	443,535	.....	.....	74,652,397

	Pounds.
Average quantity of leaf tobacco used per 1,000 large cigars	22.00
Average quantity of leaf tobacco used per 1,000 small cigars	4.61

A "STAR" PERFORMANCE.

WASHINGTON, December 4.—Under the guise of "news," the *Washington Star* this afternoon prints the following under the heading, "War Tax Camouflage in Tobacco Business:"

"War tax camouflage" is the latest thing in the tobacco business. The war tax is camouflaged—and the smoker pays the bill.

When the war tax became effective the price of cigars, cigarettes and smoking tobacco was advanced sufficiently, and in most cases a little more than sufficiently, to make up for the tax. Goods that had sold for 10 cents were increased to 11 and 12; 15-cent goods went up to 16 and 17, and so on. Smokers didn't like this. They resented being taxed more than the government taxed the manufacturers, and they objected also to the odd pennies. The 1 cent or 2 cents or 3 cents addition they were called upon to pay became a standing grievance to which emphatic voice was given.

But what's the use of kicking, when you are an ultimate consumer?

Today some brands of cigarettes which used to retail for 15 cents are back at that price. But instead of twenty cigarettes in the package there are only sixteen. Other higher and lower priced goods also are back, or are going back, to the old figure, with a corresponding reduction in the number of cigarettes per package. Tins of tobacco which sold for 10 cents in pre-war tax days are to sell for 10 cents again, with less tobacco in the tins. Cigars are to go back to the old even-money prices, but are to be smaller.

Here's how it works. A popular brand of cigarettes used to sell for 15 cents a package, twenty cigarettes to the package. Because of the war tax the price was increased to 16 cents. The new 15-cent package contains 16 cigarettes. Figure it out: The pre-war tax price was ¾ of a cent per cigarette. But for the 1 cent they have taken off the price they take away four cigarettes—in other words buying them back from the consumer at the rate of only ¼ of a cent per cigarette.

IT PAYS TO PAY

Some men buy cigars, some beg them, while others have cigars, good and bad, thrust upon them. If you buy you save friends; the begging habit saves money, and the third formula conserves both. A normal minded man should have no cause to beg or borrow, and when he buys he should get the best. But a certain song writer, we will call him Harry for present purposes, was not what you would term absolutely normal in every respect Everything he did was sixty per cent. bluff. When he had a song to sell he did not enter a publisher's office with a dejected look and an air of timidity. He simply breezed in, passed the time of day, and then handed cigars to the boss, the professional manager, and the poorest one he had to the head plugger—pianist.

Harry had a logical reason for handing cheap cigars to pianists. He looked upon them as butchers with no taste, and cursed with an innate desire to chop everything that came into their clutches. They had on more than one occasion butchered a tune to such an extent that it sounded more like a

(*Continued on page* 31.)

For the Inspection of Philippine Leaf Tobacco

Rules and Regulations Which (Subject to Possible Modifications Made, as a Result of a Public Hearing Held December 1) Will Be Effective January 1

Section 4. *Sanitary rules respecting classification and packing of tobacco.*—(a) All operations connected with the classification and packing of leaf tobacco shall be performed either in a drying shed or curing house constructed in accordance with the specifications of the Director of Agriculture, or in the warehouse or workrooms of a registered wholesale tobacco dealer or manufacturer of tobacco products. Under no circumstances shall any dwelling house or living quarters be used for the purpose.

The operations must be carried on in factories in the manner prescribed in the regulations governing tobacco factories. In other places all manual operations pertaining to the classification or packing of leaves shall be carried on in a sanitary manner upon dry clean tables, or upon dry clean mats spread upon floors or tables in such a way that neither the surface upon which the tobacco is handled nor the tobacco itself will be stepped upon by human beings or animals.

(b) *Insanitary acts.*—No person engaged in the classification or packing of leaf tobacco shall perform, cause, permit, or suffer to be permitted any insanitary act during such employment, nor shall any such person during such employment touch or contaminate any tobacco with his feet or with filthy hands, or use impure water or other unwholesome substance as a moistening agent, or trample, walk, or stand upon any tobacco or permit or suffer the same to be done; nor shall any person suffering from a dangerous communicable disease handle, touch, or manipulate leaf tobacco intended for consumption by others.

Section 5. *Classification of leaf tobacco.*—Leaf tobacco shall be classified as to the province of its origin and its use.

(a) *As to origin.*—The term "Isabela tobacco" will apply to tobacco grown in the province of Isabela; "Cagayan tobacco" to tobacco grown in the province of Cagayan, and in the same way tobacco from the other provinces of the Island of Luzon will be designated by the name of the province of its origin. Tobacco grown south of San Bernardino Strait will all be designated "Visayan tobacco."

(b) *As to use.*—Within each group there will be the classes "fine," "medium fine," "coarse" and "inferior," depending upon the suitability of the tobacco for the different uses. The designation to show use will be known as the "class" of the tobacco. "Fine" shall qualify leaf which is suitable for use as wrapper; "medium fine" shall qualify leaf which is suitable for use as binder or high-grade filler; and "coarse" shall qualify tobacco which is suitable for use as medium grade and low grade filler, and for cigarettes. In the case of "fine" tobacco, color, texture and elasticity, will be the points principally judged, and if the owner so desires the words "claro," "Colorado claro," or "maduro," may be used after the word "fine" to indicate the color of the tobacco, provided these words are truthfully applied. In the case of "medium fine" tobacco and "coarse" tobacco, the aroma and burning qualities will be given prime consideration in determining the class, leaf which possesses those qualities to a high degree being classed as "medium fine" and leaf which possesses those qualities to a lesser degree being classed as "coarse." Tobacco which lacks aroma and burning qualities to such an extent as to render it unsuitable in the manufacture of cigars or cigarettes of high or medium grade shall be designated "inferior." To the class of inferior shall also belong leaf which is more than 40 per cent. broken or worm-eaten, and leaf which is dirty, musty, moldy, mildewed, rotted, dried out, sapless, or otherwise spoiled, which has been handled under insanitary conditions, or which has not been dried and cured in a curing shed constructed in accordance with the specifications of the Director of Agriculture. Fine, medium fine and coarse tobacco only shall be standard for export to the United States.

Section 6. *Measurement of tobacco.*—When tobacco is not purchased and sold by weight, the unit of measurement shall be the "fardo." A fardo shall contain 4,000 leaves, i. e., 40 manos of 100 leaves each, or 160 pinongos of 25 leaves each, or, in the provinces of Ilocos Norte, Ilocos Sur, La Union, and Pangasinan only, 80 pinongos of 50 leaves each. Inasmuch as the quantity of tobacco in one "fardo" depends on the size and soundness of the leaves, the following size schedule will be adhered to and will follow the classification designation in all cases. Size A must have a length not less than 41.5 centimeters; Size B, not less than 32.5 centimeters; Size C, not less than 23 centimeters; Size D, not less than 16 centimeters; if less than 16 centimeters in length, the tobacco shall pertain to Size E. A tolerance of 1 centimeter will be allowed in the lengths of each size, provided that the difference in each hand or pinongo is as often above as below the minimum herein fixed. If the tobacco is more than 10 per cent. but not more than 15 per cent. broken or worm-eaten, its size designation will be reduced by one size; if more than 15 per cent. but not more than 20 per cent. broken or worm-eaten, its size designation will be reduced by 2 sizes; if more than 20 per cent. but not more than 40 per cent. broken or worm-eaten, its size designation will be reduced by 3 sizes; if more than 40 per cent. broken or worm-eaten its size designation will be reduced by 4 sizes; but no tobacco shall be classified lower than Size E. The following table will indicate the terms applicable to leaf of different lengths and degrees of soundness:

Leaf not broken or worm-eaten

Length not less than:	more than: 10%	15%	20%	40%	More than: 40%
	Size	Size	Size	Size	Size
41.5 cm....	A	B	C	D	E
32.5 cm....	B	C	D	E	E
23 cm.....	C	D	E	E	E
16 cm.....	D	E	E	E	E
Less than: 16 cm.....	E	E	E	E	E

Section 7. *Packing of leaf tobacco.*—(a) *In bales, casks or cases.*—Leaf tobacco before being sold in the Philippine Islands, or before leaving the provinces in which produced shall be packed either:

(1) In standard bales weighing 25, 50, 115 or 150 kilos to each bale, not including the weight of the wrapping; the wrapping to be of burlap or of matting (petate) made from the saja, buri, or other equally suitable material, so woven as to afford a surface sufficiently smooth to be marked permanently and legibly; the wrapping completely to cover the bale, which shall be securely bound with wire, bejuco or a substitute equally suitable as a binder. Bales exported to the United States shall be wrapped in *saguran,* or equally suitable wrapping.

(2) In standard casks or hogsheads weighing 100, 125 or 150 kilos to each cask, not including the weight of the cask; or

(3) In standard cases weighing 75, 100 or 125 kilos to the case, not including the weight of the case.

Whether packed in bales, casks or cases, the tobacco must first have been arranged into carrots, bunches (pinongos) or hands (manos) as hereinafter prescribed.

In case the leaf tobacco is intended for exportation from the Philippine Islands, it may be packed in weights other than those specified above, by the actual exporter.

(b) *Exemption from bulk packing by planters.*—Planters of tobacco shall be exempt from the requirement of packing tobacco of their own production into bales, casks, or cases before selling same, provided they make delivery to the purchaser of their tobacco packed in either of the following forms, after it has undergone its preliminary fermentation:

(1) *Old-style hand.*—The leaves are taken from the pole on which strung for drying, and smoothed and folded along the midrib so that the under side (dorsal aspect) of the leaves face out. The leaves are then classified as to size, soundness and quality, and leaves of the same classification gathered into bunches (manojitos) of ten leaves each, and ten of these bunches then tied together by the stems into a hand (mano) in such a manner that the midribs are exposed. Each hand (mano) is tied at each end and in the middle.

(2) *Pinongo.*—The leaves are taken from the pole on which strung for drying, and classified as to size, kind and quality, and leaves of the same classification gathered into bunches, or pinongos, of 25 leaves each and tied together with twine or fiber at the stems.

In case the planter delivers tobacco in the pinongo as prescribed above, the purchaser may, if he so desires, before bailing same, gather the pinongos of 25 leaves each into carrots of 4 pinongos, i. e., 100 leaves to the carrot, and tie the carrot around the stems, and then wind the twine or fiber spirally around the carrot down to the tips of the leaves where it is again tied.

(c) *Special provision.*—In the provinces of Ilocos Norte, Ilocos Sur, La Union and Pangasinan, the planter may pack his tobacco in pinongos of 50 leaves each, each pinongo to contain only tobacco of the same classification, and to be tied with twine or fiber around the stems.

(d) *Delivery on pole or in imitation manos prohibited.*—The sale and delivery, or purchase and receipt of tobacco on the pole, or in bundles formed by breaking a pole into short lengths or by folding over or doubling the pole or bejuco with the leaves still strung upon it, and then making same into bundles tied after the fashion of the hand, or arranged in any other manner than that prescribed herein, is prohibited.

(e) *Official samples to be deposited.*—In order to aid the planter in arranging his tobacco by class there will be deposited as soon as possible in the office of the deputy provincial treasurer in tobacco producing municipalities, for public inspection, a number of samples of the several standard classes. These samples will be officially sealed and may be referred to in cases of dispute as to classification between the purchaser and seller of leaf tobacco, and between the tobacco inspector and the person offering the tobacco for inspection. The samples will be obtained from the same municipality in which deposited.

(f) *Temporary provision.*—The requirements of this paragraph relating to the preparation of the hand (mano) will not apply to tobacco of the crop harvested in 1916 or previous years. But all the requirements hereof relating to the packing in bales, and the classification to be observed, as well as the marking requirements in the next preceding paragraph, will apply to all tobacco hereafter sold within the Philippine Islands or exported to the United States, whether such tobacco be of previous or future years' crops, and whether or not it be subject to inspection, unless it has already been inspected under the rules heretofore in force.

Section 8. *Marking of bales, casks and cases.*—Each bale, cask or case of leaf tobacco shall have permanently marked thereon the name of the province and municipality in which the

(*Continued on page* 30)

The Beginning of the Cigar Industry in Tampa

As Told by Mayor McKay

TAMPA, December 2.—Many stories have been tld and published relative to the founding of the ear Havana cigar industry in Tampa, but the llowing one is vouched for by Mayor D. B. cKay, who was a small boy when the cigar idustry started in his native city.

"The first clear Havana manufacturer in ampa," said the Mayor, "was a Cuban named olino, who had a 'buckeye' in a two-story ame house in the block just north of the site Chenshaw Bros. wholesale warehouse. Cigar-aking was a mere side-line with Molino, how-er, his principal business was breeding and ghting game chickens.

"The advent of the first big manufacturers, ie late V. M. Ybor and the late Ignacio Haya, ame in later years and was due entirely to ac-dent. Senor Gavino Guiterrez was then en-aged in the importing business in New York, is specialty being the importation of food prod-cts from Spain, Cuba, Mexico, South America nd other Latin countries. He heard that uavas were grown in Florida in large quanti-es and came to the state on a prospecting trip, is plan being to establish a guava factory if e could secure guavas in sufficient quantities. Jpon visiting Sanford and Tampa, however, he ave up the idea and returned to New York y way of Key West.

"At the Island City Senor Guiterrez met his ld friends, Senors Ybor and Haya, who in-ormed him that they were preparing to move heir factories from Key West on account f continual labor troubles. They planned to ocate their factories in Galveston. Senor Guitterez stated to them that Tampa was an deal location for cigar factories and suggested hat they visit the city, which they did im-nediately.

"Upon arriving here the pioneers of the in-lustry stopped at the old Collins house, a two-story frame affair at the corner of Whiting and Water streets and at that time the leading hotel n south Florida. When they made their wishes known the board of trade offered them factory sites and other inducements. None were satis-factory, however, and they decided to leave the city. While on their way to the Collins House to pack their wearing apparel the two gentle-men stopped in the store of Miller & Hender-son, located next to the building now owned and used by the *Times,* to bid goodby to the late W. B. Henderson, who had shown them courtesies during their stay. Mr. Henderson was surprised to learn that they intended leav-ing the city and insisted that they remain. 'If you are leaving because you think the induce-ments offered are not satisfactory,' he said, 'maybe I can satisfy you.' He told them he was the owner of the Campbell homestead, now principal residence section of Tampa Heights, a tract extending from Florida to Central avenue on Seventh avenue, and that they could use the property. Col. W. C. Brown, then clerk of the Circuit Court, who was present, stated also that he owned several thousand acres of land which he would place at their disposal. Ybor and Haya did not accept the offers, but they were so impressed with the attitude of the Tampans that they decided to remain. They did and within a short time Tampa had begun the journey to cigar manufacturing supremacy.

"Senor Ybor had Ybor City well started before his partner, the late Edward Manrara, came over from Key West. Manrara was so thoroughly displeased with Ybor's decision to locate in Tampa that he accused him of being insane and actually threatened to have a court inquiry made as to his sanity. Being in control of the company, however, Ybor won his point, and in later years Manrara stated that the move was the most fortunate the firm ever made. For a long time they made even more money through real estate transactions than they made by manufacturing El Principe de Gales cigars. Guiterrez, who was a civil engineer, was commissioned by Ybor to lay out Ybor City, which he did. The first Ybor-Manrara factory was a two-story frame affair on the north side of Seventh avenue, between Thirteenth and Fourteenth streets, and the first Sanchez & Haya factory, a structure of similar type, was on the south side of the avenue, at the corner of Fifteenth street. The man who made the first cigar in the first big factory, Laureano Sanchez, of the Sanchez & Haya factory, is still living in Tampa.

"The Lozano factory, I think, was the third to be established in Tampa," concluded the Mayor, "and then others came rapidly. Enrique Pendas, manager of the Havana-American factories, told me that he came to Tampa as foreman of the Pendas & Alvarez factory about thirty years ago. Upon reaching the city Pendas asked an aged negro where he could find a hotel with baths. The reply was: 'De hotel am right over yondah, but you'll find de bath two blocks furder—in the river.'"



WALTER BLOCH

He shows capability; he knows human nature; he has persistence; he is a shrewd salesman who can attain success in the cigar business via the box trade route. For it is not easy to acquire a string of desirable customers. Nor is opposition the least of the worries of one who tries to build up box trade. So, it means something to develop a box business big enough to excite enduring envy in Chicago. And though the road he chose to prosperity was a dismal trail to most, Walter Bloch refused to be discouraged. He persisted cheerfully until, at the age of 33, he has obtained something well worth while.

He started in the cigar department of H. H. Kohlsaat & Co. in 1903. Two years afterward he went into the box business with Fred L. Wells. In 1911 he terminated that connection to be "box man" for Leopold & Morgenheim. Last March he engaged in business on his own account at 118 North La Salle street. Rated as a top-notch cigar man, he is doing unusually well just now, praise be. His specialties are Romeo-Garcias in many sizes and the Spartan brand.

He is prominently identified with the Masonic fraternity. Also he is happily married.

"GET WHAT THEY WANT"

Baker and Daniels Deny Petition to Allow Only Union Made Cigars to Be Sold by Army and Navy Commissaries.

An attempt by the National Tobacco Workers' Union and the Cigarmakers' Union of Boston to induce Secretary of War Baker and Secretary of the Navy Daniels to furnish only union-made cigars to United States soldiers and sailors in the war zone is revealed in a sheaf of correspondence which has passed during the last few months between the Secretaries and Samuel Gompers, head of the American Federation of Labor.

The correspondence shows that the cigar and tobacco unions persuaded Gompers to write to Secretaries Daniels and Baker, conveying the Cigarmakers' Union's protest against the purchase of non-union brands. In replying to Mr. Gompers, Secretary Daniels takes the ground that the 600,000 cigars were bought by officers of the commissary stores in specific answer to the "demands of patrons." Secretary Baker, in his answer, says:

"Our commissary stores merely sell the consumers the brands they ask for. It is not possible to restrict our soldiers to those brands bearing the union label. The choice of brands is determined by what the men themselves wish to buy, and it would surely not be possible for the army that the men buy a particular brand of tobacco."

There never was a better time for the cigar trade to get out from under the load they have been carrying all these years and to join the procession of other merchants, who in so many lines are using this opportunity to adjust prices that have needed adjusting for so long.—*Cigar and Tobacco Journal.*

SOME TROUBLE TO BUTTE

Dealers who raise prices may find that it pays to give honest and complete explanations to customers who "want to know why."

Prejudice is created rather easily these days. And, if an attempted justification seems insufficient, an explanation that "doesn't jibe" may cause a misunderstanding resulting in ill-will and loss of trade.

While dealers throughout the country have abundant and proper reasons for raising prices on cigars, cigarettes and tobacco, the excuse most frequently urged is "the war tax."

As a matter of fact, increased prices are made compulsory by the greater cost of tobacco, the higher wages paid to workers and the larger outlays required for all things incidental to manufacturing.

Yet, instead of ascribing the increase mainly to the much higher cost of material and labor, some dealers attempt to throw all the blame on the war tax, which is a futile proceeding. For wrong explanations hardly satisfy even the ignorant. Nor is it advantageous to excite the wrath of those who "do not understand." Witness the outburst of the Helena, Mont., *Independent*. In an editorial entitled "Even Butte Rebels," price raisers who use "war taxes" as their chief excuse are thus attacked:

".At last Butte users of tobacco and card players have broken out in a declaration of war against the cigar store owners of that town and have announced that they won't stand for plain brigandage any longer.

"The cap sheaf to the 'soaking' of Butte patrons came when the cigar store people raised the rent on card players' chairs from 15 to 20 cents an hour. It appears that the Butte cigar dealers not only get the money for chips used in trade for cigars won in card games, but have been accustomed to making a player pay 15 cents an hour to occupy a chair.

"Not long ago, as in Helena, the dealers got together and raised the price of tobacco and cigars, notwithstanding the fact that the manufacturers of tobacco had notified the public that the retailers were not being charged a cent for war tax. The Butte dealers gave the patrons a jolt by raising 10-cent tins of tobacco to 15 cents and raised 10-cent cigarettes to 15 cents and so on all along the line.

"The Butte dealers listened to the howl that went up from the smokers to whom they explained that 'on account of the war' they were compelled to charge more to cover the tax. Then came the announcement by the manufacturers of tobacco that they had reduced the package content sufficiently to cover the cost of the war tax and that retailers were not paying any more for their tobacco. In other words the patron is simply paying 15 cents for an ounce and three-quarters of tobacco, whereas a few weeks ago he paid 10 cents for two ounces of tobacco.

"The howl continued for a day or two but the dealers won out as they always do. Finding the patrons easy picking and long suffering they announced the rent of card players' chair had advanced from 15 cents an hour to 20 cents, all 'on account of the war.'

"The protest, this time, is noisier than ever and the patrons are boycotting the cigar stores of Butte, have quit playing cards and are hunting outlying dealers who sell tobacco at the old price.

"Whether the boycott will work remains to be seen. The dealers don't think it will continue long. The patrons are telling Attorney General Ford to start in on the cigar store owners under his theatened suits for 'combination in restraint of trade.'"

On a recent visit to Minneapolis, Nat Rosenheim, of San Martin & Leon, was called to the Western Union Telegraph office to explain what appeared to be a code telegram. But when it was explained to the officials, it was passed, being simply an order for holiday goods to be shipped to Minnesota distributors. The name of the firm to whom the telegram was addressed, the signature of the sender, the abbreviation of Stone-Ordean-Wells Co. to "S. O. W." and the designation of "fortieth" packing and the sizes of Perfectinos, Imperiales, etc., were what aroused the suspicion of the eve watchful telegraph censor.

Resident Commissioners from the Philippines

In the Congress of the United States, representing ten million people, the two resident commissioners from the Philippines uphold the prestige of an important constituency. They speak for the most populous "non contiguous" territory under the American flag. In the House of Representatives, they have rights and privileges very similar to the rights and privileges accorded to the territorial delegates from Alaska and Hawaii.

In the performance of their duties as spokesmen for the Filipinos, they testify convincingly concerning the progress made in the Philippines. And the advancement of the Filipinos in recent years is indeed remarkable. Education has spread. The condition of the people is steadily improving. The great resources of the Islands are being developed, properly. Commerce is increasing. Regions formerly difficult of access, now are easily reached. Where, aforetime only poor trails existed, the principal islands today are criscrossed by good roads. Where children once were allowed to grow up in ignorance, public schools are established and every native has an opportunity to obtain knowledge. English is taught in all the schools. Thousands of Filipinos to-day are college graduates. Probably, in no other part of the world can educators show greater results achieved during the past fifteen years.



Hon. Jaime C. De Veyra
who has held many offices and filled them all most satisfactorily

Throughout the Philippines, important improvements are seen. In the cities and in the country districts, there is evidence that much good work has been done. New industries are appearing. More land constantly is brought under cultivation. The production of "the five staples," hemp, sugar, tobacco, rice and copra proceeds apace. The Philippines promise to produce much rubber in years to come. Despite high freight and the difficulty of procuring cargo space, Philippine exports increase.

The prosperity of the Philippines is apparent. The progress made is too big to be denied. Relative to political development, excellent proof of the judgment and capacity of the Filipinos is supplied, in the character and attainments of the men elected to represent the Philippines in Congress.

Undoubtedly, Jaime C. de Veyra is worthy and well qualified to represent the Filipinos in Washington. In public life for twenty years he has succeeded wherever placed.



Hon. Teodoro R. Yangco
President of the Filipino Y. M. C. A.

Born in Taniwan, in 1873, he enjoyed greater advantages than the average Filipino boy under the Spanish regime. He attended school at Tacloban, the capital of Leyte. Later he went to Manila when, in 1893, he graduated from the college of San Juan de Letran, receiving the degree of A. B. Then entering the university of St. Thomas, he studied law, philosophy and letters for two years. Returning to Leyte, he became the secretary of the Governor. In 1900, he moved to Cebu where associated with Osmena and Palma, he established the newspaper *El Nueva Dia.* After serving as a member and vice president of the city council of Cebu for several years he went back to Leyte and was elected governor of the province, in 1906.

Elected to the Philippine assembly in 1907 and re-elected in 1909, he was accounted one of the most active and trustworthy of Filipino legislators. He served on important committees and was distinguished in various ways.

President Wilson appointed de Veyra a member of the Philippine commission in 1913. As a member of the commission, on several occasions, he was acting Secretary of Commerce and Police. In April, 1916, he was appointed Executive Secretary of the Philippine Islands. Early this year, by the Philippine legislature, he was elected resident commissioner.

His associate, Teodoro R. Yangco, previously was not so much inclined to mix in insular politics. A leading business man in Manila, successful and wealthy, he was identified with various philanthropies, notably the Y. M. C. A. As president of the Filipino Y. M. C. A., Yangco saw it grow from a small beginning to a great force for good, throughout the Islands.

He was born fifty-six years ago in the Province of Zambales, at San Antonio. He received his degrees in the Ateneo de Manila and University of St. Thomas, and completed his preparation for his business career in Spain and in London.

Associated with large mercantile and transportation enterprises, he took time from his business to assist in building up the Y. M. C. A. And he was a frequent and liberal contributor to numerous charities.

You can't keep a good man down. You can't drive a poor man up. Yangco says: "If you are built of the right kind of timber you will succeed, if not, in spite of all your dreams and wishes you will go to your grave "broke" carved on your tombstone. If you were fortunate enough to be born in poverty, consider yourself lucky, as poverty has been the priceless spur in nearly all the great achievements all down the ages. If nature has blessed you with a healthy set of brains, a pair of strong arms and an honest heart, success is in your grasp if you'll only dig and work for it. Never worry, and photograph the word cheerfulness on your brain, and you will live to a ripe old age."

In the words of Yangco: "The people of the Philippines are learning fast the lessons of good democracy."

CONGRESS MEETS AGAIN

And Treasury Estimates of Required Appropriations Amount to More Than $13,500,000,000—To Win the War.

WASHINGTON, December 3.—With billions of money to be appropriated, with much essential war legislation to be enacted, and with the responsibility upon them to leave nothing undone in a legislative way to strengthen the arm of the United States for its part in the crushing of kaiserism, members of the House and Senate came together in solemn mood. Determination to drive the war ahead with vigor and efficiency was the dominant note of the utterances of returning members.

Because of the fact that the present congress opened with the extra session last April, there was little formality about the beginning of the regular session.

Estimates of more than $13,500,000,000—the greatest in the nation's history—for the conduct of the government and the prosecution of the war during the fiscal year 1919 were submitted to congress to-day by the Treasury Department.

In round figures more than $11,000,000,000 of the vast sum is for the war alone. Only part of it will be realized from taxation; the remainder will come from issues of Liberty bonds.

Deducting an item of $153,000,000, intended as an annual appropriation toward a sinking fund for the discharge of the old public debt, and some $330,000,000 which will be turned back to the treasury from postal revenues, the estimated sum for which congress actually is expected to appropriate is $13,018,725,595. No previous estimate ever has exceeded $2,000,000,000.

Following is a general statement of the estimates by general headings:

Legislative	$8,026,325
Executive	65,329,369
Judicial	1,396,190
Agriculture	26,458,551
Foreign intercourse	6,535,072
Military (army)	6,615,936,554
Navy	1,014,077,503
Indian	12,255,210
Pensions	157,060,000
Panama Canal	23,171,624
Public works (practically all fortifications)	3,504,918,055
Postal service	331,818,345
Miscellaneous	1,026,208,317
Permanent annual appropriations	711,166,825
Total (cents omitted here and above)	$13,504,357,940
Deduct sinking fund and postal returns	485,632,345
Balance	$13,018,725,595

FAVORS SOLDIER FUND

Major-General Leonard Wood has sent to the Committee engaged in raising New York City's quota of the $4,000,000 War Camp Community Service Fund a letter pointing out the importance of the work to which this money will be devoted. General Wood said:

"In order to be good soldiers, men must be clean mentally, morally and physically and nothing will contribute thereto so much as good surroundings, wholesome entertainment and recreation. In my opinion this ranks equally with training to create an efficient command.

"I hope your financial campaign will be a great success, and am sure that when the people appreciate not only the necessity for but the value of your work, they will respond liberally to the fund."

Manila Business Grows

CABLE ADVISES

Cigars

PER	
S. S. COLUMBIA	1,800,000
S. S. VENEZUELA	3,800,000
S. S. KINA	1,600,000
S. S. ECUADOR	1,600,000
	8,800,000

Tobacco

STRIPPED FILLER

S. S. VENEZUELA	144,000 lbs.
S. S. KINA	56,000 lbs.
S. S. ECUADOR	30,000 lbs.
	230,000 lbs.

SCRAPS

S. S. KINA	43,000 lbs.
S. S. ECUADOR	50,000 lbs.
	93,000 lbs.

THE HOUSE OF KELLY IS NOTED FOR PROMPT DELIVERIES OF

MANILA CIGARS

and

MANILA TOBACCO

HORACE R. KELLY & CO.

Importers of Manila Cigars and Philippine Tobacco

69 Wall Street **New York**

Philadelphia Detectives on the Trail of "Gus"

Who Is Alleged to Have Sold 25,000 Stolen Cigars to Lewis M. Brown—Lamenting the Labor Shortage—Speaking of Freight Congestion—Charles S. Whittrock Invited to Come to the Quaker City and Address the Newly Organized Retailers' Association—The Influence of One of Bayuk's Men—Schmidts and the War Tax—The Birth Announcement of Charles A. Krull, 2nd.

PHILADELPHIA, December 4.—The American International Ship Building corporation is hogging the labor supply in this fair city to such an extent that one wonders, whether or not one has a wondering disposition, whether there may not after all be something in a name. The A. I. S. C., be it known, is locating itself on Hog Island, down the Delaware from this F. C. What with its high prices for common labor and higher for that which is skilled, every industry in Philadelphia is feeling the pinch.

Everywhere we went in our diligent and conscientious search for news this week we ran into louder and louder complaints about the shortage of labor. In each instance it was politely set forth by the searcher that there was nothing new in the labor situation; it is just as bad all over the country. But this met with vehement denial, which anybody knows is the most explicit form of denial extant.

Despite increasing prices in the cigar factories, nearly every one in the city is running short of workers. All the crop of help wanted signs is sprouting anew on the factory buildings. And in the meantime the lull reported a few weeks ago has taken unto itself winglets or something and has flown hence. It may be in Camden or somewhere else in the wilds of the State that Hoboken made famous by this time, but to quote everybody in the industry "it ain't here."

And that's not all. A member of the firm of Juan Portuondo pointed out that conditions could be worse, but not much. Not long ago this firm had a big shipment of Christmas goods for New England distributors. It hung around the freight station here for a couple of weeks and showed no inclination to get a move on northward. When there was no embargo freight cars were a minus quantity, and when freight cars were plentiful, comparatively speaking, there was an embargo.

Finally the firm took the bull by the horns, so to speak, and side tracked the shipment to one of the bloated express companies. And then it was started toward its destination. After hearing some of the wails of big manufacturers here who got stuff started by freight and whose distributors are still looking for it some weeks after the shipments were made, the Portuondo company is quite satisfied that its stuff didn't go by freight.

Speaking of freight, one nice little shipment of twenty-five thousand smokes owned by a Philadelphia manufacturer almost got itself lost last week. In the course of human and railroad events this shipment made its tortuous way to Woodlane station on the Philadelphia and Reading Railway Co. Then it disappeared, leaving a gaping hole in the freight car. Detectives were put upon the trail. Bimeby the sleuths gumshoed around to the store of Lewis M. Brown, Fourth and Pine streets, this city, and snooped around looking over numbers. They then invited the said Mr. Brown to accompany them to Norristown, which he did. At a hearing before Magistrate Clark he was held in $1,500 bail on the charge of stealing the smokes. The detectives testified they found boxes in his store labeled with the same numbers as those on the stolen shipment, or other identifying marks. Just now the owners and the detectives are anxious to locate "Gus" from whom Brown said he bought the cigars at a reduction. According to Brown's statement before the magistrate, he had been dealing with Gus for some years. Gus delivered the 25,000 in two large auto trucks. The detective charged Brown with selling the cigars away off list prices with instructions to his customers to be mum and stay mum.

Charles S. Whittrock, president of the retail association in Cincinnati, has been invited to speak at the next session of the newly formed Philadelphia association. It is hereby predicted without fear of contradiction that the said next meeting will be a rousing success from the viewpoint of numbers. We have this straight from one of our psychological friends at one of the nearby educational foundries, but we suspect he stole the idea from a cook book. His argument is to the effect that eats attract the human male; merely a twist of the old saying about the way to a man's heart, perhaps.

Charter members of the association are keeping on their toes and according to the latest reports more than one hundred members have been lined up so far. One of Bayuk's men gets the medal of honor, having corralled twenty-five members all by his lonesome.

The experience of the Schmidt Brewing Co. of this city has had a salutary effect upon the few manufacturers of cigars who think they ought to hand out large quantities of gifts to their customers. Schmidts were getting ready to go through with the usual practice of presenting to customers—saloons—one per cent. of

(*Continued on page* 21)

BUSINESS CARDS

CIGAR IMPORTERS
GROSVENOR NICHOLAS & CO.
14-16 South William St.
New York

G. S. NICHOLAS & SON, LTD.
43 Beaver St.
New York

CIGARS RIBBONS
WM. WICKE RIBBON CO.
Woodhaven Ave.
Glendale, New York

CIGARETTE PAPERS
PETER J. SCHWEITZER
Importer of French Papers
109-111 Broad St., New York

CIGARETTES
T. CHALKIADI & CO., INC.
Cigarettes—Haidee and Salaam
128 Water Street, New York

CORK
BOUCHER CORK & MACHINE CO., INC.
All kinds of Cork
212 West 18th St., New York

HAVANA LEAF DEALERS
TOMAS BENITEZ Y LEON
15 Monte Street, Havana, Cuba
Cable "Tebenitez"

LEON Y. DELGADO
91-93 Consulado St., Havana, Cuba
Cable "Nautilus"

F. EZQUERRO, S EN C.
10 Luz Street, Havana, Cuba
Cable "Pradillo"

GONZALEZ HNO. & CA. S EN C.
39 Dragones St., Havana, Cuba
Cable "Goncelacio"

GUTIERREZ & FOYO
22 Reina Avenue, Havana, Cuba
Cable "Hermogenes"

MIGUEL GUTIERREZ E HIJO
53 Estrella St., Havana, Cuba
Cable "Cosechero"

SUAREZ HERMANOS, S EN C.
110 Rayo Street, Havana, Cuba
Cable "Ansuar"

PESO & CA.
97 Amistad Street, Havana, Cuba
Cable "Peso"

PASTOR SANCHEZ
225 Monte St., Havana, Cuba
Cable "Pastorama"

HUMIDORS
BUBECK & GUERIN
All kinds of Cigar and Cigarette Humidors
161 West 18th St., New York

IMPORTED CIGARS
RAMON "ALLONES"
Thomas F. Healy, Rep. U. S. & Canada
77 Broad St., New York

JOBBERS
S. MONDAY & SONS
Jobbers of all kinds of Tobacco Products
34-40 South 1st St., Brooklyn, N. Y.

CHAS. SCHAVRIEN
General Cigar, Cigarette and Tobacco Jobbers
204 West 20th St., New York

LITHOGRAPHERS
ADOLPH FRANKAU & CO., INC.
Cigar Labels and Bands
129 5th Avenue, New York

PASBACH-VOICE LITHO. CO. INC.
Cigar Labels and Bands
Corner 25th St. and 11th Ave., New York

MADE-IN-BOND HAVANA CIGARS
MARCELINO PEREZ & CO.
Clear Havana Cigar Exclusively
12 Duane St., New York

MANILA CIGARS
HORACE R. KELLY & CO.,
Manila Cigars
89 Wall St., New York

THE PHILIPPINE CO., LTD.
American Sales Agent
Bowring & Co., Whitehall Bldg., New York

MANILA LEAF DEALERS
B. CASTELLANO & CO.
Specialty—Manila Tobacco
123 Maiden Lane, New York

MILD HAVANA CIGARS
.HE KERN MANUFACTURING CO.
Mfrs. "El Stato" and "Iago" Cigars
152 East 50th St., New York

PIPES
L. & H. STERN, INC.
Manufacturers of Pipes for Jobbing Trade
432 East 10th St., New York

PROTECTIVE PAPER WRAPPING
DIAMOND STATE FIBRE CO.
Glassine Paper Wrapping
Bridgeport, Pennsylvania

SNUFFS
GEORGE W. HELME CO.
111 Fifth Avenue
New York

WEYMAN-BRUTON CO.
1107 Broadway, New York

STEAMSHIPS
PENINSULAR & OCCIDENTAL S. S. CO.
Tampa—Key West—Havana
Jacksonville, Fla.

TIN CONTAINERS
TIN DECORATING CO. OF BALTIMORE
All kinds of Tins
Boston St. and Linwood Ave., Baltimore, Md.

NATIONAL CAN CO.
Tin Cans
Detroit, Michigan

Adjusting the Cash Register to Christmas Sales

When the Killeen Kids Went to Norman's Kill—Mr. and Mrs. Frank A. Macy Celebrate Their Golden Wedding—Bernie Levy Is a Lieutenant Now—One Dealer Discouraged a Delegation—They Say That Charley Murphy and Other Tammany Chieftains Smoke Dubonnet Cigars—The Biggest Sign in Troy—And Some Other Things Noted Up-State.

NEW YORK STATE CAPITOL DISTRICT,
December 3, 1917.

Three weeks from this very day will be either feast or famine for the Capitol District retail tobacconists.

For the 24th day of December has always been the banner booty-booster in every retail store. And, perhaps, if the trade can banish the present glooms, all the cigar men will be out to feed the predicted famine with even usual-to-better stocks than the momentary conditions seem to warrant.

Surely, some of the boys are rather downhearted. But, on Monday night, at 11:59 P. M., just twenty-one days from date, these same blue-funk chaps will be right there with Sergeant Art Empey, first "over-the-top" with a cash register loaded to the adding wheels with red, white and blue chips, including *some* long green ones, too!

Please make a mark in your sales book with what you *expect* to take in during the Christmas rush. Put it down now! Then, after your sponge cups runs dry from the count of the moistened finger, take a look again!

If the result isn't better, considerably *better*, than you now anticipate, kindly send Cecil Rhodes the bill for the difference!

There'll be no invoice or any other claim to file. And that's why it's practically safe to make a Santa Claus of the late successor of King Solomon.

So, buy, boys, then buy again! Else your stock for the holidays will resemble an A. P. A. emporium in Punxsutawney after a successful Saturday night!

"I hope to sink," vowed Larry Edgeworth (per J. H. H.), "if our sales of Edgeworth tobacco haven't got the factory in Richmond all tied up in a tangle! Why, do you know that the business we have accomplished upon just this one brand is enough to keep the plant spinning for several weeks after the holidays? Manager Harrington tells me we can't begin to fill all the Christmas specialty orders. Things are certainly rushing at the Larus & Brother shops, you bet!"

Shortages of 8 and 16 ounce tin and glass tobacco packages is still a difficulty to be bridged at the wholesale house of the Dearstyne Brothers Tobacco Co., Albany. All the leading brands of holiday packings in the fancy smoking line are none to plentiful, while some are entirely exhausted.

Small cigars in various brands also continue continue scarce at this big jobbing headquarters. Shipments occasionally arrive, but are immediately snapped up by the hungry backorders.

"Lots of these goods are very hard to get just now," said Will Dearstyne, "and the prices on those coming in are going up in five and ten cent jumps on the pound. It's quite likely several of the popular half and full pound smokings will go out of business entirely, according to recent reports."

In the Dearstyne pipe repair department Manager Eddie Wilkinson has just about all he can jump at right now. Pipes are always being broken, and it requires lots of time to fix 'em up, he says.

Friday, that very unlucky day when even old Cap'n Joe Raynor won't leave his snug berth for jumpin' codfish, that's the rotten day selected by two good salesmen to tackle the Norman's Kill!

To make the entire affair somewhat worse, it was *last* Friday, too, the day after the turkey-trot!

And, to arrive ultimately at the Norman's Kill, you've got to go out around Albany's coldest, windiest thoroughfare, known to old residents, like C. J. Shaxby, as Delaware avenue.

Well, these two good men, as we say, started out Friday-after-breakfast with the usual grips and kits. 'Course 'twas cold!

Also chilly! Kinder day, y'know, that cuts right thru a feller! And the sun had an awful cold in the head, and it didn't show up all day!

So the men—the two brave men, braver yet than Private Peat—buttoned up their o'ercoats, buckled in 'nother notch of their trench-belts, and walked on an' on an' on in their hike for business.

At last, one of the heroes, trudging along in his Coward shoes, stopped, shifted his trunks and said:

"Say, Paul, where's the end o' this boulevard?"

"End?" says Paul, "which end?"

"Why," confessed The Other, "I don't know much of anything about this wilderness, an' I just thought we could back out of these here winds and breezes."

"That's easy," acquiesced Paul, "all we've got to do now is to take either of these three routes. Go up the Whitehall Road, there, go down he Southern Boulevard here, or continue

(*Continued on page* 20)



NEW—

but A WONDERFUL REPUTATION



Guaranteed Absolutely 100% Pure Turkish Tobacco

Dealers Can Handle This Cigarette With Absolute Confidence

THE STRAND CIGARETTE CO.

17 West 42d Street, New York

Cuban Export Decree Is Modified

Cigar Factories May Obtain Permanent Permits to Ship to the United States, Great Britain and France—Shipments to Neutral Countries Must Be Sanctioned in Each Instance—Attitude of the National Defense Committee—Leaf Market Active and Cigar Factories in Havana Very Busy.

HAVANA, November 30.—The war measure requiring manufacturers of cigars, as well as exporters of cigars and tobacco, to ask for a special permit in order to ship goods to any country, has been modified in so far as the Cuban National Defense Committee will grant permanent permits to ship goods to the United States, Great Britain and France, while exports to the neutral countries still remain subject to the issuance of special permits before any shipment can be made. Commercial bodies, The Union of Manufacturers and The Association of Leaf Dealers, are trying to get a modification of this decree.

Park & Tilford have appointed Angel Gonzalez del Valle as their agent here to make one consular invoice of all shipments of cigars by each steamer, thus saving the expenses of half a dozen or more invoices separately.

All the factories are very busy executing Christmas orders. Yet the opinion generally prevailing is that we may see dull times in the month of January. Those inclined to be pessimistic, however, may be agreeably surprised in seeing an extension of the time limit on British orders. In view of recent advices, such an extension seems probable. The chief trouble evidently is not based on any intent of the British Government to prohibit the importation of cigars, but on the present lack of available cargo space.

The leaf market was active during the past week, as Northern buyers have not slackened operations. Actually they are securing all the available leaf, despite high prices. Fortunately, the arrivals of leaf from the country have been larger than expected, and though not every lot which comes in is for sale (having been contracted for already), the supply has not been exhausted, therefore future buyers still may hope to find something to suit them. As far as prices are concerned it is unlikely that figures will be lower.

Receipts of leaf tobacco from the country.

For two weeks ending Nov. 22, 1917.	Bales.	Since Jan. 1, 1917. Bales.
Vuelta Abajo	14,017	184,151
Semi Vuelta	944	11,861
Partido	2,220	34,081
Remedios	11,431	136,994
Oriente	194	198
Total	28,806	367,285

Exports of cigars, per S.S. Morro Castle, totaled 600 cases, containing 2.851,125 cigars, which were consigned to the following countries, viz.: to Great Britain 1,556,910, to United States 1,123,065, to Canada 110,550, to Egypt 28,600, to Australia 27,000, to the British West Indies 2,000, to the French West Indies 2,000, and to the Argentine Republic 1,000 cigars.

Exports of leaf tobacco from Havana during the week ending November 17, 1917, totaled 5,233 bales, which were distributed to the following countries, viz.: To all ports of the United States 3,178, to the Argentine Republic 1,929, to Uruguay 110, and to Chile 16 bales.

Among the leaf buyers who have arrived this week were: Marcelino Perez, of Marcelino Perez & Co., of New York; Sam Paley, of the Congress Cigar Company, Harry Landfield, of Landfield & Steele, and Mike Friedman, of M. A. Friedman & Co., all of Chicago. Louis H. Eisenlohr and C. H. Eimerbrink, of Otto Eisenlohr & Bros., Inc., arrived from Philadelphia last Wednesday morning. Walter Sutter of Walter Sutter & Co., returned from Chicago and Harry Mendelsohn and family returned from their vacation in the United States, thus allowing Joe Mendelsohn to leave to-day for the North, to attend to the business of Mendelsohn, Bornemann & Co., of New York.

Sam Paley has been making extensive purchases of leaf, to keep the Congress cigar factory running smoothly for the coming year.

Romeo y Julieta is as busy as ever, in producing and shipping cigars.

Partagas is not less busy, trying to expedite orders.

Hoyo de Monterrey has its hands full, in despatching all calls for its cigars.

H. Upmann reports business fully up to expectations.

Punch is doing its utmost to satisfy the clamoring of its customers.

Belinda has orders on hand that tax the capacity of the working force.

Calixto Lopez & Co. are working strong.

Henry Clay & Bock & Co., Por Larranaga, Ramon Allones, Flor de Tomas Gutierrez, El Rey del Mundo, C. E. Beck & Co. and Sol and Devesa de Murias are all busy, and all lament the scarcity of good cigarmakers at present.

ROSAM.

The W. S. Conrad Co. is now installed in a new home on Jackson street, St. Paul, adjoining the store occupied by them since the fire in the old location on Sixth street.

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.



The Governor General Signs the Decree

In 1781, Vasco, the Governor General of the Philippine Islands, decreed that the government should have control of the production, manufacture and sale of tobacco. By this decree a monopoly was created which remained in operation a hundred years. Due to the strict enforcements of regulations, especially in the earlier period of its operation, the monopoly secured for Philippine tobacco an enviable reputation for quality throughout the world.

Careful supervision of the industry by the American government in the Philippines, together with the enterprise and the business sagacity of Manila manufacturers and importers, is building anew a splendid reputation for Manila cigars.

Boost Manila Business
There Is Money In It

List of Manila Manufacturers and Importers on Application

Manila Ad Agency, 546 West 124th St., New York City

"Transitory" Troubles and Temporary Woe

When It Comes to Putting Up Prices Some San Francisco Dealers Are Slow and Reluctant—Hopes That Approximate Co-operation May Be Agreed on at the Next Meeting of the Retailers' Association—Bits of Trade News Picked Up Along the Pacific Coast.

San Francisco, November 28.—The situation as regards the retail cigar dealers is badly mixed. While a majority realize that conditions are transitory, many find it difficult to adjust daily business to the rapid changes. For example the reduction of the number of cigarettes in a package so cigarettes may be sold for even money instead of with the odd penny change, was thought to be a step in the right direction. Ultimately doubtless it will prove popular. But in the meantime dealers have in stock two sizes of the same goods which they sell at different prices. This means a deal of explanation and more or less irritation. Added to this is the very persistent rumor that the prices now being quoted by the manufacturers and jobbers are not final, and that by the time the public gets accustomed to the new prices another advance will be announced and the dealer will have to go through the agony of explanation to his customers again. But it is not only the dealers who are worrying about conditions. Makers of cigars, especially of grades more expensive than ten cents, have not advanced prices yet except to cover the increased tax. Now the price of tobacco, particularly Havana tobacco, is going up to a figure where there is little profit in selling cigars at the old price. But the pioneer, in advancing the two for a quarter cigar to fifteen cents straight, to say nothing of raising prices on cigars of even higher grades, feels that he will make enemies among the consumers, who may abandon ten centers for erstwhile nickel cigars now selling at 6 or 7 cents. The dealers themselves do not seem to agree upon any policy. Those whose places of business are in the outskirts will not agree to act with those who are located in the down town districts. Usually the dealers located in the outskirts handle different brands of goods, and their business touches the downtown merchant only as regards a few standard brands. For this reason they prefer to act independently. However another effort will be made to get together at the next meeting of the retail dealers' association the latter part of next week. One dealer summed it up in a few words thus: "Situation, chaotic, transitory; future outlook, good after the first of the year." Adding "But in the meantime——?"

Arthur Meyer, Coast agent for the Humboldt brand, has returned from a month's trip over his territory, going as far east as Salt Lake. He reports a good business everywhere, but says that the retail trade is as much in the air in the States of the Rocky Mountain region as it is in San Francisco.

Arnold Pollock, manufacturer's agent for Heyman Bros., of Baltimore, has just returned from a very successful trip to Los Angeles and other Southern sections of this State.

The many friends of H. L. Judell, the senior member of H. L. Judell & Co., will regret to learn that he is confined to his home with a severe cold. His son says that he expects that his father will be able to be out again in a few days.

George Coleman, one of the best known cigar dealers of Eureka, is visiting his friends in the trade in this city. During his stay Mr. Coleman is stopping at the Palace hotel.

Eugene Stoltz, representing the Palo cigar factory, is in San Francisco boosting his goods among the trade. Joe Rinaldo, agent for the factory, is showing Mr. Stoltz about town.

Clarence Mahlmann, for many years salesman for Sam Israel, enlisted in the regular army shortly after the first call for men was made. He is now wearing the stripes of sergeant in the Quartermaster's department. He looks very soldierly in his new uniform and former associates in Israel's wholesale house are very proud of him, and the fact that he has already earned promotion.

Sam Israel is making some changes in his place of business preparatory for his display of Christmas goods. He is putting in an unusual amount of Christmas candy for sale among retail cigarmen.

J. C. Chuck, representing Frankel, Gerdts & Co., has just returned from a very successful trip to the southern part of the State. He reports an especially good business at San Diego particularly at Camp Kearney, near that place where he found the student soldiers eager to invest in La Natividad.

Milton Esberg, in charge of the cigar business west of the Rocky Mountains for the General Cigar Co., has just returned from an extended trip through his territory.

E. C. Hull, popularly known as "Mollie," representing the General Cigar Co., is here.

Milton Esberg, of the General Cigar Co., has just been appointed a member of the Convention Board of the San Francisco Advertising Club.

W. H. Munson, formely with M. Melachrino & Co., is visiting San Francisco with his wife.

C. W. McLennan, Chicago cigar dealer, and M. Burke, a retailer from Los Angeles, were among the visitors to San Francisco this week.



No. 522. Capacity 50 Cigars and 100 Cigarettes

HUMIDORS

We have added 10 new numbers to the line.

Please call and see them or write for catalogue.

Bubeck & Guerin, Inc.

161 to 163 West 18th St., New York City



No. 524. Capacity Top 200 Cigarettes and ½ lb. Smoking Tobacco. Drawer 50 Cigars

LA FLOR DE INTAL CIGAR MANUFACTURING CO.

KUENZLE & STRIEFF, INC.

"LA FLOR DE INTAL"
"LA FLOR DE ASINGA"
"LA FLOR DE LAVINAB"
"LA UNION"
"LA FLOR DE CARITAN"
"LA FLOR DE MINANGA"
"EL TAMARINDO"
"LA HONRADEZ"



The cigar exceptional for Quality and Workmanship.

COMPARES FAVORABLY WITH THE WORLD'S BEST.

SIDNEY J. FREEMAN

United States Representative

123 Liberty St. New York

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

Mr. Dealer—This Sign on Your Window —



[Sign---red and white]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.

The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City. Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

SPILLING UP STATE STUFF

(*Continued from page* 14)

on to the 'Kill' with Delmar, Sligerlands and Voorheesville for an objective."

"Well," reckoned The Other, "these great white ways all look alike to me, and they all seem to have a bit of the Winds of Winter blowing thru them. So, if there's anything in a name, let's turn here, an' take this Southern Boulevard. That sign there says it's only 167 miles to New York. Let's hurry!"

But they didn't! Instead, they stood in the center of the street 'till a Delaware Avenue car came bouncing along. They cheerfully paid the conductor the two nickels he asked, and they snuggled down in the capacious seat over a Consolidated car-heater, runnin' full blast on all five points of the Traction Company's intermittent Speir Falls current!

While the grips and kits, containing samples and advertising for Robert Burns, White Owls, and Owls of the General Cigar Co., property of *one* Paul Wessels, and the similar baggage of *one* widely known as Prince Albert Joe (no connection with Velvet Joe), all laid there on the floor in a heap, chilled to the very bone!

Up in Schenectady, where Joe and Paul are better able to stand the gentle breezes of the Electric City, every one knows them as the Killeen Kids. For they are post-graduates of the Louie Killeen jobbing house, which is always warm and comfortable, especially to cold and weary workers like Paul and Joe!

"Since stock became scarce, and prices went out of sight," remarked Irving Fulder, "business has been terribly upset around here. Though father, recently returned from a Buffalo trip, reports trade in much better shape in the western end of the State. Uncle Jake is worried because we can't get goods on time to fill our additional holiday orders. And I'm going the rounds of Albany and vicinity posting these six-cent window bulletins for the 512 cigar. All in all, however, I guess the firm of S. E. Fulder, of North Pearl street, will pull along as well as the other wholesale cigar houses!"

Just a trifle of advice that Boss Hoover is handing out to the ladies may also be useful to tobacconists: "Reduce your *waist,* increase your *bustle.*"

Don't use an axe! Simply twist the keen-kutting-kiver, remove the tin-top, and there you have it! Vacuum, of course, all in a neat round package.

But, it isn't tobacco. Nor is it a can o' jam. For it is comfortably filled to the very bottom with cigarettes! Helmar cigarettes. Or Murad cigarettes. And Mogul cigarettes. Fifty in each can.

They are sold in the Capitol District, m'frens, by busy-boy S. Anargyros Dunn, of Mamaroneck and Kew Gardens, Short Island.

After Xmas, you'll find Dunn at Doornkoop Kastle, which is where the P. Lorillard Co. will holiday him. Meantime, you'd better listen to his chatter about the cigarettes in the cute cans.

About the same time that the Dominion of Canada came through the hopper as an established government in 1867, something of even greater importance happened to Frank A. Macy.

It was on November 26 of that year, when Frank got married. So, a few days ago, Mister and Missus Frank took a day off and had a 22-karat Golden Wedding.

Before Frank's brother, George H., died, the firm of Macy Brothers was known better in the Capitol District than Pears' soap.

This week all the local Liggett drug branches are making a general biff-byng-bang on Padova and Black and White cigars. Troy, Albany and Schenectady stores, of the chain, report business quiet.

From top-sarge of Company A, 10th Regiment, N. Y. M., to 2nd lieutenant of-the-line may be only one more step toward that ultimate job of generalissimo which Bernie Levy is sure to get.

Still, when you come to think that Bernie went into the sojer game as a high private in the rear rank only a few months ago, you'll have to reluctantly admit it takes an ex-tobacconist to take the military cake!

Previous trade experience, especially as assistant to Godfrey Mahn, New York, and as deputy boss at his father's plant on Green street, Albany, made Myer Levy's son ready for the great responsibilities of the character he has now accepted.

What's your husband doing? This impertinent question has been hurled from one lady to another in many a merthyr-tydvil scrap.

Probably the poor man is right upstairs, all the while, slippered and smoking. Yet the ladies are not satisfied! They insinuate, to one another, that the crafty critter is wasting lots of valuable soldier subsistence, puffing at ye olde bruyere pipe.

So these goode dames propose a smokeless Friday. Entering an Albany smoke shop, the other day, one of the Theda Baras said:

"We are soliciting donations to a fund for the soldiers' smokeless day committee. Idea, you know, is to request all men to abstain for smoking just one day each week. Money saved in this manner will be used to supply tobacco and cigarettes for our boys in camp. Please contribute what you can to start a propaganda for the purpose. It is a worthy object, and it will be considerably appreciated, I assure you."

When the tobacconist recovered his Killarney smile, he replied:

"Ladies, I have just looked at the cash register totals. From the appearance of the tape, I should say *this* is smokeless day! Your plan

(*Continued on page* 34)

Record Revenue Stamp Sales in Tampa

Collections Made During the Past Month Exceeded Receipts for November, 1916, by Nearly $100,000—Manufacturers Thankful Because Labor Trouble Was Averted—Hopes for a Naval Base and an Army Camp

TAMPA, December 2.—Due somewhat to the increased war revenue on cigars and partly to the heavy holiday business at all factories, local internal revenue collections for the month of November passed those made in former years by a margin of nearly $100,000. The total was $233,702.99, being nearly three times as much as those of November of last year. The total collections on cigars alone was $200,-094.58, form 416 which is that on which the additional war tax is noted, netting $31,001.13.

About the only expression heard from manufacturers nowadays is one of thankfulness for the fact that a general strike has been averted. This is allowing the filling of holiday orders to go ahead at full speed and desperate efforts are being made to meet every demand of the trade. Quite a number of factories, however, will be unable to fill all holiday orders.

Headed by Mayor D. B. McKay, a committee which visited Washington for the purpose of presenting Tampa's claims for a naval base, army camp or branch hospital has returned to the city. Members are greatly encouraged, and the belief is growing that Tampa will be selected as the naval base site, and possibly given an army camp. Admiral Helm, who heads the naval base commission, sent for the committee when he heard that they had arrived in Washington, and his attitude was most encouraging.

"In discussing Tampa's claims," said Mayor McKay, "Secretary of War Baker made this statement, which may mean a great deal for Tampa with reference to army camp projects: 'You may rest assured that if any additional cantonments are established, they will be established in the South—the real Sunny South.'"

Salvador Rodriguez, pioneer manufacturer, is back at the Charles the Great factory after a tobacco buying trip to Cuba. Frank Diaz, of V. Guerra, Diaz & Co., has also returned from the Island.

Sig. Meyer, western representative of F. Lozano & Sons Co., is at the factory from Chicago.

M. B. Pendas, of Pendas & Alvarez, is in the city from New York.

"Jim" Burns, who was for years with the Lozano factory, but who is now in business for himself, states that the volume of his trade is steadily increasing. The Tierra del Lago factory, at which the Burns cigars are turned out, is doing a good business.

IT HAPPENED IN PHILADELPHIA

(*Continued from page* 13)

their yearly purchases. Along comes Unc. Sam, and after casually inspecting the plan announces that it looks good to him for some $822, the same being a tax which the Congress of these United States has made and provided for gratuities. "Blooie" said the Schmidts, or words to that effect, "we don't mind the beer, but we can't see the tax." So now the brewing firm is arguing it all out in the Federal court here, trying to convince Uncle Sam that he really is not entitled to that $822.

Mr. and Mrs. Herman J. Krull are being congratulated upon the birth of a son, Charles A. Krull, 2nd. Mr. Krull, who is the son of Charles A. Krull and a member of the big jobbing firm of that name, thought he had nature figured out in advance and bought a nice assortment of birth announcing cards attempting to predict the sex of the youngster. Result, a card reading something like this:

"Mr. and Mrs. Herman J. Krull announce the birth of their daughter, Charles A. Krull, 2nd."

Frank Boultbee, head of Boultbee & Colby, manufacturers of cigarettes at No. 145 Lafayette street, New York, died Friday from pneumonia at his home in Montclair, N. J. He was born in Toronto, Can., fifty-four years ago.



Falk Tobacco Co.
56 West 45th St., New York

STANDARD
MEANS QUALITY AND PROFIT TO YOU

We are the Largest Importers of
"High Grade Turkish Tobacco
In the United States"
BUY FROM THE STANDARD
It will improve your Cigarettes and in the meantime save you money.

WRITE OR PHONE

The Standard Commercial Tobacco Co., Inc.
15-25 Whitehall Street, New York
Phone Broad 6055 European Branch: CAVALLA, GREECE



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

The Power of the Press

Exerted to Help "Our Boys in France Tobacco Fund"—284 Newspapers and 97 Magazines Associated with Special Effort to Procure Smokes for Soldiers.

With the exception of San Francisco, the small contributions coming from the west for the "Our Boys in France Tobacco Fund" seems to indicate that people on the sunset side of the Mississippi do not realize the necessity for keeping the boys in the trenches constantly supplied with smokes. At present 281 newspapers are collecting money from their readers for the fund, but the response in the majority of cases is very slight. Giving to this fund, or any other fund organized for the welfare of the soldiers, is not charity, but a duty that every one left behind should take upon himself. Every one should lend his support to help his own town paper to make a creditable showing.

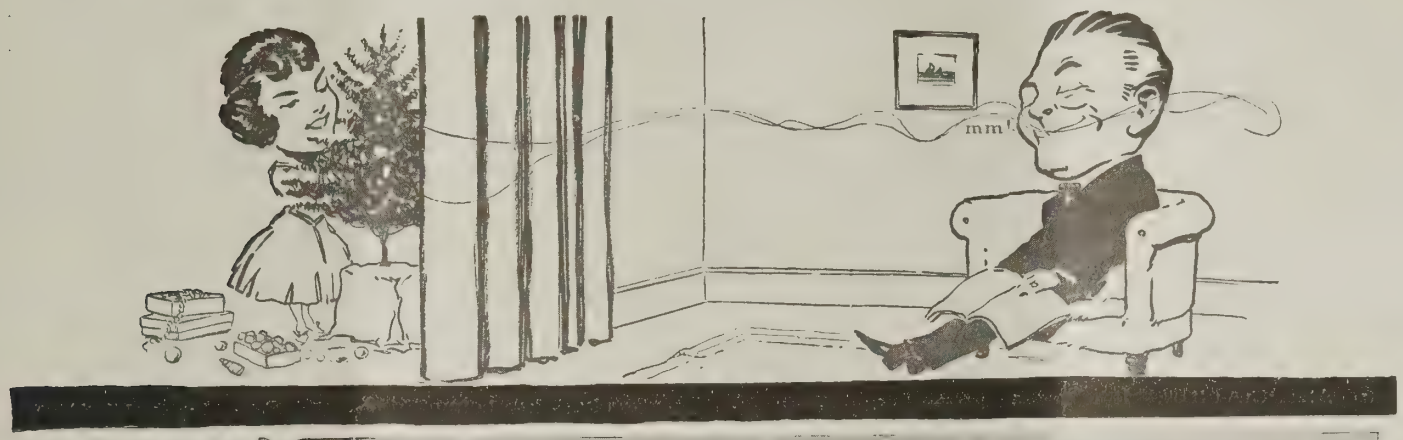
A. Blaikie Dick, who has charge of the fund, plans to send a tobacco kit once a week to every American soldier in the service, but in order to be able to do this it will be necessary to get $125,000 a week, which is not much when one considers what comfort smoking means to the soldiers. Tobacco to soldiers is almost as vital as food. Too many persons take it for granted that others will attend to this phase of the war, and as a result the lads who have willingly offered their lives to protect the ones left behind are forgotten.

New York and a few other cities are doing wonderfully well, and if New York, which is supposed to be a city without a heart, can do this, there is no reason why other cities and towns cannot do likewise in proportion. All is needed is a few live persons in every town to get matters started. The cigarette booth in Hero Land is a good example of what New York City has been doing, for here $200 a day has been collected.

Collections for the fifteenth week of the fund are reported as follows:

Providence Journal, R. I.	$25,272.17
San Francisco Bulletin, Cal.	10,114.83
Chicago Tribune, Ill.	8,032.36
Cleveland News, Ohio	6,669.37
Seattle Star, Wash.	5,639.65
Toledo News-Bee, O.	2,588.97
Jersey Journal, Jersey City, N. J.	2,522.24
*Louisville Courier, Ky.	2,445.80
Milwaukee Sentinel, Wis.	2,383.53
Richmond Times Dispatch, Va.	2,061.68
Leader Rep., Gloversville, N. Y.	1,564.20
Wilmington Eve. Journal, Del.	1,553.25
Okla. Times, Okla. City, Okla.	1,311.71
Passaic Daily News, N. J.	1,226.30
Elkhart Truth, Ind.	1,033.42
Ark. Democrat, Little Rock, Ark.	982.50
Evening Day, New London, Conn.	902.00
Harrisburg Telegraph, Pa.	775.03
Worcester Evening Journal, Mass.	767.46
Nashville Tennesseean, Tenn.	743.37
Mont. Daily Record, Helena, Mont.	690.71
Butte Miner Co., Mont.	639.55
Plain Speaker, Hazelton, Pa.	617.82
Hartford Times, Conn.	600.00
Alaska Daily Empire, Juneau, Alaska	529.55
Sheridan Enterprise, Mo.	491.75
Rockland Courier Gazette, Me.	477.75
Commercial Appeal, Memphis, Tenn.	433.80
Morning Telegraph, N. Y. C.	404.14
Motion Picture News, N. Y. C.	392.46
Port Jervis Union, N. Y.	371.17
Manistee News Advocate, Mich.	321.08
Standard and Mercury, New Bedford, Mass.	300.00
Evening Herald, Shenandoah, Pa.	280.41
Oneonta Daily Star, N. Y.	278.10
Shamokin Dispatch, Pa.	276.10
Perth Amboy Evening News, N. J.	256.87
Waterloo Evening Courier, Iowa.	256.25
Bar Harbor Times, Me.	253.65
Macomb Journal, Ill.	242.90
Catskill Daily Mail, N. Y.	235.29
Daily Virginian, Virginia, Minn.	229.75
Altoona Mirror, Pa.	226.94
News Pub. Co., Atlantic, Iowa	209.40
Burlington Hawk-eye, Iowa.	205.25
Laredo Times, Tex.	203.90
Cumberland Evening Times, Md.	203.00
Peabody Enterprise, Mass.	199.50
Atlantic City Daily Press, N. J.	198.25
Milwaukee Journal, Wis.	188.52
Rochester Post Express, N. Y.	186.76
Times Co., Ann Arbor, Mich.	182.00
Tulsa Democrat & Times, Okla.	181.35
Newton Graphic, Mass.	177.75
Daily Telegram, Long Beach, Cal.	170.15
Everett Daily Herald, Wash.	167.75
Jerome News, Ariz.	161.75
Jamestown Journal, N. Y.	157.25
Alpena News, Mich.	156.80
Eve. Telegram, Rocky Mount, N. C.	155.00
St. Augustine Eve. Record, Fla.	155.00
Quincy Patriot Ledger, Mass.	146.54
Ithaca Journal, N. Y.	138.25
Winona Republican Herald, Minn.	136.75
Canajoharie Courier, N. Y.	117.15
So. St. Paul Daily Reporter, Minn.	115.35
Lexington Herald, Ky.	108.00
Escanaba Mirror, Mich.	104.50
Chartiers Valley Mirror, Crafton, Pa.	103.50
Ind. Press, Bloomfield, N. J.	102.50
Athens Banner, Ga.	102.00
Ellwood Citizen, Ellwood City, Pa.	101.85
Houston Chronicle, Tex.	101.00
Attleboro Sun, Mass.	99.89
Gary Evening Post, Ind.	98.33
Times Democrat, Lima, Ohio.	97.75
Fort Worth Record, Tex.	96.25
Sunbury Daily Item, Pa.	93.75
Sheridan Advance, Mo.	92.50
Republican Times, Cedar Rapids, Iowa	90.11
Hershey Press, Pa.	79.75
Staunton Daily News, Va.	78.25
Kingston Daily Leader, N. Y.	77.50
Westfield Leader, N. J.	74.50
Manitowoc Daily News, Wis.	73.75
Waterville Times, N. Y.	72.50
River Falls Times, Wis.	72.50
Daily Blade, Concordia, Kans.	71.50
Evening Dispatch, Cohoes, N. Y.	71.25
Bonne Terre Star, Mo.	70.00
Santa Rosa Republican, Cal.	69.25
Daily Tribune, Terrell, Tex.	64.00
Millerton Telegram, N. Y.	64.00
Williamsport Sun, Pa.	61.00
Cameron Co. Press, Emporium, Pa.	60.00
Gazette Herald, Kenney, Pa.	59.75
Jacksonville Courier, Ill.	56.50
Selma Times, Ala.	56.25
Perry Daily Chief, Iowa.	56.22
Venango Daily Herald, Franklin, Pa.	55.25
Stuttgart Free Press, Pa.	54.75
Eaton Rapids Review, Mich.	54.28
Gadsden Evening Journal, Ala.	52.70
New Comerstown News, Ohio.	52.00
Hayti Herald, Mo.	51.75
Fort Plain Standard, N. Y.	51.60
Marysville Journal, Pa.	50.75
Irvington Gazette, N. Y.	50.75
Momence Press Reporter, Ill.	50.50
Muscatine Journal, Iowa.	50.25
Piedmont Herald, W. Va.	49.25
Homer Republican, N. Y.	48.00
Pittsburg Post, Cal.	47.55
Eve. Copper Journal, Hancock, Mich.	47.50
White Plains Daily Argus, N. Y.	40.50

(*Continued on page 32.*)





HOW do you know you're going to have a Tree?

"Your Nose Knows"

By the spicy balsam *fragrance* that fills the house. What hearty cheer it proclaims. You just know it's Christmas. No fooling you on that fragrance! Nor can anyone deceive you either on a fine tobacco whose appealing *fragrance* proclaims purity, for—"Your Nose Knows."

There is merry Christmas cheer in the *pure fragrance* of

Tuxedo

The Perfect Tobacco

The rich, ripe Burley leaves of which Tuxedo is made store the sunshine of the Blue Grass region of Old Kentucky and bring cheer and satisfaction to you with every smoke—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"



Guaranteed by

The American Tobacco Co

INCORPORATED

Sunlight and Shadow in Chicago

The Plea of the Retail Cigar Dealers' Association—A Public Disinfector—Looping the Loop in the Dark—La Kurba's Contribution—Cigarette Ordinance May Be Modified—The Sorrows of Saloonists—Burglars at Work—And Price Cutters Keep Slashing.

CHICAGO, December 3.—To each retailer in the cigar business in Chicago the newly organized Chicago Retail Cigar Dealers' Association has sent a letter, as follows:

The critical condition of the retail cigar and tobacco business demands that the retailers shall organize. Our business, as you know, has become so demoralized that a bare existence is all that we can hope for. Our salvation is to form an association for our mutual benefit.

As individuals we can accomplish nothing. We have therefore organized THE CHICAGO RETAIL CIGAR DEALERS' ASSOCIATION. It is not a money making organization. Its sole purpose is to secure organized action of the cigar retailer for his best interests. Our membership at present numbers about 100, but before we can become effective we must have at least 1,000 members. We therefore urge you, for your interest as well as ours, to join us now. The initiation fee is only one dollar.

We intend to stop reckless price cutting and to secure a living profit upon everything we sell. We intend to hold monthly meetings for the discussion of matters of mutual interest.

Do not cast this aside, as this is for your interest as well as ours. All of the members are actively engaged in the retail cigar business. Please sign the enclosed card and mail it, together with a remittance of one dollar, to the above address.

Bernard Pollack passed away a few days ago. He was the father of Victor Pollack, the well known cigar and tobacco salesman, who has the sympathy of the trade.

A public disinfector, uniformed and placarded, laden with "germ-killer" and cards of warning, now walks the downtown thoroughfares and fumigates the loop.

It's part of the crusade against spitting begun to-day by the Department of Health. Jacob Hagopian, who is conducting the campaign of education, is a quarantine officer. He wears the uniform of the department, and printed on his arm is the assurance:

"No spit, no consumption."

He carries a brass tank containing the "germ killer," and passes out cards warning that pneumonia, consumption and other diseases are conveyed in expectoration; that spitting is against the law and punishable by a fine of from $1 to $5. The smokers are being warned "hold their spit."

Business is in good shape now, and if it keeps up as it has started a big holiday trade will be had by all.

A few "short timers" are here, late travelers, hurrying home to spend the holidays. An old-timer coming back to visit the trade would quickly recognize the changes that are taking place, very few fine Boite Nature cabinets, such as used to be carried in stock, are now to be found. Even the small packings of 50 cigars in Boite Nature are few and far between, while 10 in a box are only seen in a very few places.

Holiday windows are seen all over the city and all we need now is the rush, so let it come, "we have prepared." The council license committee has recommended for passage an ordinance which abolishes the limiting of the sales of cigarettes to stores 600 feet or more from a schoolhouse. It also permits the $100 license fee to be paid in quarterly installments of $25 each.

Judge Edward T. Wade will not permit women to knit in his court room, "However, many things are unraveled there, and many a fine yarn is spun."

Chicago's night excursionists are now finding the loop dark after 11 P. M. This is one of the effects of the war. They have to grope their way through the loop at the hour which the fun used to commence in the cabarets and cafés. This was brought about by the enforcement of the fuel administration's edict that electric signs be operated only between the hours of 7:45 and 11 P. M. each night.

Pittsburgh is said to have 800 millionaires. Thus do we see, children, the advantage of smoking stogies.

Prince Albert and Tuxedo in the 16-oz. Christmas jars are now on sale. They are catching on big and there is bound to be a shortage of them this year.

Benson & Hedges' Christmas packages are on display, a fine line of fancy boxes are for sale in the loop stores. Harvey Vreeland did some good work in placing them with the best trade.

A new cigar store will be opened at the northeast corner of Lake and Dearborn streets, by Issy Cohn, who formerly was a partner in the retail cigar business, of Cohn & Nathan. This is an old Schermerhorn location. Some time ago the store was sold to Schulte, who later closed it up.

William Getzelman, a popular cigar man, is worthy of mention because he is always very busy. If he has nothing else to do when he is off duty at the Sherman Hotel cigar store you will find him hustling around for orders or brushing up stock. Billy is one of those very neat fellows who is bound to get there.

The vest pocket edition of Cob's original Londres Finos size selling at 3 for 5 cents is being placed with the trade by Sprague,

(*Continued on page 25*)

GARCIA GRANDE'S undeniable mildness is associated with the distinctive quality of Vuelta Abajo tobacco.



When we originated the *Garcia Grande*, we gave the world a real mild Havana, a large cigar, a good cigar that could be sold for a moderate price. The *Garcia Grande* represents the triumph of a new idea.

The *Garcia Grande* has attained a national distribution, not through extensive advertising, but strictly on its merits. It has developed continually increasing sales in all parts of the country. The fact that it appeals to everyone who likes a mild Havana, makes the *Garcia Grande* a brand that both the jobber and retailer may depend on for steady business.

J. KLORFEIN
Manufacturer
476-478 Broome Street—New York—62 Wooster Street

THE CIGARETTE OF THE PERIOD



THEMELIS
ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.
NEW YORK MONTREAL, CANADA

SHADE-GROWN HAVANA



E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

CABLE ADDRESS "PAVO, NEW YORK"

OSCAR PASBACH, PRESIDENT

J. A. VOICE, SEC'Y & GEN'L MANAGER

"EVERYTHING THAT'S LITHOGRAPHED"

PASBACH-VOICE

LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

CATERING TO THE CIGAR & ALLIED TRADES

MAIN OFFICE & FACTORY

25TH ST. COR. OF 11TH AVE.

NEW YORK CITY.

Our new machinery and additional facilities *now* makes possible the highest grade American workmanship, lowest prices and prompt service.

Let us prove it.

WESTERN BRANCH:
30 EAST RANDOLPH STREET, CHICAGO, ILL.
John B. Thatcher, Mgr.

COMFORT FROM CHICAGO

(*Continued from page* 24)

Warner & Co. They come in packages of 3 and cost the dealer $12.50 a thousand.

Al. Korn, we hear, is now in New York. He can eat four or five ordinary rations and then claim that his appetite has not been satisfied. He is the same when it comes to taking orders for the popular Furgatch brands of cigars. He grabs off the biggest ones.

Softa cigarettes from the Pera Cigarette Co., are now on sale in the stores of the Clayton Cigar Co.

Murads, Helmars and Egyptian Deities cigarettes are out in "new dress." They are now packed in round, air tight tins of 50 each. All the dealers carry them in stock.

Five per cent of the sales of all the United Cigar Stores was given to the Y. M. C. A. fund recently. It made a big hit with the United customers.

Fancy Christmas boxes of 100 Melachrino cigarettes are now on sale. They are very nifty.

Another new Christmas packing is the Magnum box of Pall Mall cigarettes containing 100 plain and 100 cork tips that retails for $5. This is one of the swellest boxes ever placed here.

Chicago will only have about 6,000 saloons next year, but, at that, who expects to die of thirst.

Something for the rest of the country to remember at Great Lakes, just a few miles north of Chicago is the biggest naval training station in the world.

La Prefencias, to keep step with many other cigars, have gone up in price. They now have an 11-cent size of this brand.

Qualite Fino Egyptian cigarettes made by Benson & Hedges are sold by many dealers. They retail for 15 cents straight.

George Bennett is doing a great business. By the way, George has acquired quite an appetite this winter, and specializes on hot mince pies. Flor de Mendel cigars is a steady seller with E. G. B.'s box customers.

We lost a fine fellow when George Smith quit the cigar-selling game. All the boys wish him the best of luck.

Frank Lopez, that "young" lion, goes on "liberty" quite regularly of late. Ten-shun Frank. They are calling for Garcia & Vega cigars all over, and the sale is growing fast.

Al. Regan has a regular date at the Boston Theatre these days. Funny how the "movies" get on the cigar man's nerve. Habit with Al.

"Watch the bands come in." Three thousand boxes have been placed on the counters of as many cigar stores by the La Kurba Cigar Co., of Chicago, and Benton Harbor, Michigan, to receive bands from La Panto cigars. For every ten bands they will give one Le Panto cigar to the *Daily News* tobacco fund. That means the boys in France are going to get a lot of good smokes this winter. Sol Lazar, president of the La Kyrba Cigar Co., hopes the *Daily News* will receive a million bands, "that will mean 100,000 cigars, and we will be g'ad to give that many and ten times that, if the smokes send in enough bands." Already the *Daily News* has received several thousand from the stores. The cigars will be shipped in lots of 5,000 to the men fighting for Uncle Sam.

J. A. Moos, on Wilson avenue, is doing well with Cuesta Rey cigars. A fine display holds the center of his large window.

Johl's Pharmacy, at 4601 North Clark street, has a fine glass El Roi Tan sign at the entrance to the store.

La For de Gonzalez & Sanchez is jobbed by Many Blanc Co. They are sold in a lot of stores. The "6-cent Havana Winner" is a new offering that is selling well.

The Merit Cigar Store, on Wilson avenue, under the elevated station, carries a big line of La Vengas and Van Dycks. Clear Havanas are staple sellers here.

Alderman John G. Horne has drafted an ordinance to take from Mayor Thompson the saloon license administration, and rest it in a commission of three men at an annual salary of $6,000 each. The proposal was modeled after the liquor ordinances of Boston.

"There is a shortage of alarm clocks," but why worry about getting up on time as long as there are milkmen? To parents of new babies, alarm clocks are also unnecessary.

Although the saloons in Chicago have been steadily dwindling, the city has been hustling, collecting new license fees. Though the Sunday closing law has knocked out many, and the high prices of liquors and shortage of stocks has forced others to close, some 6,000 saloons were on the paying list, at this license period; 700 dropped out. Looks like the "water wagon" is soon due to hit Chicago. The Rev. "Billy" Sunday spent a day here recently on his way to Atlanta. He said he was glad to be in Chicago, and that he looked forward to the next revival here next March. This is just before the spring election, when the question of wet and dry will come up before the voters. Billy says our big city can't feaze him, and that he knows Chicago will come across with thousands of converts before he gets through.

T. G. T. Stieber's store, at 3256 Indiana avenue, one of the largest on the south side, also felt the effects of a visit from the "yegg" band that is holding forth in Chicago right now.

(*Continued on page* 34)



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK

Brevity Bespeaks Busy Boston's Benevolence

BOSTON, December 3.—It happens that Senator DePew, ambassador extraordinary of Y. Pendas & Alvarez, was one distinguished visitor to these parts recently. He can find his way around Boston now without the aid of a guide. Websters, the good old favorites, head the list in Boston for Havana goods.

Tanforan has made many friends in all parts of the city. A very complete distribution is made on this brand.

The Dubonnet Coronas of the American Exchange Cigar Co. are appearing ten in a box for the holiday trade. Many retailers have stocked heavily this season, as the Dubonnet Coronas were one of the best sellers here last year.

Charles B. Perkins Co. has taken on the Boston Club nickel cigar of the Commonwealth Cigar Co. They control the brand for New England.

Edward Davis, of the Inter-City Cigar Co., sole distributor of the Girard cigars, is supplying the trade with 1/40's and 1/100's. Girard is the pioneer shade-grown wrapped cigar in this market, and is firmly entrenched.

King Clay nickel cigars are being jobbed by Baker Bros.

Arthur Barr, who had charge of the shipping department of Baker Bros., has been drafted, and is awaiting to be called. Baker Bros. will lose a valuable man, but Samuel Baker says that when Barr returns his position will be open for him.

A Boston cigar manufacturer, Abraham Bronkhorst, of Brookline, died at the City Hospital last night. He was taken ill on a train in the South Station. Mr. Bronkhorst was a member of the C. C. A. Cigar Company. He was born in London and came to America as a boy. He learned the cigar trade in New York and was for many years employed by the makers of the J. A. cigar. When the C. C. C. Co. was formed Mr. Bronkhorst became a member. He leaves a wife, Ruth Bronkhorst, and a son, Thomas L. Bronkhorst, who is connected with amusement enterprises.

D. Emil Klein, of E. M. Schwarz & Co., was a trade visitor this week.

E. L. Cauley, who owns one of the best up-town cafes, invited seventy-five soldiers from Ayer for Thanksgiving Dinner.

Joseph P. Manning Co. received a big shipment of 1/40's of Fort Hill nickel Union Made cigars this week. These are packed in white glazed paper cartons, embossed in colors, making most attractive holiday packages.

A lot of 1/40's of El Leon also has arrived.

Van Dycks, Robert Burns, White Owls and Owls in various packings are shown prominently in all of the windows of Bieringer-Hanauer Co.'s stores, on School street, Federal street, Dock square, and at Salem, Mass.

Salesmanager Finkelstein reports that the General Cigar Co. was very liberal on 1/40's and 1/100's, but with all their generosity, the salesmen of Bieringer-Hanauer could have disposed of double the amount.

The three Musketeers, Alexander, Fallon and Armstead of the Commonwealth Cigar Co., have been the original speed artists the past month, covering territory, and if one can find a store that has not El Roi Tans, La Preferencias, Kelley's Bouquets, Chancellors, Cremos, or some one of their brands, there's a good reason. They combed the region with a fine tooth comb, and let no important buyer escape.

BE ON THE SAFE SIDE

Wisconsin Tobacco Growers Urged to Let the Leaf Cure Thoroughly—Work Postponed Until After the Holidays.

EDGERTON, Wis., November 30.—The week has brought a season of fair casing weather, during which a small portion of the earlier tobacco has been taken from the sheds for stripping. If the great bulk of the crop was sufficiently free from heavy stems, much more would have been removed from the poles, as this is about the usual date to commence stripping. However, the fear of fat stems will prompt growers to allow their tobacco to hang until it is more thoroughly cured out. There is but little advantage in stripping this early, as few, if any of the packers are yet ready to receive their purchases and are not likely to find enough of the crop ready for delivery to warrant the opening of their warehouses until after the holidays. They are still urging the growers not to commit the error of taking down their crops until the stems are in condition for packing.

Trading in old leaf from local packers' hands is becoming rare because of the lack of supplies to meet the pressing demands of manufacturers.

The shipments out of storage reach 525cs. and five cars of bundles to all points since last report.—*Edgerton Reporter.*

The Appellate Division of New York State has ruled that a booth six feet square, in an amusement park, for the sale of chewing gum, and, presumably, candy, cigars and similar articles, is a mercantile establishment within the meaning of Section 2 of the Labor law, defining a mercantile establishment as "any place where goods, wares or merchandise are offered for sale."

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice

TWO STANDARDS for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO CO., Richmond, Va.

TRADE NEWS FROM NEAR AND FAR

Martin Degnan, a cigar dealer, of East Chatham, N. Y., has been granted a discharge, in bankrupcy.

—

The R. J. Reynolds Tobacco Co. has filed with the Secretary of State of New Jersey a certificate increasing its capital stock from $20,000,000 to $40,000,000.

—

A fire, occurring one day last week, at Main and Niagara Streets, Buffalo, caused damage amounting to about $300 to stock in the United Cigar Store there.

Accused of selling liquor and otherwise violating the "dry law" of the State of Washington, Jack Hall and Dan Ruark, owners of the Little Brick cigar store at West 226 Riverside Avenue, Spokane, were arrested last week.

—

A cigar store conducted by Thomas H. Kennery, at 621 East Pike street, Seattle, was closed by the police Saturday morning when dry squad men searched the place and a partly-filled bottle of liquor was found. Later a search of Kennery's rooms was made and three gallons of liquor in jugs and a demijohn and three quart bottles were seized. Kennery was arrested and released on bail.

—

Michael J. Linnig, seventy-one years old, a retired tobacco manufacturer, formerly with the Nall & Williams Company, at Eighth and Breckinridge streets, Louisville, died last week of a cerebral hemorrhage at the home of his daughter, Mrs. H. G. Terrell, 2025 Baringer avenue, Louisville, where he has made his home for the past few years. He retired from active business about five years ago. Besides Mrs. Terrell, he is survived by another daughter, Miss Pearl Linnig, and one son, Michael J. Linnig, Jr.

—

According to report, the American Tobacco Co. has decided to abandon its proposed issue of $25,000,000 two-year 6 per cent. notes, which would not be accepted for re-discount by the Federal Reserve Bank, and borrow instead a similar amount by putting out a one-year acceptance credit in four issues of three months' maturity, each in a form eligible for re-discount. Banking syndicate which has arranged the issue is composed of the Guaranty Trust Co., Chase Securities Co. and Kidder-Peabody & Co. It is expected that about twenty-five banks will participate in this acceptance credit.

—

Members of the Cigar and Stogie Manufacturers' Association met in the Fort Pitt Hotel Pittsburgh, Friday night, a week ago, discussed business conditions and held an election of officers. After discussing labor conditions, price of material and other expenses the manufacturers said that unless they had relief shortly the industry would be placed in a critical condition. The following officers were elected: M. W. DeWaters, president; W. D. Sharpe, vice president; William Wagner, secretary, and J. Benjamin, treasurer; Charles Bock, J. Weckerle, S. B. Goldsmith, B. Hargrave, A. Goldbloom, D. A. Floto and Howard Hazlett, directors.

—

Raymond Steber, who for several months has been operating a cigar factory in Oil City, Pa., on Wednesday declared that he would suspend operations until such time as market and labor conditions more nearly approach normal. While he found it difficult to secure skilled labor, that difficulty was not unsurmountable. But the great advance in the price of the grade of tobacco he was using made it impossible to manufacture profitably a grade cigar to retail for five cents.

MANILA CIGARS



American Shapes and Sizes

Special Brands for Jobbers

Bi-Monthly Shipments.

Always Fresh

Write for open territory to

HENRY OTTENBERG, Importer, 146 Front St., N. Y

New OPTIMO

BEST OF THE BEST



BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

ROCKY FORD

HAND MADE →CIGAR← DELICIOUS FLAVOR

Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c.—2 for 5c. and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices PITTSBURGH, PA.

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY
111 FIFTH AVENUE, NEW YORK

FROM THE FIRING LINE

Personals and Trade Jottings

Herman Henning has started a cigar store in Edgerton, Wis.

—

The General Cigar Co. will establish a large factory at Carlisle, Pa.

—

James Janides has bought the John David cigar business in Grand Rapids, Mich.

—

J. N. Gallaher has bought the R. A. Pugh cigar store on East Main street, Elwood, Ind.

—

The Benito Rovira Co. has so many orders on hand that a handicap is imposed in buying boxes.

—

E. H. Tevlin opened a new cigar store at 472 Main street, Middletown, Conn., on December 1.

—

"Dough before you go" is the railway ticket seller's slogan. The hotel's rule is: "A week before we squeak!"

—

Joseph C. Wolfe, representing the Waldorf-Astoria Segar Co., is working the eastern states and doing very well.

—

Abraham Friedman, cigar dealer at 427 East 74th street, New York, has made an assignment to Barnet Wolff.

—

John W. Merriam has just returned from a long trip. He found everything brisk and secured his share of business.

—

Simon Batt & Co. are doing a big business. Eugene Stoltz sends especially encouraging news from the Pacific Coast.

—

Announcement is made of the retirement of George Kraus from the sales force of the Tobacco Corporation of America.

—

In addition to his cigar factory at Bush and 50th street, Red Wing, Minn., George E. Reichenger will open an up-to-date cigar store.

—

The large five-story warehouse at 26 Hanover street, Baltimore, has been leased by the William Deiches Co., wholesale tobacco dealers.

—

The United Cigar Store in the Fifth Avenue Building has a window display of La Coronas. Whoever decorated the window has a good eye for harmony.

—

Julius Klorfein has his force working Sundays and holidays. At present all the representatives are on the road and sending in plenty of business.

—

William Glaccum & Sons are getting all the business they can handle. They have no complaint to make about the holiday trade that is coming to them.

William Ravin, formerly bookkeeper for Welcher Bros., is now wearing a uniform at Yaphank. In a letter to the office he said he was having a wonderful time.

—

Charles Wolf has been appointed caretaker of the Quartet Club Park. He succeeds Fred Henne, who has gone into the cigar business on Arch street, New Britain, Conn.

—

Welser Rowe Weaver, proprietor of a cigar store and poolroom at Laporte, Ind., has filed a voluntary petition in bankruptcy, listing his liabilities at $1,873.30 and his assets at $100.

—

Fire resulting from an overheated stove caused about $50 damage at Wegler's cigar factory at 542 Rice street, St. Paul, early Thursday morning. The place is owned by Joseph Wegler, of 834 Charles street, St. Paul.

—

Farmers growing tobacco in McCracken County, Ky., are making a slow but steady response to the appeal of the Red Cross Association for contributions of tobacco for soldiers. The growers are asked to each contribute ten pounds.

—

Victor Thorsch, representing T. J. Dunn & Co., is in Chicago, having come straight from Omaha. William Catlin, another representative, is staying in New York for the holidays. The large amount of business he has been sending in of late has earned him a holiday.

—

Toney B. Kunk, former manager of the Central Kentucky Cigar Manufacturing Co. at Richmond, Ky., was run over by an automobile late Friday night and seriously injured. The automobile was owned and being driven by Lewis Hardin, assistant road supervisor.

—

The Eli Witt Cigar Co., of Tampa, reports heavy buying of Christmas packages of cigars. The various brands of cigars that the Eli Witt Cigar Co. distributes, packed in special Christmas boxes of twenty-five, can be found in stock in all retail stores throughout South Florida.

—

John King, of North Carolina; A. Wolf, of Atlanta, Ga., and John Moritz, of New York, representatives of the Cuesta, Rey & Co., were in Tampa, last week, reporting at headquarters. All three said that success accompanied them on practically every visit to their respective territories.

—

A. H. Reeder, aged 56, leaf tobacco dealer and clubman, shot himself Sunday afternoon a week ago in the most exclusive club in Dayton, O. Mr. Reeder had been in ill health for a year following an attack of temporary blindness. He had been for 25 years the largest tobacco dealer in that part of Ohio.

—

Charles R. Baumline, of Auburn, N. Y., who formerly was connected with the International Harvester Co., now takes an important position with the United Cigar Stores Co. in Ohio. He will have charge of the opening of several new stores in Ohio and West Virginia and one of the large stores at the army cantonment at Chillicothe, O.

—

The Cuban Minister, Dr. Carlos Manuel de Céspedes, accompanied by Madame de Céspedes, has taken apartments at the Hotel St. Regis, New York, for a holiday sojourn. The new building of the Cuban Legation in Washington, which is rapidly nearing completion, will be occupied by the Minister and his staff shortly after the first of the year.

—

Warren & Tingen, proprietors of the Brick Warehouse at Burlington, N. C., offered to the Red Cross chapter 25 per cent. of the commissions of the tobacco sales at their warehouse Friday morning, and the ladies got busy and urged farmer friends to bring tobacco on Friday and thus help them out. The ladies realized a total of $147.65 from the sales.

—

In the Triangle-Keystone studios at Hollywood, Cal., last week, $100 was raised to purchase smokes for American soldiers in France. Employment Manager Ben Singer bought the smokes and they are now on the way to France, packed in twenty special cases. Photographs of the Triangle-Keystone girls, who helped pack the cases, were taken, and included in the shipment.

—

The H. Van Tongeren cigar factory is one of the fastest growing industries in Holland, Mich. The quarters of the plant have expanded from a very small room to a modern factory. Van Tongeren manufactures the Knickerbocker brand in three sizes. The cigars are wrapped with foil tissue by a machine of Van Tongeren's own invention. Associated with the proprietor of the factory is his son.

—

Seventy-three per cent. of the traffic at the Pennsylvania Terminal at Thirty-third street, New York, during 1916 consisted of passengers in and out on the Long Island Railroad, and only 27 per cent. were passengers on the Pennsylvania Railroad itself. During the year 1916, 18,148,605 passengers on both the Long Island and Pennsylvania Railroads used this station. The total Long Island Railroad passengers were 13,224,258, and Pennsylvania Railroad passengers 4,924,347.

—

Greensboro, N. C., warehousemen declare that never before in the history of the Greensboro market has such a large amount of a crop been sold this early in the season. They firmly believe that already 85 per cent. of the 1917 crop has been marketed, that sold including a great majority of the best grades. Although fine and fancy grades have been largely disposed of the prices paid for medium grades cause the general average to be maintained and tobacco growers now are receiving fancy prices.

—

John Stoffel, past 62 years of age, died Sunday a week ago at his home, 1436 North Erie street, Racine, Wis. He leaves to mourn his loss a wife, five children, two brothers and a

ier. Mr. Stoffel was born in Racine April 1(1855, and was the son of Nicholas and Juiana Stoffel. In 1877 he established himself in the cigar business. His business career ws an example of remarkable perseverance, nd from a small shop he came to be the proetor of the largest cigar factory in southern 'sconsin.

—

The new Hotel Winton, in Cleveland, will be ened December 20. The Winton, which has en under construction for more than a year, is 600 outside guest rooms, each with private th, and is of modern construction throughot. It will be operated at rates of $2 per day d up, under the personal management of rl M. Snyder, formerly of the Hotel Radisn, Minneapolis. Robert H. Borland, forrly of the Alexandria, Chicago and William adlung, formerly of the Detroit Statler, are assistant managers.

—

The Farnum Tobacco Corporation, of South indsor, Conn., has decided to bring its tocco to Hartford to be sorted rather than to re workers to go to the tobacco plantations. he company has leased for a term of years om the Industrial Realty Title & Guaranty o. the old International Silver Co. factory at and 69 Temple street, Hartford, and there 00 or more women are employed daily busily sorting tobacco. The Farnum Tobacco Corporation has large plantations in South Windsor, but has found the labor problem hard to solve.

—

Scarcity of labor and increased cost of fertilizers and farming implements threaten to materially reduce the tobacco acreage of Connecticut the coming year, according to Frank H. Whipple, of Olds & Whipple, of Hartford. Connecticut's tobacco plantations in previous years have covered about 22,000 acres. Of the past season's tobacco crop in Connecticut, it is estimated by growers and packers that about 62 per cent. was injured by hail and frost, and that while the rest is being sold at high prices, the heavy losses have discouraged growers and are likely to contribute to reduced tobacco acreage for some time to come.

—

Harry E. Litty, who began his career as an engineer on a switch engine at Columbia, Tenn., and who recently was appointed Mayor of Memphis, following the ousting of T. C. Ashcraft, has entered on a career of strenuous enforcement. In the sweeping instructions to "close up the town," issued by Mayor Litty, police activities are extended, not only against liquor selling, gambling and segregated vice, but also to secure a rigid enforcement of the laws pertaining to the operation of theatres and poolrooms on Sundays, the sale of cigarettes, reckless automobile driving and the closing of groceries on Sundays after 10 a. m.

—

With a capital of $200,000 the Kentucky-Virginia Leaf Tobacco Co. has been organized and will establish a business at once at Owensboro, Ky. The incorporators are J. M. Vaughan, Owensboro, and R. O. Tuck, Louisville. Mr. Vaughan formerly was identified with the Ross-Vaughan Tobacco Co. of Owensboro. He will be president of the new concern. G. O. Tuck, head of the Louisville tobacco firm that bears his name, will be vice-president.

—

Charged with felony embezzlement, J. D. Mazzani, a cigar dealer who conducts a cigar stand at 130 J street, Sacramento, Cal., was arrested one day last week by Detectives Warren and Desenfants, and is being held in jail in default of $1,000 bail. Joseph G. Adams, the complaining witness, stated that he gave Mazzani $100 for safe keeping Sunday night, and that the cigar dealer gave him a receipt which was understood to be used as a check to have the money returned. Adams says he showed up and asked for the money, producing the receipt, but Adams says Mazzani refused to give him the $100, saying that he had given it to him Sunday night when he returned intoxicated. Mazzani could not account for having given up the money without a receipt.

DECORATED METAL BOXES

FOR TRADE CANCO MARK CIGARS

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

"PARTAGAS"

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

All Progressive Dealers Read TOBACCO

WE OFFER {Quality / Service} TO THE TRADE

The Finest Grades of

IMPORTED HAVANA CIGARS

SOLE AGENTS FOR

B. MURATTI, SONS & CO., Limited

LONDON, MANCHESTER AND CONSTANTINOPLE

TURKISH TOBACCO GROWERS and CIGARETTE MANUFACTURERS

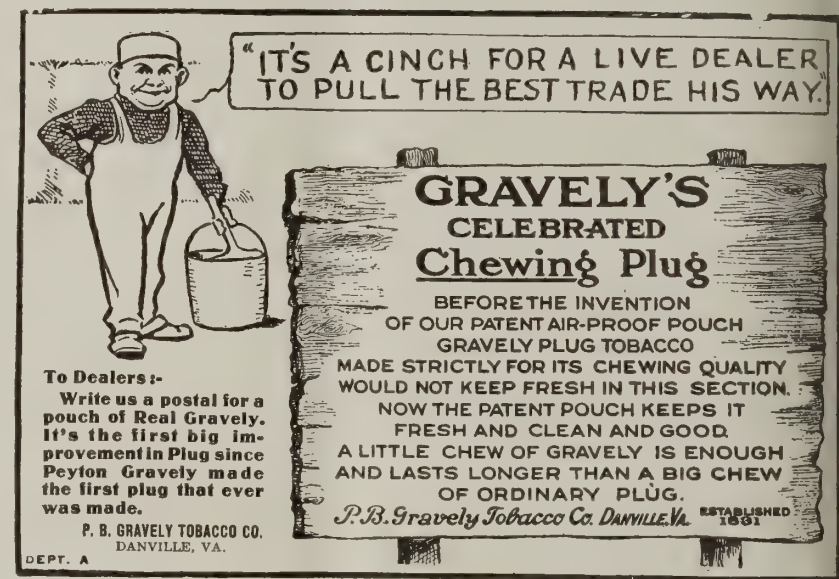
G. S. NICHOLAS & SON, Ltd.

43 Beaver Street

NEW YORK TEL. BROAD 5221



Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Office
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



PHILIPPINE TOBACCO INSPECTION

(*Continued from page* 8)

tobacco was grown; the year in which harvested; the class and size designations of the tobacco; and, in case it is subject to inspection, its net weight at the time when presented for inspection. No objection will be raised if additional private marks are shown, provided same are not false or misleading.

Section 9. *Inspection of leaf tobacco.*—Pursuant to the provisions of Section 6 of Act No. 2613, it is hereby required that all leaf tobacco removed from the province of its origin to the City of Manila or to the Provinces of Bulacan, Pampanga, Rizal, Cavite, Iloilo or Cebu shall be inspected, and inspection labels shall be affixed thereto in the manner hereinafter prescribed. The inspection shall be made at the point of shipment to Manila or to the provinces of Balacan, Pampanga, Rizal, Cavite, Iloilo or Cebu. In the municipalities of Lal-loc and Aparri, Cagayan and San Fernando, La Union, the inspections shall be made by the duly appointed tobacco inspectors at those places, so soon as such inspectors shall have been assigned thereto. Whenever an inspection is required at any other point, same shall be made by the treasurer of said province or a deputy selected by him on account of his knowledge of leaf tobacco, unless the Collector of Internal Revenue shall have designated some other person to perform such inspection.

Notwithstanding the foregoing provisions hereof, any person consigning tobacco to the City of Manila, or to the Provinces of Rizal, Iloilo or Cebu, may secure from the Provincial Treasurer a permit, under Schedule L, paragraph 9, for the inspection of the tobacco at the point of destination instead of at the point of embarkation, upon making an application on B. I. R. Form No. 525 provided for that purpose, in which it is agreed that the consignor, in consideration of this exemption, will submit the tobacco for inspection immediately upon its arrival at destination, will pay the proper inspection fees, and when so required by the Collector of Internal Revenue, recondition and repack the leaf tobacco to conform to the provisions of these regulations, should the tobacco be rejected upon inspection. Any provincial or deputy provincial treasurer or internal-revenue agent may, upon presentation of the L-9 permit by the consignor, and a duly accomplished application for inspection, B. I. R. Form 526, authorize the shipment without prior inspection, by signing a notation in the following form upon the L-3 guia of the shipper and in his official register book:

"Shipment without prior inspection authorized this..... day of.....191.., under Permit L-9..... for the year 191...

....
(Signature) (Title)"

The shipping L-3 dealer will make the following notation on the advice slip corresponding to the shipment:

"Shipped without prior inspection under permit L-9-No..... for the year 191..."

The application for inspection shall be attached by the consignor to the official guia corresponding to the shipment.

Any consignor who fails to submit the tobacco so shipped without prior inspection within five days after its arrival at point of destination after having agreed to do so shall have his L-9 permit revoked and shall thereafter be debarred from the privilege, and shall be proceeded against under the penal provisions of Act No. 2613. Persons shipping tobacco from the province of Isabela to the city of Manila or to the province of Cebu, Iloilo, Rizal, Bulacan or Pampanga, may by means of a similar agreement secure its inspection at the port of embarkation in Cagayan Province.

All leaf tobacco ultimately arriving in the city of Manila or the provinces of Pampanga, Bulacan, Rizal, Iloilo or Cebu, shall fall within the requirements of this paragraph, even though same may pass through, or be detained for a time in some other province. This paragraph shall also apply to all tobacco shipped from the Philippines to the United States.

(a) *Inspection fees for leaf tobacco.*—Section 8 of Act No. 2613 provides that for inspections made in accordance with this Act there shall be collected a fee of 25 centavos for each 100 kilograms of leaf tobacco or fraction thereof in the lot offered for inspection. Leaf tobacco which has undergone any process of manufacture, other than curing and fermenting, is subject to inspection and to the payment of the inspection fees as hereinafter provided for manufactured tobacco.

(b) *Application for inspections.*—The inspection of leaf tobacco shall be made upon application in the form of a declaration under oath by the person shipping the tobacco on B. I. R. Form No. 526. Said application, while addressed to the Collector of Internal Revenue, shall be submitted to the inspector in charge at the point of inspection, and it should be in his hands at least one week before the scheduled date of shipment. A separate application must be made for each class of leaf tobacco offered for inspection. In case of shipment without prior inspection under an L-9 permit, the application shall be accomplished by the consignor, attached to the official guia, and presented by the consignee.

(*To be continued next week*)

Down in Sellersburg, Ind., is a progressive cigar store, which is run by a man of exceptional business ability, M. F. Nickles.

C. H. Stallman & Son, wholesale tobacco dealers, have rented the south store in the new Scott building on South Church street, Charlotte, N. C.

HAVANA CIGAR EXPORTS

Exports of cigars from Havana during the first half of November, 1917, in comparison with the same period of 1916, were as follows:

	Cigars.
United States	2,472,303
Great Britain	2,160,414
France	1,122,160
Spain	467,870
Switzerland	268,250
Australia	226,500
Chile	194,750
Canada	163,250
Panama	123,500
Uruguay	97,500
Argentine Republic	85,250
Mexico	29,900
Dutch West Indies	22,550
Gibraltar	14,750
Guatemala	14,300
Canary Islands	14,250
China	10,000
British Africa	5,000
Costa Rica	2,300
Honduras	2,000
Japan	1,500
Venezuela	300
Porto Rico	100
Total from Nov. 1 to Nov. 15, 1917	7,498,697
Total from Nov. 1 to Nov. 15, 1916	4,664,505
Increase from Nov. 1 to Nov. 15, 1917	2,834,192
Total from Jan. 1, to Nov. 15, 1916	103,716,289
Total from Jan. 1 to Nov. 15, 1917	92,982,960
Decrease during the first 10½ months of 1917	10,733,329

Increases during the first half of November, 1917, as compared with the same period of 1916:

	Cigars.
Great Britain	1,130,899
France	1,122,160
Spain	459,620
Switzerland	268,250
Australia	226,500
Panama	122,050
Chile	103,750
Uruguay	97,500
Mexico	25,080
Dutch West Indies	22,300
Total	3,578,109

Decreases by countries during the first fortnight of November, 1917, as compared with 1916:

	Cigars.
United States	458,932
Russia	85,250
Argentine Republic	74,325
Canada	65,850
Brazil	43,810
Bolivia	20,000
Total	748,167

IT PAYS TO PAY.

(*Continued from page 7.*)

drunken Chinese orchestra than a semi-high class ballad, and Harry never forgave them. To him they were natural enemies for the remainder of his life.

Harry's little bit of stage play would have been all right had he bought his cigars, instead of begging them from friends before he set out for a publisher's. Being a beggar in this respect he was taking chances with the quality of the goods. He realized this in a vague sort of a way, but he did not believe in giving a publisher or his accomplices anything that cost real money—not from his pocket. If they desired good cigars they could buy them with some of the royalty he was positive they kept back from him.

One spring morning, Harry had a song called "When It's All Going Up in Smoke." Although March had a couple of days to run, the morning itself was like summer, and the warmth of his body reminded him that he needed a new spring suit. Cigars he had none. So he stationed himself at the entrance to Tin Pan Alley and waited for victims. The third friend that passed parted with a Corona. Fifteen minutes later he won a good-loking wrapperless weed from a performer who had just been booked for twenty weeks. On fishing for the third from a doubtful acquaintance he met with this reply:

"What do you want a cigar for, you don't smoke?"

"Maybe I don't," Harry replied, "but I'm broke and I'm going to see a friend in the hospital and want to give him a smoke."

"Well, you've never been much of a friend of mine, Harry. You've always knocked my act. Is this fellow a real friend of yours?"

Harry nodded.

"All right; here's a cigar I was saving for some one else I didn't like."

Harry laughed at the joke and took the smoke. Then he headed for the publisher he had in view as a possible market for his manuscript.

The office was clear of performers. It was too early for them and Harry was glad. After handing out the cigars, which in some way got mixed, the pianist getting the Corona, Harry pulled out his manuscript. Elated over his present, the pianist settled down as if he intended to do justice to the melody. The boss, the manager, and the pianist were puffing away at their cigars, with Harry looking over the piano player's shoulder and singing the song. As he reached the chorus and said "When it's all going up in Smoke" there was a loud report to his left, and when he turned he saw the boss expectorating like a man who had swallowed poison, while his face was enveloped in a cloud of smoke.

"What the h--l do you mean by handing me April fool cigars?" the boss howled when he was able to get his breath." Do you think this is a burlesque?"

Harry did not wait to reply, but just grabbed his song and bolted. Now he buys his cigars and asks the clerks at the counter to guarantee them. His slogan is "It Pays to Pay."

A SURE WINNER

EL CAVALO

MILD HAVANA CIGAR

An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.

HERMAN BAUM

62-70 BARCLAY STREET NEW YORK

ERLICH MANUFACTURING CO.

241-243 West Broadway, New York TAMPA, FLA.

CARABANAS

Clear Havana Made in New York and Tampa

PANDORAS

Mild Blend made in Tampa in all sizes.

El Leon Invincibles

Extremely Mild

10c.

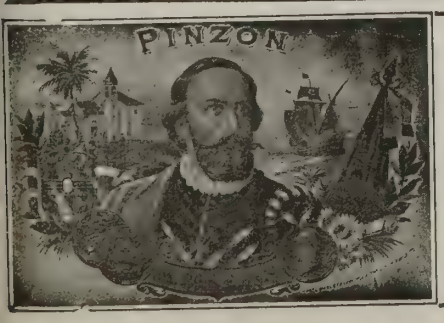
3 for 25c.

Pleased Customers Recommend Them

JOSEPH P. MANNING CO.

BOSTON, MASS.





A. WINTER, President M. WINTER, Sec'y and Treas.

PINZON HAVANA CIGARS

BONDED FACTORY

M. PEREZ CO.

168 Water Street New York

Factory: Key West, Fla.

Warehouse: Industria 114, Havana, Cuba

Charles Denby

THE CIGAR THAT BUILDS AND HOLDS ITS TRADE



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars.

The "CHARLES DENBY" satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH Evansville, Ind.

Makers of Good Cigars for Over 67 Years

WM. GLACCUM & SONS, Inc.

Established 1872

MANUFACTURERS OF HIGH GRADE CIGARS

We are now using the Union Label of the Cigarmakers' International Union.

Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

CIGAR BOX LABELS BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

SALESMAN will be open for engagement Dec. 20th for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Book keeper, care Tobacco.

STENOGRAPHER WISHES POSITION, — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

MIDDLE AGED MAN who has been in the tobacco business twenty years and understands every branch of cigar manufacture, has been superintendent of large factory in New York, wishes to get out of the factory and into sales or office work. Speaks Spanish, German, Italian, Russian, and numerous dialects. Address B. F. W., care Tobacco.

THE POWER OF THE PRESS.

(*Continued from page 22.*)

Eau Claire Leader & Telegram, Wis.	40.00
Brookline Townsman, Mass.	39.00
Cocoa Star, Fla.	38.75
Junction City Union, Kans.	38.00
Tioga Co. Herald, Newark Valley, N. Y.	35.65
Stanberry Merald, Mo.	35.25
Westfield Free Press, Pa.	32.50
Tri-City Ind. Festus, Mo.	32.10
Stafford Springs Press, Conn.	32.00
Randolph Register, N. Y.	32.00
Great Bend Daily Tribune, Ind.	30.75
Connellsville Courier, Pa.	29.50
Times Co. Marietta, Ohio	29.00
Mendota Sun Bulletin, Ill.	29.00
News Times, Webster Grove, Mo.	27.75
Herald Pub. Co., Anderson, Ind.	27.50
Wyoming Tribune, Cheyenne, Wyo.	26.00
Montclair Herald, N. J.	26.00
Gallatin Democrat, Shawneetown, Ill.	25.00
Wichita Beacon, Kans.	24.75
Lackawanna Journal, N. Y.	23.50
Crosby Courier, Minn.	23.00
Miller Herald, Mo.	22.75
Aurora News, Minn.	22.50
Fremont News, Ohio	22.00
Oslo Tribune, Minn.	21.50
Lakefield Standard, Minn.	21.00
L'Anse Sentinel, Mich.	21.00
Jonesville Gazette, Wis.	20.75
Vandergrift News, Pa.	19.75
Victor Herald, N. Y.	19.18
Leavenworth Times, Tex.	18.50
Naugatuck Daily News, Conn.	18.25
White Cloud Eagle, Mich.	18.25
Crescent News, Defiance, Ohio.	18.00
Wood Lake News, Minn.	18.00
Kentucky Advocate, Danville, Ky.	17.75
Taluca Star Herald, Ill.	16.25
Putnam Co. Courier, Carmel, N. Y.	16.25
LeRoy Independent, Minn.	15.80
Champaign Daily News, Ill.	15.75
Silver Lake Leader, Minn.	14.75
Iona Journal, Minn.	14.00
Adams Co. Ind., Littlestown, Pa.	14.00
Cape May Co. Times, Sea Isle, N. J.	13.75
Beaver Valley News, New Brighton, Pa.	13.35
Daily Republican, Phoenixville, Pa.	13.25
Harlan Herald, Ind.	12.75
Republican Gazette, Virginia, Ill.	12.50
Record Pub. Co., Haverhill, Mass.	12.30
Dresden Transcript, Ohio.	12.25
New Haven Leader, Mo.	11.50
Campbell Progress, Minn.	11.25
Elmira Herald, N. Y.	10.50
Center Herald, Mo.	10.50
Mystic Times, Conn.	10.00
Timpson Daily Times, Tex.	10.00
Wilson Daily Times, N. C.	10.00
Inter Lake Tribune, Browns Valley, Minn.	10.00
Dixon Pilot, Mo.	9.50
Crystal City Press, Mo.	9.50
La Salle Daily Tribune, Ill.	9.25
Jonesville Independent, Mich.	8.75
Otisville Star, Mich.	8.58
Home Times, Flanagan, Ill.	8.50
Polk Co. News, Tyron, N. C.	8.25
Walla Walla Bulletin, Wash.	8.00
Daily Advocate, Paris, Tex.	8.00
Aberdeen Daily American, N. D.	7.75
Hampton Monitor, Va.	7.00
Durham Tribune, Kans.	6.00
Hopewell News Herald, Va.	5.88
Oelwein Register, Iowa.	5.75
Pelham Record, Pelham Manor, N. Y.	5.00
Warren Rep., Hackettstown, N. J.	4.75
Western Liberal, Lordsburg, N. M.	4.00
Holt Rustler, Mo.	3.75
Omaha Daily News, Nebr.	3.50
Columbus Ledger, Ga.	3.00
Chronicle Printing Co., Elyria, Ohio	3.00
Akron News, N. Y.	3.00
Waukesha Freeman, Wis.	3.00
Verndale Sun, Minn.	3.00
Findlay Courier Co., Ohio.	2.50
Lombard News, Ill.	2.50
Southampton Press, N. Y.	2.25
Pensacola Journal, Fla.	2.0
Daily News, Batavia, N. Y.	2.0
Coldwater Chronicle, Ohio.	2.0
Herald Pub. Co., Roanoke Rapids, N. C.	1.7
Total collected by newspapers.	$96,215.1
Total collected at headquarters.	8,581.2
Total	$104,796.3

REGARDING FREE TIME.

WASHINGTON, November 28.—The Interstate Commerce Commission yesterday handed down an opinion in connection with free time allowed for holding domestic and foreign shipments. In part, the Commission says:

"Proposed reduction from five days to two days in the free time allowed for holding respondents' terminals at the port of New York domestic freight consigned to 'New York lighterage,' justified."



Fifth Avenue Cigarettes

The Union-Made Cigarette of Quality Bearing Union Label

Mouthpiece, Cork Tip or Plain

EST. of I. B. KRINSKY
135 Mulberry St., New York

The Flower of Tobacco

well cured and skilfully used has maintained





MI FAVORITA

at the forefront of all brands





The Park and Tilford Standard is the warrant of their excellent quality

MI FAVORITA CIGAR CO., Inc.

KEY WEST, FLA. 529-549 West 42nd St., NEW YORK

Cable Address: Karnak, New York Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS

14-16 SOUTH WILLIAM STREET - - - - NEW YORK

Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew.	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St. New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in All the World's Markets

U. S. REPRESENTATIVE

WM. T. TAYLOR - 140 East 34th Street, New York

Waldorf-Astoria
Segar Company, Ltd.

BOLDT'S SPECIALS

Exceptionally Mild Segar

IN ALL POPULAR SIZES

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York

FIGHT WITH FRUIT!

Fresh fruit, fine fruit, the best you can get! Seasonable fruit—oranges, apples, plums, peaches, grapes, even strawberries and such—especially when they're a novelty in the early days of the demand.

Take oranges. They cost, in the best grades, $2.50 to $3 the hundred. Apples approximately the same, best grades only.

But don't buy too many! Instead, try a small portion of a different sort each morning. Get an attractive basket, with a high handle. Decorate it with a big bow of wide ribbon.

Use yellow, orange or red ribbon for oranges. Use red or emerald green for apples. Use similar contrasts of agreeable tint for the other fruits. These colors attract attention and finish off an otherwise one-tone picture.

Now, don't overcrowd the basket! Put in, say, a pyramid of a single dozen, just enough to make a neat showing.

Keep the balance of stock in reserve to fill the gaps, sure to come. For men, yes, even *your* smokers, like fruit, and they'll buy it if it looks appealing.

Particularly if you'll put a little card near the display, something like this:

"Good Morning!

"Will you have a little fruit this morning?

"These have been specially selected to sell at 5 cents each."

Selling at a nickel per piece, the fruit pays a nice profit, you see. Always a bonus of from 40 to 50 per cent, deducting some slight and unavoidable waste, providing you buy sparingly from day to day.

And that's the way to fight these rising costs of business. Tackle new things! Don't be afraid of criticism! Get in first!

Even the fellow who yells about it will probably follow your very example after you've blazed the trail!

Remember the successful drug chains! They sell cigars. But they're not afraid to handle teas, coffees, spices, cocoas, and all other specialties in which there's a larger profit!

Ancient druggists stood still, just like some old-time cigar men do. They never take a chance! They smile to themselves at the bug-housiness of the more progressive dealers. Then, when it's entirely too late, these famous boys buckle up to the modern game with a me-too imitation!

Fight with fruit! There's money in it! It'll cover the costs upon less profitable stock; you know it!

And, if it becomes necessary, sell henfruit, too! Right in the center of a big window, filled with cigars, tobaccos and cigarettes, a certain dealer displayed choice eggs!

They were a big novelty to the passing crowds, just because a tobacconist offered them! That's the big idea!

THE SMOKER.

A Cigar of Reputation

REAL FABRICA DE TABACOS PUNCH R.E. HABANA J. VALLE Y CA

UNITED STATES REPRESENTATIVE
August Kuttnauer
235 5th AVE., NEW YORK
Telephone, 5633 Madison Square

Proprietor
Manuel Lopez
28 Rayo Street HABANA, CUBA

E. C. McCullough & Co.
IMPORTERS OF
MANILA TOBACCO and CIGARS
20 Broad Street
New York, N. Y.

"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

CARL UPMANN
MANUFACTURER OF
FINE CIGARS.
406-408 E. 59TH ST.
·NEW YORK·

HIJA De JOSE GENER
HABANA, CUBA
Manufacturer of HAVANA CIGARS
"HOYO de MONTERREY" "LA ESCEPCION" "EL VINYET"
VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.

By Special Appointment
To the Late King Edward VII
Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA
S. H. FURGATCH Y C A. 75th Street & Avenue A. New York

SPILLING UP STATE STUFF

(*Continued from page* 20)

is undoubtedly an excellent one. Still, I am inclined to think you'd better not urge the scheme with merchants in this line of business. For, if you do, neither soldier nor civilian will be able to purchase smoking materials in a retail store. They'll be obliged to secure their supplies of this sort at a joss house!"

Chief Gungunhama does *not* smoke Dubonnet cigars. Because, sorry to say, the chief is not here with us any more. But all the other Tammany chiefs, from Murphy to McCooey, are said to favor the mild Dubonnet.

Its distribution in New York is therefore wide. Wide and deep. Everyone sells the Dubonnet in the hamlet-on-the-hasenpfeffer. Someone has even remarked that there is a Dubonnet store in N'York to equal each mile of the 771-mile waterfront.

An echo of such immense popularity, you see, is bound to have its call and repeat heard 'way up here in the wilderness!

That's why Bobby Richford put it in. And Bobby is making a window showing of the brand this week in his Broadway Arcade store, Albany. Manager Shaxby, of the J. W. Stevens store, has also stocked Dubonnets in the cedar Christmas box. It'll sell!

On the front steps of Troy's City Hall are two lamp posts. Both have circular white globes with something on the glass.

So folk crowd nearer to see just what they read. It may be something important. Or perhaps Mayor Burns has merely issued another manifesto proclaiming his third election!

But, no! It's not that! Instead, it's one of Herbie Hoover's slogans. And it goes: "Food will win the war. Don't waste it!"

Now, across the street, at 69 Third, you'll see another sign. It's the biggest sign in Troy! And what does it say?

Just this: "William Fitzpatrick, Tobacconist," in the great gilt letters reaching to the top of the building! A splendid sign.

There, you see, is the difference. When the City of Troy makes a sign it's so small you have to use a Sir William Crookes glass to read it!

Then, when Billy Fitzpatrick makes a sign, Mayor Burns himself can see and read it without leaving his office chair!

Another live Troy house is the firm of Albert Bloch & Son, 156 River street, corner of Congress. Business is said to be just a trifle quiet.

Probably one of the smallest cigar stores in Troy is that of H. T. Phillips, on River street. Yet business runs into real money here when conditions are correct.

In both of the C. L. Hulett stores, 327 and 382 River street, Troy, the boys are pushing the soldier-kit specials, arranged for holiday mailing.

At the lower store, a very attractive pipe display is a feature of the window space. Jobbing business here is holding its own with the present peculiar trade situation.

Their leader for years, the Professor Morse, is still the foremost ten-cent product of James McGahan & Brother, 347 River street, Troy.

All the old-time favorites of O'Connor & Elkenburgh, 385 River street, Troy, are having a generous output.

Otello, Rob Roy, and the Lily are O. & E. brands of some standing, and this cigar factory is fairly busy with the usual help.

Since selling out his cigar business at Newburgh, N. Y., E. R. Barrett has been located at Troy. He is now division manager for the Great Atlantic and Pacific Tea Co., whose branch retail stores completely cover the Capitol District.

"Just about two new places are opened up every week," said Mr. Barrett, "and we find that old-time cigar men make excellent help to have around our stores. These tobacco chaps are particularly clever with window work, which we are making a play upon just now."

THE SMOKER.

COMFORT FROM CHICAGO

(*Continued from page* 25)

They got away with over $400 worth of Aly and other drugs now unobtainable.

A party giving the name of John Heller going about the city making small purchas at cigar and drug stores, giving a check dra on the Fort Dearborn Bank as payment. Th trade is warned to look out for this party. has already "stung" a lot of dealers outs the Loop.

Christmas displays are already being put Fancy packings of cigars, cigarettes and baccos are appearing, and as usual the larg dealers are showing a fine line of cigar humido that hold from 50 to 1,000 cigars.

Johnnie McKay, who represented Park Tilford in Iowa, Minnesota and other places, once again back in the retail trade. John meeting his old friends at the Ashland blo store of Schoemaker & Co.

Druggists' News.—J. A. Levine has sold h store at 200 East 58th street, to Frank Piper; A. M. Knudson has moved from 30 Wabansia avenue to 2101 North Halsted stree H. F. Holden, 5058 South Halsted street, h sold out to Tischart & Fortier; George Koc 3957 North Cicero avenue, sold to Georg White; David Weiss, 6101 Cottage Grove av nue, sold to B. S. Weinshenker; A. C. Symmer 6529 Blackstone avenue, sold to Louis Schumm, and Morris Halber, 2501 West D vision street, sold to Abraham Finkel.

The Gold Drug Co., 2368 North Clar street, had a second visit from burglars. The secured $60 in cash, many cigars, and jewelr valued at $22.

W. R. Eagle, the price-cutter, whose store i located at 68 East Randolph street, goes righ on cutting prices; at present you can buy th 2 for 25 cent Lozano for 11 cents; 2 for 2 cent Tom Palmer for 11 cents; 2 for 25 cen Cyrilla for 10 cents. It beats the Dutch how they do it these days.

H. L. H.

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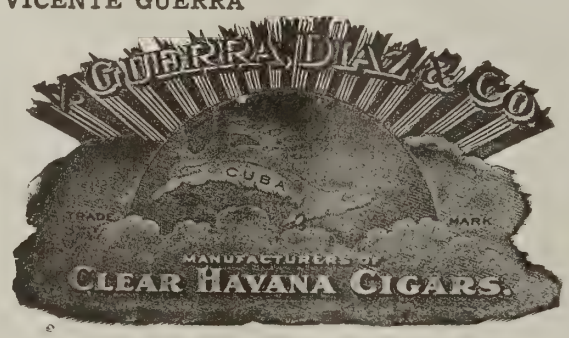


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TOBACCO

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SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 9. NEW YORK, DECEMBER 13, 1917. PER ANNUM, $2.00 SIX MONTHS, $1.00

ATTENDING NATIONAL DEFENSE COUNCIL

Washington, December 12.—The war service committees are meeting here today under the auspices of the Chamber of Commerce of the United States. The tobacco industry is represented by Edward Wise and Charles Dushkind. The meeting is for the purpose of telling the members of the committees how they can best co-operate with the Council of National Defense.

America's Greatest Crops

WASHINGTON, December 11.—America's war crops this year were the most valuable in its history, according to final estimates on acreage, production and value announced by the Department of Agriculture today.

The record corn crop amounted to 3,159,494,000 bushels, with a farm value December 1 of $4,053,672,000. Winter and spring wheat production was 650,828,000 bushels, valued at $1,307,418,000; oats, 1,587,286,000 bushels, $1,061,427,000; barley, 208,975,000 bushels, $237,539,000; rye, 60,145,000 bushels, $100,025,000; rice, 36,278,000 bushels, $68,717,000; potatoes, 442,536,000 bushels, $543,865,000; sweet potatoes, 87,141,000 bushels, $96,121,000; cotton, 10,949,000 bales, $1,451,819,000; sugar beets, 6,237,000 tons, $45,780,000; beans, 15,701,000 bushels, $102,426,000; onions, 13,564,000 bushels, $22,523,000; cabbage, 502,700 tons, $17,080,000; hay, 95,030,000 tons, $1,567,325,000.

Cotton production will amount to 10,949,000 bales of 500 pounds gross weight each.

WHICH WAS REAL CHARITY WORK

The employes of the Garcia Grande cigar factory in New York worked Sunday and contributed their entire earnings for the day to the Jewish fund for the relief of war sufferers. To the contribution thus made, Julius Klorfein added $300.

U. S. Supreme Court Upholds the "Open Shop"

Of Far Reaching Importance Is the Decision Handed Down in the Case of the Hitchman Coal and Coke Co. Versus John Mitchell et al.—"The Right to Unionize Labor Must Always Be Exercised with Reasonable Regard for the Conflicting Rights of Others—Three Justices Dissent.

WASHINGTON, December 10.—Decisions defining the rights of both organized labor and the employer were rendered to-day by the Supreme Court of the United States.

While the right of workmen to organize for lawful purposes was re-affirmed, the court held that employers legally may operate their plants as "open shops" and prevent conspiracies to bring their non-union employees into labor organizations.

The opinions were rendered in the case of the Hitchman Coal and Coke Co. against John Mitchell and others, upholding a restraining order to prevent union labor from bringing a strike in a non-union coal mine in West Virginia. Justice Pitney delivered the opinion for the court, in which the Chief Justice and four other Justices concurred, and Justice Brandeis, Justice Holmes and Justice Clark dissented.

The Hitchman Coal and Coke Co. case was brought to the Supreme Court on a writ of certiorari from the United States Court of Appeals from the Fourth Circuit. This was a suit in equity brought by the Hitchman Coal and Coke Co., owner of a coal mine in the Panhandle District of West Virginia, against officers and mine owners of the United Mine Workers of America.

The Hitchman mine was operated non-union, under an agreement between the company and its men that the employees should not become connected with the union, and that if they joined it their employment should cease.

A suit was brought to obtain an injunction to restrain Mr. Mitchell and other defendants from interfering with the relation existing between the Hitchman Company and its employees in order to compel the company to unionize its mines.

Union mine workers entered the Panhandle District, and tried to organize or unionize the miners of the Hitchman and other mines. They were stopped by a restraining order, which was dismissed by the Circuit Court of Appeals, on appeal from the District Court, where a decision was rendered in favor of the plaintiff.

The Supreme Court to-day held that the coal company was acting within its lawful rights in employing its men upon the terms that they should not be members of the United Mine Workers of America; that having established this working agreement between it and its employees with the free assent of the latter, the plaintiff is entitled to be protected in the enjoyment or resulting status as in any other legal right.

The opinion of the court says that by way of justification or excuse the defendant set up the right of workingmen to form unions and to enlarge their membership by inviting other men to join. This right is freely conceded by the court, provided the objects of the union be proper and legitimate, which is assumed to be true in a general sense with respect to the United Mine Workers of America.

But the court holds it is erroneous to assume that this right is so absolute that it may be exercised under any circumstances and without any qualifications; that, in truth, like other rights that exist in civilized society, it must always be exercised with reasonable regard for the conflicting rights of others, according to the fundamental maxim: "So use your own property as not to ruin the rights of another."

Summing up the case, the court holds that the purpose of the defendants to bring about a strike at the Hitchman mine in order to compel the plaintiff through fear of financial loss to consent to the unionization of the mine as the lesser evil, was an unlawful purpose, and that the methods resorted to by the organizer—inducing of employees to unite with the union in an effort to subvert the system of employment at the mine by concerted breaches of the contracts of employment known to be in force there—were unlawful and malicious methods, not to be justified as a fair exercise of the right to increase the membership of the union.

The court adds that since the plaintiff was threatened with danger of an immediate strike and irreparable damage as the result of the defendants' efforts, it was entitled to be protected by an injunction.

Samuel Gompers, President of the American Federation of Labor, in a statement to-night, characterized the decision upheld as "far-reaching and unwarrantable."

UNITED STATES MANUFACTURERS OF TOBACCO

Detailed statement of the number of tobacco factories in each district and State, and the aggregate quantity of leaf tobacco and other materials used during the calendar year ended Dec. 31, 1916.

State.	District.	Number of Factories. In Business Jan. 1, 1916.	Opened.	Closed.	In Business Jan. 1, 1917.	Materials Used in Manufacturing Tobacco. Unstemmed Leaf. Pounds.	Stemmed Leaf. Pounds.	Scraps. Pounds.	In Process. Pounds.	Stems. Pounds.	Licorice. Pounds.	Sugar. Pounds.	Other Materials. Pounds.	Total. Pounds.
Arkansas	..	2	...	1	1	.....	.....	425	.....	.....	.....	.....	.....	425
California	1	28	6	6	28	52,469	3,672	67,211	1,255	9,231	2,609	828	8,626	145,901
California	6	14	4	2	16	759	483	18,074	.....	.....	.....	.....	.....	19,316
Total	..	42	10	8	44	53,228	4,155	85,285	1,255	9,231	2,609	828	8,626	165,217
Colorado	..	18	3	2	19	100	.....	51,608	.....	.....	.....	.....	.....	51,708
Connecticut	..	45	13	18	40	60,165	891	45,318	473	26,116	7	6	15	132,991
Florida	..	15	3	4	14	3,079	533	14,706	.....	.....	.....	.....	.....	18,318
Georgia	..	2	...	...	2	.....	.....	1,778	2,431	.....	.....	.....	1,297	5,506
Illinois	1	185	48	56	177	11,936,445	6,928,763	1,417,346	474,344	2,604,394	1,323,326	3,372,183	4,359,200	32,416,001
Illinois	5	25	5	4	26	4,216	.....	51,040	.....	.....	.....	.....	.....	55,256
Illinois	8	79	16	23	72	173,664	30,605	223,069	82	.....	48,744	21,191	8,469	505,824
Illinois	13	14	4	7	11	25,527	318	20,014	.....	.....	.....	.....	.....	45,859
Total	..	303	73	90	286	12,139,852	6,959,686	1,711,469	474,426	2,604,394	1,372,070	3,393,374	4,367,669	33,022,940
Indiana	6	68	13	16	65	27,908	1,524	190,954	.....	1,392	.....	5,167	4,538	231,483
Indiana	7	16	1	2	15	504,853	173	28,993	4,215	1,660	855	459	220	541,428
Total	..	84	14	18	80	532,761	1,697	219,947	4,215	3,052	855	5,626	4,758	772,911
Iowa	3	91	12	27	76	394,098	3,343	346,284	43	47,782	10,374	96,169	34,823	932,916
Kansas	..	39	3	5	37	135	24	53,982	.....	.....	.....	.....	.....	54,141
Kentucky	2	22	3	3	22	2,841,851	4,161	19,717	36,430	.....	70,837	70,579	20,132	3,063,707
Kentucky	5	29	7	11	25	12,401,393	12,258,803	428,519	29,051	242,171	4,219,861	4,049,956	2,492,989	36,122,743
Kentucky	6	7	...	2	5	1,690,042	7,059	407,640	2,571	86,867	105,562	231,151	206,707	2,737,599
Kentucky	7	4	1	1	4	2,867	.....	2,325	.....	.....	300	500	.....	5,992
Kentucky	8	3	4	2	5	28,047	.....	.....	.....	.....	840	910	169	29,966
Total	..	65	15	19	61	16,964,200	12,270,023	858,201	68,052	329,038	4,397,400	4,353,096	2,719,997	41,960,007
Louisiana	..	67	1	18	50	1,166,926	1,265,187	134,693	.....	104,533	156,587	254,031	171,032	3,252,989
Maryland	..	17	5	6	16	5,699,902	1,876,096	328,767	1,895	1,554,694	536,746	1 237,002	682,900	11,918,002
Massachusetts	..	41	11	15	37	342,001	1,522	47,697	18,251	44,615	.....	.....	160	454,246
Michigan	1	60	11	16	55	8,981,676	5,382,790	1,304,574	95,677	21,631	2,371,517	4,028,052	2,381,018	24,566,935
Michigan	4	38	7	11	34	621	507	60,824	.....	283	.....	.....	.....	62,235
Total	..	98	18	27	89	8,982,297	5,383,297	1,365,398	95,677	21,914	2,371,517	4 028,052	2,381,018	24,629,170
Minnesota	..	71	8	13	66	1,258	597	195,093	.....	.....	.....	.....	.....	196,948
Missouri	1	19	4	4	19	6,884,760	35,167,168	518,572	29,843	14,369	13,424,892	9,766,723	5,150,454	70,956,781
Missouri	6	18	4	5	17	61,379	275	18,632	1,770	2,950	409	1,459	408	87,282
Total	..	37	8	9	36	6,946,139	35,167,443	537,204	31,613	17,319	13,425,301	9,768,182	5,150,862	71,044,063
Montana	..	27	6	12	21	.....	.....	12,050	.....	.....	.....	.....	.....	12,050
Nebraska	..	36	7	10	33	753	.....	73,246	.....	.....	.....	.....	.....	73,999
New Hampshire	..	9	2	1	10	2,746	.....	7,727	.....	.....	.....	.....	.....	10,473
New Jersey	1	7	...	2	5	13,310	.....	4,265	.....	.....	.....	.....	.....	17,575
New Jersey	5	36	17	14	39	13,162,269	11,426,242	1,674,019	258,473	6,438,523	4,796,354	6,171,289	1,395,517	45,322,686
Total	..	43	17	16	44	13,175,579	11,426,242	1,678,284	258,473	6,438,523	4,796,354	6,171,289	1,395,517	45,340,261
New Mexico	..	5	1	1	5	4,805	.....	2,586	.....	.....	.....	.....	.....	7,391
New York	1	48	31	23	56	66.102	546	874,689	25,997	6,171	.....	.....	34	973,539
New York	2	100	37	36	101	4,602,647	657,816	42,698	4,326	143,999	754,824	26,468	114,041	6,346,819
New York	3	101	67	77	91	554,379	38,561	2,031,200	99,005	20,234	341	9	367	2,744,096
New York	14	47	9	16	40	886,380	5,007	106,427	735	50,645	17,266	131,337	36,357	1,234,154
New York	21	101	17	22	96	317,194	5,857	911,262	1,245	28,815	4,694	17,302	16,874	1,303,243
New York	28	65	15	17	63	83,237	1,079	504,307	12,844	9,761	14,828	78,139	12,346	716,541
Total	..	462	176	191	447	6,509,939	708,866	4,470,583	144,152	259,625	791,953	253,255	180,019	13,318,392
North Carolina	4	4	2	...	6	27,444,773	415,227	849,361	324,324	978,482	77,574	141,137	331,696	30,562,574
North Carolina	5	25	1	1	25	51,417,928	20,728,657	2,433,996	249,974	23,143	10,409,107	10,168,677	7,781,720	103,213,202
Total	..	29	3	1	31	78,862,701	21,143,884	3,283,357	574,298	1,001,625	10,486,681	10,309,814	8,113,416	133,775,776
North and South Dakota	..	7	...	...	7	.....	.....	7,788	.....	.....	.....	.....	.....	7,788
Ohio	1	43	20	19	44	354,991	11,499,925	7,537,722	13,930	556,357	1,508,423	7,128,691	3,986,186	32,586,225
Ohio	10	20	4	7	17	1,565,999	3,824,305	2,228,019	45	267,438	1,243,653	1,968,815	578,782	11,677,056
Ohio	11	9	2	5	6	203	.....	7,811	.....	.....	.....	.....	.....	8,014
Ohio	18	76	25	21	80	2,546	.....	424,164	714	.....	4	.....	.....	427,428
Total	..	148	51	52	147	1,923,739	15.324,230	10,197,716	14,689	823,795	2,752,080	9,097,506	4,564,968	44,698,723
Oklahoma	..	5	2	5	2	100	.....	895	.....	.....	.....	.....	.....	995
Oregon	..	14	2	4	12	362	.....	11,764	.....	.....	.....	.....	636	12,762
Pennsylvania	1	105	41	42	104	703,404	3,379	583,756	8,150	46,890	21,575	69,214	22,002	1,458,370
Pennsylvania	9	89	18	23	84	1,085,807	115,774	481,884	130,180	17,431	9,338	12,668	4,827	1,857,909
Pennsylvania	12	25	11	11	25	3,137.045	25,323	35,378	.....	300	106,063	223,932	296,392	3,824,433
Pennsylvania	23	37	8	10	35	10,089	3,490	119,469	19,980	.....	8	.....	4,431	157,467
Total	..	256	78	86	248	4,936,345	147,966	1,220,487	158,310	64,621	136,984	305,814	327,652	7,298,179
South Carolina	..	1	...	...	1	.....	.....	32,455	.....	.....	.....	120	100	32,675
Tennessee	..	27	4	10	21	9,221,917	296,279	229,551	11,841,646	1,006,728	155,920	56,870	100,268	22,909,179
Texas	3	17	5	3	19	88,219	.....	35,943	468	.....	.....	845	.....	125,475
Virginia	2	22	1	...	23	3,769,344	8,102,394	580,199	2,698	679,669	1,106,333	2,156,824	1,473,831	17,871,292
Virginia	6	16	5	2	19	1,984,986	97,185	8,415	22,877	20,000	198,378	103,819	180,188	2,615,848
Total	..	38	6	2	42	5,754,330	8,199,579	588,614	25,575	699,669	1,304,711	2,260,643	1,654,019	20,487,140
Washington	..	19	6	8	17	71	.....	10,776	.....	.....	.....	.....	.....	10,847
West Virginia	..	17	2	6	13	2,017	2,110,839	3,877,939	.....	.....	581,488	396,753	2,004,404	8,973,440
Wisconsin	1	53	18	25	46	5.302,341	150	60,142	1,248	716,940	145.256	12,423	269,132	6,507,632
Wisconsin	2	35	6	9	32	63	767	259,248	.....	.....	5	7	36	260,126
Total	..	88	24	34	78	5,302,404	917	319,390	1,248	716,940	145,261	12,430	269,168	6,767,758
Total, calendar year 1916	..	2,285	589	722	2,152	179,072,168	122,293,296	32,059,006	13,717,190	15,774,214	43,424,898	52,001,705	34,133,324	492,475,801
Total, calendar year 1915	..	2,432	444	591	2,285	179,949,216	111,742,626	31,390,971	11,395,985	15,365.249	41,249,609	48,516,413	30,101,722	469,711,791
Increase	..	...	145	131	...	.....	10,550,670	668,035	2,321,205	408,965	2.175,289	3,485,292	4,031,602	22,764,010
Decrease	..	147	...	...	133	877,048	.....	.....	.....	.....	.....	.....	.....	.....

PATRIOTIC DEMUTH EMPLOYES.

One hundred employes of William Demuth & Company's pipe factory purchased through the Hillside bank $10,000 worth of bonds of the second Liberty Loan.

Each emplpoye is to pay one dollar or more a week, and on payment of the face value of the bond being complete it will be delivered to him with all coupons attached. Employes will receive interest for full amount, even though they have not paid for it.

To help Democracy a plan has been devised to teach the foreign employes English. Circulars in several languages urging the foreign element to attend evening school, have been distributed. To date more than fifty employes have taken up with evening school work.

The firm purchased two hundred barrels of Long Island potatoes and distributed them at cost among its employes.

Posters calling for contributions to the Red Cross brought $1,000 within forty-eight hours, which included donations from the New York office.

The firm's service flag carries thirty-nine stars, and Gus Freitag's enlistment has made it just an even forty.

INTERESTING DECISION

Made by the Interstate Commerce Commission, Relative to Complaints Made by the American Sumatra Tobacco Co.

WASHINGTON, December 10.—The Interstate Commerce Commission handed down a decision the latter part of last week in case No. 8774 of the American Sumatra Tobacco Company against the New York, New Haven & Hartford Railroad et al. In the syllabus in this case the Commissioners say:

"Rates on second-hand cheesecloth in carloads and less than carloads, from Windsor Locks, Conn., to Quincy, Fla., found to have been and to be reasonable. Shipments found to have been undercharged and overcharged. Reparation awarded." The opinion, in full, is as follows:

"Complainant is a corporation engaged in the tobacco business at New York. By complaint, filed March 10, 1916, as amended, it alleges that the charges collected on three lots of second-hand cheesecloth shipped November 5, 1912, from Windsor Locks, Conn., to Quincy, Fla., were illegal and unreasonable. Reparation is asked and the establishment of reasonable rates for the future. The claim was presented to the Commission informally October 10, 1914. Rates are stated in amounts per 100 pounds.

"The article shipped, which was similar to mosquito netting, had been used for a year in shading growing tobacco in Connecticut. It was packed in bundles or bales, not machine pressed, averaging about 93 pounds each. At destination the better prices, estimated at from 50 to 60 per cent of the whole, were utilized to patch holes in complainant's tobacco shades.

"The shipments moved over defendants' lines, and charges aggregating $308.73 were assessed, based on actual weight of one less-than-carload shipment, 3,700 pounds, and a rate of 69 cents; and on carload minimum weight of 24,000 pounds for each of the other two shipments and a rate of 59 cents. Neither rate can be verified. There was no commodity rate in effect nor was there a specific rating on second-hand cheesecloth in the southern classification, which governed. Complainant contends, and defendant Seaboard Air Line Railway concedes, that under rule 5 of the southern classification the rating on rags should apply. Defendant Clyde Steamship Company takes the position that this old cheesecloth was used at destination for substantially the same purpose for which it was originally purchased and used, and that therefore it should take the same rating as new cheesecloth. New cheescloth falls within the description 'cotton piece goods, n. o. s.,' in the southern classification, which was and is rated first class, any quantity, in bales or boxes. In our opinion the ratings on rags were, under the classification rule referred to, legally applicable to these shipments.

Prior to November 1, 1912, southern classification No. 38 named any-quantity ratings on rags as follows:

Rags:	Class.
In sacks or crates	3
In bbls. or hhds	4
Pressed in bales	A

"On the date mentioned southern classification No. 39 canceled these ratings and named the following carload and less-than carload ratings, which are still in effect except that the carload entry is now subject to graded minima for cars of extra length:

Rags:	Class.
In bags or in bales not machine pressed, l. c. l.	2
In bbls. or crates, l. c. l.	2
In machine-pressed bales, l. c. l.	A
In packages named, carload, minimum weight 24,000 pounds	A

"We find that the second-class rate of $1.24 was legally applicable on the shipment weighing 3,700 pounds. At that rate the charges would have been $45.88, so that this shipment was undercharged $20.35. On the other two shipments the class A rate of 50 cents was legally applicable in connection with a minimum weight of 24,000 pounds. The charges at that rate and weight would have been $120, so that each of these shipments was overcharged $21.60.

"A number of articles rated class A in the southern classification were cited on behalf of complainant. These articles are not analogous to the one under consideration and are of little value in determining reasonable ratings thereon. It was stated that complainant is now machine pressing its bales of second-hand cheesecloth and that 24,000 pounds can be loaded in a standard car.

Defendant's witness testified that the southern classification, which prior to 1912 had been on an any-quantity basis, now provides carload and less-than-carload ratings on a large number of articles; that rags are ordinarily shipped in machine-pressed bales weighing 10 or 12 pounds per cubic foot; and that shipments in bags or bales not machine pressed weigh 2 or 3 pounds, and never more than 5 pounds, per cubic foot. There were cited, by way of comparison, the first-class rating on cotton piece goods above mentioned, second-class any-quantity ratings on paulins and cloth covers for wagons, and a first-class less-than-carload rating on tents.

"The present descriptions and packing requirements conform to the recommendations of the Committee on Uniform Classification, and the official and western classifications provide second-class ratings for rags in less than carloads, in bags or bales, not machine pressed, and in carloads, sixth class and class C, respectively, minima 24,000 pounds, subject to graded minima for cars of different lengths.

"We find that the rates legally applicable to these shipments were and are reasonable, but that the charges collected on the two carload shipments were illegal to the extent that they exceeded those that would have accrued at the rate of 50 cents per 100 pounds, subject to a minimum weight of 24,000 pounds, which rate we find was legally applicable; that complainant made the two shipments as described and paid and bore the charges thereon; that it has been damaged to the extent that such charges exceeded those legally applicable; and that it is entitled to reparation in the sum of $43.20, with interest."

HAAS BROS. WIN SUIT

Tobacco Grower of Tippecanoe City, O., "Compromises" with Cigar Manufacturers by Paying Full Amount Claimed.

That cigar leaf tobacco growers may not repudiate contracts entered into with cigar manufacturers or others because of any increase in the market prices was demonstrated in Cincinnati, last week, when a compromise was entered into by the parties to the breach of contract suit of Haas Bros., Cincinnati, cigar manufacturers, against John Wertz.

This compromise is said to be a distinct victory for buyers of tobacco in Southern Ohio in that it assures to them redress in case any grower fails to carry out contracts made during the planting season to furnish his entire output of tobacco leaf at the end of the growing season at stipulated prices.

E. H. and R. A. Kerr, Tippecanoe City, attorneys, represented Haas Bros. in this suit, which was instituted in the Court of Common Pleas for Miami County last March. In its petition the Cincinnati concern set up the contract entered into by it with the grower and charged the grower had disposed of his entire crop to others at a price of four cents a pound in excess of the contract price. The amount sought to be recovered represented the difference between the contract price and the selling price.

"UNITED DRUG" GAINS

Returns For October Show the Largest Month's Business in the History of the Company—Earnings Increased 48 Per Cent.

BOSTON, December 10.—The United Drug Co. in October did the largest business for any month in its history. Sales were $4,236,515, against $3,306,482 in October, 1916, an increase of $930,033. Gross profits were $1,384,770, against $1,105,702, an increase of $279,068.

After paying all expenses, deducting depreciation and provisions for taxes, final net profit available for dividends was $453,614, against $305,503 for October a year ago.

It will be noticed that sales increased 28 per cent.; gross earnings increased 25.25 per cent., but the net earnings increased 48.5 per cent. Percentage of gross profit upon which the company did business in October was 32.68, against 33.44 last year, or a reduction of .76 per cent., which is the result of company's policy of holding prices to the public at as low a level as possible. Indeed, as will be seen by comparison of percentage of gross, it did not raise prices to the public the same proportion that cost of ingredients increased. That this policy is successful shows itself in increased sales and in final profits, which increased 48.5 per cent., due entirely to reduction in operating expenses and to increased volume.

Economies that were to be created through the consolidation of United Drug Co. and the Riker & Hegeman Co. in the early part of 1916 are now being reaped in the reduction of expenses, through higher efficiency of organized effort.

Allowing for proportionate part of earnings required for dividends in the first and second preferred stock applicable to the month of October, the net earnings this month are at the rate of $18.21 per share per year on the common stock outstanding. The common is now paying 5 per cent.

GREEK TOBACCO CROP

In 1917 Is 30 Per Cent. Greater Than in 1916—Quality Said to Be Excellent—Growers Obtain Doubled Prices.

WASHINGTON, December 11.—A good tobacco crop was produced this year in Greece according to word reaching the government officials here. Following is a report just received from Athens relative to the crop.

"The excellent prices brought by last year's tobacco crop in Greece caused many experts to predict a vastly increased acreage this year, and this was in part the case. The crop, however, is only about thirty per cent in excess of that of 1916, on account of rather unfavorable climatic conditions during the greater part of 1917. The total production for 1917 is estimated at about 102,175,000 pounds.

"The quality of the crop is said to be excellent. Owing to a great demand, particularly from Egypt, the prices brought by the various brands of tobacco are about double those obtaining last year. The demand exceeds the supply, and since nearly all of the great American firms have active and capable representatives on the ground who are determined to buy what they need, the price is not expected to decline during the season.

"About eight and a half million pounds will be consumed in Greece, and an equal amount by Italy. Egypt will require nearly twenty million pounds, while an estimate of the needs of the other countries is as follows: United States about 25,215,000 pounds, and 14,107,500 pounds for the following markets combined: Brazil, Tunis, Spain, France, Holland and Switzerland."

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Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, DECEMBER 13, 1917.

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RECOMMENDED AS A REMEDY

"The economic significance of trade associations and the correction of abuses which arise in their operations has forcibly indicated to the Commission the need of a comprehensive investigation. Certain facts have been already clearly developed from the investigations of this Commission and from those of the former Bureau of Corporations, which was merged in it, namely, that in various industries one of the chief obstacles to the normal operation of competitive forces is the lack of adequate trade information regarding supply and demand and prices; that where trade associations collect such information it generally does not become a matter of public knowledge; and that such associations are frequently tempted to extend their activities beyond the useful function of collecting the information referred to above and to engage in activities tending to artificially control prices and the channels of distribution. It is recommended as a partial remedy for these conditions that all trade associations' files should be made public records. Such publicity would extend the knowledge of all producers and consumers regarding conditions of supply and demand and help to prevent abnormal trade fluctuations in supply and prices. It would also tend to curb association activities of an objectionable character."—*From the report made to Congress, December 12, by the Federal Trade Commission.*

A DISPLEASING SAMPLE.

It has been developed that there are not only makers of various commodities that enter into the daily life and habits of the people, but dealers in them as well, who are making the war tax not only a burden their patrons must pay, but are also making it a source of revenue. One official instance is cited in *The Times* which illustrates the game these profiteers are playing. An officer of the revenue department went into a store where tobacco is sold and inquired the price of a certain well-known brand of plug tobacco. The price, he found on inquiry of the dealer, had advanced 36 cents the pound. "War tax," said the proprietor. "Not on your life," replied the officer, "the war tax on that tobacco is 5 cents the pound." And so it goes. *The Times* was told the other day by the proprietor of a cigar stand that the makers of a certain popular brand of 5-cent cigar had advanced the price to him $5 on the thousand, and that he had advanced another $5, so that now that same cigar that only a short time ago sold for $4 the box of 100, now sells for $5, while the war tax is only 10 cents on the hundred. "Making money out of the war tax," said a bystander, and that seems to be about the size of it.

The commissioner of internal revenue, Daniel C. Roper, in the communication referred to, requests that everybody report to his bureau "cases that may come to your notice of the deliberate misrepresentation of war tax for the purpose of justifying increased prices." That means what it says, for the department cannot correct abuses or punish offenders if its agents are not notified in specific cases.

This notice applies to dealers in all commodities and is intended as a protection of the public against unfair and unlawful exploitation. The people may expect to have to pay the tax, though the government intended that the manufacturers and the dealers should at least pay their part of it, but the government never intended that a profit should be made out of the people's burdens.—*Chattanooga Times.*

Neither well written nor in strict accord with the facts, such a screed could be dismissed with scant notice, were it incapable of working injury.

But it is harmful. Possibly it is made worse because it embodies prejudice and misinformation. More sorrow is attached to it, because it is a sample of editorials now appearing in numerous newspapers that prefer to print "hot stuff" rather than the exact truth.

Undeniably, prices have been increased. Cigars, cigarettes and smoking tobacco cost more. But no one who is informed and wants to be accurate will ascribe the advances chiefly to the war tax.

Let the Chattanooga wiseacre inquire of Tennessee farmers what they are getting for their tobacco today. The price that growers receive in the various markets is no secret. On the contrary, the extraordinarily high prices the farmers are obtaining for tobacco are told in important news items in many Southern newspapers.

If the Chattanooga editor doesn't know that the price of tobacco of every kind has been advanced almost phenomenally, of course, he can take refuge behind some careless little cigarist who said that the war tax was the cause of high prices.

WIND OF THE NIGHT

Wind of the night of winter—blown from a starless track,
Whispering there in the Darkness, where the shadows whisper back,
Why must you haunt my casement, under the rain-wet eaves,
With voices of ghosts forgotten in the rustle of withered leaves?

Wind of the night of winter—calling to me as you creep,
Whispering there in the shadows where the dark of the night is deep;
Crying of days forgotten—sighing for dreams long sped,
Why must you blow gray ghosts again from graves of the vanished dead?

And there is a voice in the shadows—a Voice from a vanished day—
A song from the heart of Springtime blown from the fields of May;
Clear as a woodland ripple from the roll of a silver stream.
Till the Night is sweet with the music and the Dark with an old, old dream.

Wind of the night of winter—here I have come for rest—
For peace in the gloom of my lonesome room as a worn bird seeks its nest;
Why must you haunt my casement, under the rain-wet eaves,
With voices of ghosts forgotten in the rustle of withered leaves?

From *"Songs of the Stalwart"* by Grantland Rice.

FOOD SAVING—A JOB FOR THE SALESMEN

By James H. Collins

Forty thousand traveling salesmen through-
at the country are co-operating to spread the
ospel of food saving. In their work they
uch every part of the United States, and par-
cularly every mercantile trade. Each traveler
a message-bearer to perhaps twenty-five or
ity merchants weekly. Each merchant is
mself a salesman, and will have from two to
dozen clerks at least who are also salesmen.
o each traveling salesman is really a message-
earer to from 100 to 500 other salesmen week-
. Thus, food saving has a sales force in that
eld which runs up into the millions, with all
iat it means in the way of skilful sales state-
ient of facts, and the passing of those facts to
ie public over the counter, and in mercantile
isplays and advertising.

Some sales force!

What, precisely can the United States Food
dministration give it to sell?

First of all, undoubtedly, the business struc-
ure of food administration. No class of busi-
ess men in this country have been asked to
nake greater war adjustments than the mer-
hants, especially in food lines. The whole-
alers and manufacturers are often under Gov-
rnment license, and held to new principles of
roduction and distribution which eliminate
peculation and hoarding. Many old methods
nd habits of business have been abandoned.
Where the manufacturer and wholesaler for-
nerly exercised business judgment in providing
stocks of goods months in advance, taking the
ordinary risks of fluctuations in their markets,
they are now protected against fluctuations by
the licensing system, and are asked to become
broad, stable channels through which goods
may flow regularly to the retailer and consumer.

What this means in the way of change is
shown in our visible supply of wheat this year.
For under the careful supervision of the United
States Grain Corporation it has been possible to
feed ourselves and our Allies with a visible sup-
ply averaging 12,000,000 bushels, and some-
imes running as low as 6,000,000 bushels,
whereas in an ordinary year, to keep all the
channels of the grain and milling trade going,
from 50,000,000 bushels to 70,000,000 bushels
were required.

Visualize this same change in all food com-
modities, and you have a situation tremendously
suggestive to the economist.

But let the economist deal with its possibili-
ties as he pleases, while we view it simply as
salesmen. What a field for the department of
new distributing methods! Think of the trade
explanations required to enable merchants to
adjust their methods so that they will reduce
stocks to the minimum, yet always have suffi-
cient supplies on hand! Whose job is that, if
not the traveling salesman's?

Then follow this new way of doing business
into the retail stores, and behind the counter.
What ever speculative profit a merchant had un-
der the old system is gone, and with it some of
his profit on basic food staples that he is asked
to sell as near cost as possible. Only a few of
the largest retail merchants are required to
take out Government licenses. But the whole
rank and file of the mercantile world is working
upon honor to carry out the simple, ethical
policy of the Food Administration, which is,
briefly, that all goods shall be sold at what the
merchant himself deems a reasonable profit upon
the actual cost to him, regardless of replace-
ment value or daily price changes, and that he
shall carefully regulate his stocks without
hoarding. This makes every merchant and
every clerk a better salesman, because goods
must be kept moving. In just the degree that
the merchants and their clerks can back up this
great war plan of distribution with increased
selling effort, they will keep capital at work by
prompt turnovers and the elimination of dead
stock.

Sales ability is also needed to make good the
reductions in profit on staple goods. If the gro-
cer makes less money on flour and sugar, he has
a field for broadening his business by pushing
substitute foods, like cheese, fresh fruits and
vegetables. The butcher can develop fish, and
perhaps fruit and vegetables too. There is an
opportunity to broaden the whole basis of busi-
ness by bulding up new departments, and this
means sales ability applied in new directions.

Then, there is the very valuable sales service
of explanation to the consumer to secure team
work in economies connected with such pro-
blems as deliveries and cash sales, as well as to
overcome the temptation of the consumer to
hoard, which is practically the last element of
speculation left in our distribution system.

Almost any day a local food panic is likely
to arise among housewives, causing complica-
tions. German agents are not overlooking this
field of endeavor, you may be sure!

A week or two ago, throughout the East, for
instance, there was a senseless salt panic. Some
occult influence led housewives to raid the gro-
cery stores for bags of salt, and that started the
newspapers with articles about a threatened
salt shortage. The largest salt producing con-
cern in the country states that there never is,
and never can be, any shortage in the supply
of salt at our factories, but that at any time a
temporary artificial shortage can be created in
the supply among distributors if thousands of
people suddenly lose their heads and try to lay
in a year's supply of salt simultaneously. This
puts abnormal pressure upon our mercantile
and transportation system, of course.

First aid in overcoming such panics can be
rendered by the retail merchants and salesmen
better than anybody else.

They are the men on the spot, and the peo-
ple to whom the consumer will listen. The use
of sales ability in overcoming such irregulari-
ties is really part of the great national adjust-
ment in distribution which the mercantile
world is now carrying out, and every merchant
and every salesman behind a counter should
stand ready to meet such an emergency where-
ever it may arise, or whatever may be the com-
modity involved. His sales instructions for
this work are simple and unmistakable—Uncle
Sam is at the head of our whole distributive
system, keeping reasonable supplies of every
commodity flowing to consumers, and there will
be no cutting-off of necessary supplies, nor any
Government action making it necessary for
the public to resort to stone-age methods of
filling its larder.

So, the salesman all through business has
his work cut out for him in connection with
food saving.

More than that, when he enlists for team-
work in the Food Administration, he is render-
ing the greatest possible service to business.

For out of this present war situation, with
its many radical adjustments, we shall get bet-
ter business methods of permanent value.

The salesman who throws himself heartily
into work marked out for him in these mo-
mentous days is bound to get a training that
will fit him for bigger work in the new business
era that is coming after the war. And the sales-
man who does not see his work cut out for him
in these times, whether on the road or behind
the counter, and does not profit by the oppor-
tunities for personal development, may find
himself living in a by-gone generation when
peace returns.

SINCERE PATRIOTS ALL

The Tobacco Salesmen—Loyalty Well Attested at a Largely Attended Meeting—Every Member Pledged.

As an incorporated body, duly organized un-
der the laws of New York, the Tobacco Sales-
men's Association of America celebrated its
growth and transformation at the regular meet-
ing held in the Hawthorne building, Friday
evening.

President Joseph Ollendorf occupied the
chair and much important business was trans-
acted. When routine matters and other affairs
pertaining more strictly to the association were
disposed of, Jesse Powell spoke eloquently, not
only eulogizing those who as soldiers and sail-
ors were preparing to fight for the flag, but
also urging "all of us" to make sacrifices and
perform some special service for the country.
The advantage and necessity for food conserva-
tion were dwelt upon, and every member pres-
ent responded by pledging himself not to eat
meat on Tuesday or wheat on Wednesday dur-
ing the war.

It was pointed out that tobacco salesmen
could do effective work by encouraging restau-
rants and hotels to follow immediately the rules
laid down for food conservation.

In thought, word and deed, ever to be loyal
to our country is a part of the tobacco sales-
man's creed, and the patriotism of members
was very evident at the meeting. Each con-
tributed toward the purchase of a handsome
flag for the association and all promised to send
encouragement and comfort to men in active
service. Those who were about to join the
army were given an ovation.

John H. Collins, of the Salesman's Associa-
tion of Chicago, honored as a visitor, made an
excellent speech, expressing appreciation of
work done and voicing hope that the Tobacco
Salesmen's Association eventually would have
flourishing branches in every large city.

The association will hold its annual theater
party on Saturday evening, January 5.

"THOSE WHO WILL GET BY."

S. Taussig, leaf dealer of Minneapolis, was
asked about conditions with the small manu-
facturers in the country, and replied: "The man-
ufacturers who do business intelligently will
get by, although the leaf dealers will be obliged
to give them all possible assistance. But there
are a lot of manufacturers, so-called, who have
been no credit to the trade, and who relied upon
saloon purchases to keep them going, who will
be forced to quit, but they will be small loss.
Of course the leaf dealers, like every one else,
must make a legitimate profit, and this our
house will continue to do. But we shall scan
credits more closely than ever, and do the best
we can by those who are deserving of our aid."
—*Cigar and Tobacco Journal.*

Ellis Rowland, a tobacco farmer near Wil-
liamstown, Ky., sold his crop to Leo Aswerus
for 22 cents per hundred. He has fourteen
acres of the weed growing and in ne condition.
Last year Mr. Rowland sold his crop at 12 cents
and afterward saw it sold on the floor at 19
cents. It is said that several growers in the
vicinity of Williamstown have been offered 20
cents.

A RAMBLER THAT OBTAINED MEDALS

In Algiers, about two years before the war, a certain dog thief entertained the belief that he followed a lucrative, if dishonorable, profession. His practice was to accomplish his nefarious purpose by wile and stealth rather than violence. He made a specialty of stealing valuable dogs. This descendant of Gypsies naturally was of a roving disposition. Yet, known to the police in various places, there were reasons why he should sojourn incognito and not too ostentatiously in the least recommended quarter of Algiers. For weeks he had lain perdu, hardly daring to venture from his hiding place.

Having money and that influence which secures assistance, if not friends, in the underworld, he easily induced a disreputable Arab to serve him in the capacity of messenger and purchasing agent.

"Here is silver," the Gypsy said to the Arab, "go, buy me something to smoke. Not the vile tobacco they sell to the Kabyles, nor the poor cigarettes of the bazaars. Search around and get some cigars."

"Trust me, now I have the money," the Arab answered. "I'll get them. I know where to go. Is not my first wife's nephew an attendant at the officer's club? Surely, you shall have the cigars."

"Also, try and bring me a newspaper," urged the Gypsy, "reading perhaps will help to pass the time away. It will be two days yet before I can smuggle myself aboard the steamer for Marseilles."

Promising to do the best he could, the Arab departed. Patiently the Gypsy waited. Hours later the Arab returned, bringing three cigars and a Swiss paper, a Geneva weekly, that the obliging nephew had pilfered from the club room.

The Gypsy could read French, but after a glance at the paper, to see what it was, he tossed it aside, languidly. He preferred such solace as a cigar might afford.

When he had finished his cigar, he picked up the paper again. Idly he turned the pages. Hardly interested, he read little bits here and there. As he shifted from item to item a longer story caught his eye.

"Sapristi!" That might be worth reading carefully. It was about a wonderful dog owned by an American lady who had visited Berlin.

"A dog having a pedigree that required many pages to record, a little dog valued at thousands of dollars, a prize winning ruby spaniel, an international champion, a flat-faced dog, a dog that had been kissed and caressed by the Kaiser,——.

"While enjoying a carriage ride in the park, the lady had taken the dog along. Champion Rosemary Red Rambler (for that was the dog's name), sitting up proudly on the carriage seat, had attracted the attention of a juvenile member of the German imperial family.

"If a cat may look at a king, a scion of royalty is privileged to admire a handsome dog. So, the fame of Rambler reached the ears of the Kaiser.

"Followed a command to visit the palace so that the champion ruby spaniel might be inspected by Wilhelm himself.——

"When the Kaiser heard that Rambler was a winner of first honors in every show in which the dog had been entered, the German monarch picked up the spaniel and said: 'You are the son of a hundred noble sires and fit for a king to caress.'

"The summons to the palace made Rambler a hero over night. The kiss of the Kaiser caused the spaniel to be a semi-sacred dog in Germany, an animal to be adored. Little German children followed Rambler on the streets, and begged to be allowed to stroke his silky hair. Puffed up as Rambler may have felt, he never lost his love for sausage."



MRS. MEYER COHEN AND "RAMBLER"

Rambler is as well known in this country as he is on the other side. During the six years that he graced the bench here he beat every dog that was pitted against him, including scores that had been imported for the sole purpose of wresting from him his laurels. To date he has won 26 cups, 63 medals, and hundreds of blue ribbons. In the near future he expects to appear in book form in "The Rambles of Rambler," where he will tell of his wonderful career. Rambler, by the way, is one of the three flat-face Ruby Spaniels in this country. All his personal belongings are gifts from royalty. Taken all in all, Rambler is a very lucky little dog. He bears his honors lightly, however, and loves to play with the children in the vicinity of Tipo Kennel, Valhalla, New York, where he lives.

Not all of Rambler's life history was told in the newspaper story, but what was set forth caused the Gypsy to vow that he'd steal the dog if ever opportunity offered. A few days later the Gypsy made his way safely to Marseilles.

And it happened about the same time that the American lady, Mrs. Meyer Cohen, with her famous dog Rambler, arrived in Southern France.

By chance, informed that the prized canine was in the vicinity, the Gypsy laid plans to steal the dog. Trying several times, the persistent Gypsy failed to effect the theft. Nor could confederates that he procured do any better. Baffled but not despairing, the dog fancier went to the hotel where Mrs. Cohen was a guest. Disguised and presenting "faked" credentials, he secured work as a waiter.

Availing himself of an opportunity one afternoon, he sneaked upstairs and, using a pass key, succeeded in entering the room where Rambler lay asleep. He grabbed the dog, but the spaniel's yelp caused Mrs. Cohen to come quickly to the rescue.

With one arm the thief roughly thrust the lady aside. As he did so, he caught sight of a costly ring that she wore. He decided to take that, too.

Compressing the dog under his arm, he clutched the lady's hand and attempted to remove the ring. As she struggled, he could not prevent her from screaming. Help came before the Gypsy could get away. Caught, the thief couldn't deny his guilt. But he blamed himself for not being satisfied when he had the dog. And he cursed the day the Arab bought cigars for him in Algiers. Never again would he read a Swiss newspaper.

CHICAGO RETAILERS MEET.

CHICAGO, December 5.—The Chicago Cigar Dealers Association held their monthly meeting this evening at Northwestern University Hall, Lake and Dearborn streets, with 150 out of the loop dealers and a few in the loop in attendance. Henry Kantor called the meeting to order and the secretary read the minutes of the last meeting.

Mr. Davis, secretary of the Chicago Retail Dealers' Association, an organization composed of presidents and secretaries of all retail trade organizations in Chicago, delivered an interesting address.

Harvey L. Harris spoke of the work being done by the Cigar Dealers' Association, and suggested that salesmen, jobbers, and manufacturers should be asked to join and lend their support to the movement.

Short talks on trade conditions were given by J. H. Weiss, of J. H. Weiss & Co., S. M. Bernstein and Morris B. Seigel, of Bernstein & Schey; Nate Rosenheim, of P. San Martin; and Leon, of Tampa. Mr. Winkleman, of the jobbing house of Manny Blanc Co.; Mr. Weber, of Nellbauer & Weber, and Harry Burgess.

The election of permanent officers was postponed until the next meeting scheduled to take place early in June.

Chairman Kantor reported that new members were being added daily.

The firms of H. B. Franklin & Co., Wohl & Comstock, Manny Blanc Co., Spector Bros., and Grommes & Elson were given a vote of thanks for donating cigars for the meeting.

TO BE BETTER PREPARED

The American Tobacco Co. May Issue Stock "Class B Common" to the Amount of $50,000,000.

The American Tobacco Co., in a letter issued by President Percival S. Hill, announces a special meeting of the stockholders to vote on the question of issuing $50,000,000 "Class B" common stock. The meeting will be held on January 7.

In his letter to the stockholders Mr. Hill states that the company has an authorized capital stock of $100,000,000, whereas but $40,242,400 is outstanding, leaving $59,757,600 unissued.

"The Board of Directors," the announcement continues, "have passed a resolution declaring it to be advisable to make $50,000,000 of this stock a class 'B' issue with the same rights as to dividends and upon liquidation as the present issued common stock, but without any voting rights. Operations during the current year have been successful. Up to December 1, 1917, the sales of the company show an increase of $16,207,669, or more than 25 per cent. over the corresponding period of 1916, and the sales in 1916 were greater than in any preceding year since the company, as at present constituted, began its operations. Our profits for 1917 will, we believe, be somewhat larger than last year or any preceding year, even after provision for increased taxes.

"Growth of business and increased cost of raw material have required the investment of a much larger amount of working capital than was formerly required, and the company has therefore borrowed $25,000,000 to meet the growing demands for its manufactured products.

"Naturally the directors have not taken this step of incurring so large an indebtedness without giving grave consideration for the ways and means of caring for it, and while the requirements that they have made are such as to require no action in the immediate future, they deem it prudent that measures should now be taken which will enable them to meet the necessity when it arises.

"While they have adopted no hard and fast plan, preferring to await the conditions which will exist when action will become necessary, they are very decidedly of the opinion that the creation of the 'common stock B' should now be authorized in order that it may be made available in the carrying out of such plan as may be ultimately determined upon."

Commenting on the proposal outlined in President Hill's letter, the *Wall Street Journal* says:

"Officials of the American Tobacco Co. state that the company is fully financed, such financing having been noted in the newspapers some weeks ago when it was stated that the American Tobacco Co. had established a credit through the sale to a syndicate headed by the Guaranty Trust Co. of $25,000,000 of acceptances. There would naturally be no reason to doubt that, unless times are very abnormal, the company could arrange for renewal of its obligations or such part of them as it would not be convenient to pay off at maturity.

"Taking the letter issued by President Hill at its face value in connection with this financing shows that the proposed conversion of half the common stock into 'B' common stocks is only a precaution against the possibility of abnormal times.

"Since the disintegration of the tobacco combination by the courts, there has been more preferred stock outstanding than common and since all stock has equal voting rights, the majority control has been in the hands of the preferred stockholders. Whatever the legal rights of the company may be, it is easy to understand that those in charge would prefer that this condition of control should not be changed, and that if a new stock should be issued it should be without voting rights.

"It is hard to conceive under President Hill's letter that any immediate sale of 'B' stock is contemplated or that any would be made unless there are abnormal conditions at the maturity of the present credit.

"On the other hand it certainly is conceivable that the creation of the 'B' stock joined with the evident desire of the officers of the Tobacco Co. to provide resources against the $25,000,000 credit when considered in connection with the increased earnings of the company may lead to a common stock dividend or a scrip dividend convertible at the option of the scrip holder into common stock as payment in whole or part of the common stock dividends.

"Two years ago when the American Tobacco Co. was barely earning its 20 per cent. dividend, it was asserted that no change in the rate was likely. Subsequent events confirmed this forecast. The 20 per cent dividend appears fully as safe at the present moment as it was at that time, although as indicated above the possibility exists that a part of the payments on the junior issue may be paid in scrip.

"In other words, the American Tobacco Co., always operated with the soundest of business judgment, has prepared itself for the worst possible conditions that may arise, but in doing so has in no manner jeopardized the position of the common stockholders."

OBTAINING STATISTICS

Relative to Stocks of Leaf Tobacco—Modification of the Law Is Recommended by the Secretary of Commerce.

WASHINGTON, December 13.—The Secretary of Commerce in making his annual report to Congress says in connection with tobacco statistics gathered by the Bureau of the Census:

"The law providing for the collection of quarterly statistics of stocks of leaf tobacco held by manufacturers and dealers requires that the blanks be mailed 10 days before the date to which the report relates and gives the persons reporting 10 days after that date in which to prepare and forward their returns. The time elapsing between the date on which the blanks are received and that on which they are filled out and returned to the Census Bureau—more than two weeks in many cases—is thus so great that many of them are mislaid or lost, with the result that the receipt of the returns and consequently the publication of the reports are delayed.

"The law requires an affidavit, which compels a needless expense in places where there is no deputy collector of internal revenue, who is required to administer the oath without charge. This at times occasions delay, since some wait for a visit from the deputy collector in order to save the expense of making the affidavit before a notary public or other official.

"It is recommended that the law be amended (1) to provide for mailing the blanks 5 days, instead of 10, before the date to which the report relates, and to allow only 5 days, instead of 10, after that date in which to prepare and forward the returns; and (2) to empower and require the postmaster or assistant postmaster to administer the necessary oath without expense."

A "BONE DRY" DECISION

Made by the United States Supreme Court—Affirming the Constitutionality of the Idaho Prohibition Law.

WASHINGTON, December 10.—With a decision upholding the Idaho Prohibition Law, the United States Supreme Court gave an opinion to-day which may be one of the most far-reaching victories for "bone dry" conditions yet recorded.

It was held that a citizen has no constitutional right to possess liquors for his personal use if a State wishes to forbid it.

Justice McReynolds, who gave the court's opinion, held that a State "has power absolutely to prohibit manufacture, gift, purchase, sale or transportation of intoxicating liquors within its borders without violating the Constitution."

"We further think," he added, "it clearly follows from our numerous decisions upholding Prohibition legislation, that the right to hold intoxicating liquors for personal use is not one of those fundamental privileges of a citizen of the United States which no State may abridge.

"A contrary view would be incompatible with the undoubted power to prevent manufacture, gift, sale, purchase or transportation of such articles—the only feasible way of getting them. An assured right of possession would necessarily imply some adequate method to obtain not subject to destruction at the will of the State."

Constitutionality of the North Carolina liquor law requiring railroads and express companies to keep for public inspection records showing liquor shipments received in the State was upheld by the Supreme Court to-day.

HEATED THE FLATIRON

A Fire In the Famous "United Store" Destroys a Lot Of Imported Cigars and Considerably Upsets Manager Flaherty's Plans.

A fire caused by crossed wires broke out in the United Cigar Store in the Flatiron Building at Broadway and Twenty-third street, New York, Monday afternoon, and upset some of the holiday plans of John J. Flaherty, the manager. Before the fire was extinguished, $10,000 worth of imported cigars had gone up in smoke, prematurely. Two persons not connected with the store sustained minor injuries. The flames were confined to the balcony at the rear of the store. Several weeks will be required to make the place look like its old self again, but business will go on just the same.

THE TOBACCO COMMITTEE

WASHINGTON, December 10—Announcement was made here tonight of the following war service Committee on Tobacco to cooperate with the Council of National Defense: Edward Wise, of the United Cigar Stores Co., chairman, Charles J. Eisenlohr, of Otto Eisenlohr & Bros.; Alfred S. Rossin, of S. Rossin & Sons; Jesse A. Bloch, of Bloch Bros. Tobacco Co.; J. L. Graham, of R. J. Reynolds Co., and Charles Dushkind, secretary of the T. M. A.

"Our Boys in France Tobacco Fund"

"An army travels on its belly" is a proverb accredited to Napoleon, which makes it obvious that food is absolutely necessary to keep an army moving; but a moving army does not necessarily mean a successful army, especially if it happens to be moving backward.

If hunger and privation eventually impair fighting qualities, so does a lack of tobacco make a soldier uncomfortable, if not less efficient.

In a hundred ways, by tens of thousands of witnesses, the necessity for tobacco on the firing line is declared.

Some folks here may be slow to realize the wisdom and kindness of keeping our boys in France well supplied, but a glance at the picture, a glimpse of the eager, outstretched hands, is sufficient to convince. The photograph was taken in France shortly after the arrival of a consignment of tobacco for the American soldiers. Note how eager the men are to get their hands on some of the precious stuff. Were they waiting for food it is very likely they would be shown in line patiently biding their turn. With tobacco it is different. An inveterate smoker can go without food for a while more easily than he can do without tobacco. A man will forget hunger, but he doesn't quit longing for a smoke. In France, today there are thousands of American soldiers who, when deprived of a smoke for a length of time, would be willing to face a regiment of Huns in order to get some cigars, tobacco or a pack of cigarettes. In France the arrival of a new shipment of tobacco is just as welcome as mail from home.



The Hands of Our Soldiers in France Are Outstretched to Receive Tobacco



Alexander Blaikie Dick

The father of "Our Boys in France Tobacco Fund," whose sole aim is to make the fund so large that he will be able to send a kit of tobacco once a week to every soldier in France as long as the war lasts.

Alexander B. Dick, who has charge of the "Our Boys in France Tobacco Fund," is one who appreciates the value of tobacco to soldiers. Last spring his two brothers, now fighting with the British Army, wrote to him every week pleading with him to send all the tobacco he could, as they and their comrades were sorely in need of smokes. There was plenty to eat, drink, and read, but not half enough to smoke.

Mr. Dick might have bought enough tobacco to meet the needs of his two brothers and forgotten about the rest, but he is not of that calibre, and the more he pondered over his brothers' pleas the more he felt it to be his duty to work for all. If you have no bad habits to discontinue with the end of the coming year you should begin the New Year by making a resolution to contribute a quarter every week to the fund. You won't miss it, and you will feel a great deal better when you come to realize that you are actually doing a real service. Every time you feel like spending a dime or a quarter foolishly, just kill the temptation and slip the coin into a vest pocket, which should be known to you as your smoke fund pocket.

Mr. Dick felt that if his brothers were not well cared for in this respect, it was very likely that the American boys, once they reached the other side, would be in a similar plight, and as a result he went to several prominent persons in this city and finally interested them in starting the fund. Then he took the matter up with newspapers and magazines and found many of them willing to lend assistance. The only surprising feature about the matter is that every editor, not pro-German, is not using his paper to collect funds for the men in the trenches.

Though he was born and educated in Scotland, Dick has been in this country ten years and is a real American citizen.

Up to date, $117,000 has been collected for "Our Boys in France Tobacco Fund." And if every American soldier in France is not kept supplied with tobacco it will not be Dick's fault. He is doing his bit. The question is, are you doing yours?



Kit of the Liggett & Myers Tobacco Co.

The Tobacco Industry in Honduras

George A. Makinson, American consular gent at Amapala, reports that Honduran obacco has always enjoyed a preeminent position in the estimation of Central American obacco smokers, so much so that native toaccos of the neighboring Republics are often put on the market under the name of Tobacco de Honduras" for the purpose of btaining higher prices. It is commercially nown as "Copan tobacco," because the best uality and largest quantities are produced n the Department of Copan, which borders n both the Guatamalan and Salvadoran fronters. It is also produced in commercial uantities in the Departments of Ocotepeque, Gracias, Santa Barbara, and El Paraiso, the apitals of the respective Departments being he marketing centers. The estimated averge annual production of each district is as ollows: Paraiso, 7,500 pounds; Santa Barara, 250,000 pounds; Gracias, 50,000 pounds; Ocotepeque, 410,000 pounds; and Copan, ,000,000 pounds.

Tobacco is planted during October—that s, from 2 to 4 weeks before the close of he rainy season—so that the young plants ave sufficient time to take root before the ong dry season sets in. The seeds are planted in nurseries during July and the young sets transplanted about 4 months later. One pound of seed should produce approximately 20,000 plants, and growers place about 2,250 plants to the acre.

The leaves are ready for gathering between February and April and the custom is to start harvesting as soon as the plant has fully developed; this is sometimes determined by the appearance of yellow tints in the leaves or when the leaves show signs of brittleness on being doubled or bent. The stock is cut whole a little above the roots and the seed is obtained later from the suckers that sprout from the remaining lower part of the stem. The stocks are then hung out, head down, in the open air and exposed to the sun. If any is harvested in the rainy season, which is rare, it is dried in the shade. After being dried in the sun for 15 or 20 days, the stocks are subjected to a 3-day pressing, and the leaves are then separated from the stems and assorted into 3 grades, according to size. They are then tied in bundles of 1 pound each—the stems being utilized for fastening —and are alternately pressed and sunned until the veins are thoroughly dried. Owing to negligence and the varying judgments of different farmers the resulting product is not always uniform, which sometimes results in obtaining lower prices. Dried leaves average from 9 to 20 inches in length, and a well-cultivated acre should yield from 400 to 650 pounds.

Both strong and mild and dark and light tobaccos are produced, these properties depending largely upon the nature of the soil and to a somewhat lesser extent upon the amount of rainfall and the time and method chosen for cutting and curing. If the plants are permitted to ripen thoroughly the leaves will be rather dark in color, whereas if cut earlier a lighter shade will be obtained. A poor, sandy soil is said to produce a mild tobacco and a rich clay soil a somewhat stronger plant. In seasons of copious rainfall it is noticed that the leaves are invariably of a darker hue.

It costs from 8 to 12 cents United States currency to raise a pound of tobacco in this country, and the market price ranges from 15 to 25 cents, depending on the class and quality. It is supposed that most of the tobacco in cultivation in Honduras was originally derived from Cuban seed, and the more progressive growers still continue to import Cuban, Jamaican, Porto Rican, and American seed. When ready for market, Honduran tobacco closely resembles that grown in North Carolina and Virginia. It burns well and has a pleasant aroma, and connoisseurs state that its failure to achieve just recognition of its worth is due solely to the primitive and unscientific methods employed in its harvesting and curing.

Tobacco is packed for shipment in bales of 100 pounds each, which are well wrapped in several layers of banana leaves and tightly tied with strong banana fiber. Although apparently crude, this method of packing is considered the most practical, combining as it does the qualities of lightness and cheapness.

As the tobacco fields of this country are in closer proximity to the railroads and seaports of Salvador and Guatemala than to those of Honduras, nearly all the crop is strapped on the backs of native Indian runners or mules and carried over the frontier trails to the neighboring Republics. These caravans pass the border at remote hamlets, where no customhouses are established, so that statistics showing the volume of this trade are not available. However, it is well known that practically all of the high-grade cigars and cigarettes manufactured in Central America are either of pure Honduran tobacco or contain a large admixture of same. The amount and value of tobacco exports through the seaports of this country for the years 1915 and 1916, respectively, were 56,800 pounds, worth $6,810, and 89,025 pounds, worth $19,610.

Honduras tobacco, after being manufactured into cigars and cigarettes in Guatemala and Salvador, is exported in considerable uantities to South America, particularly Peru, the Caribbean countries, and Europe. The volume of this business amounts to many thousands of dollars annually.

Of recent years the National Government has taken measures to foster the industry, and aside from maintaining several schools where young natives are taught to scientifically cultivate and cure the crop, steps are being taken to improve the quality of the plants and to find new outlets for the constantly increasing production. The Government recently sent several youths to the tobacco districts of Cuba, where they were able to observe and study the up-to-date methods employed there in the various branches of the industry.

Tobacco is principally used in Central America for cigars and cigarettes; pipe smoking and chewing have not been introduced among the natives, although nearly all of them, including minors and women, smoke. Among the laboring classes the women of nearly every household prepare the cigars and cigarettes for the family needs. During the fiscal year 1914-1915, $7,480 worth of cigarette paper was imported, the greater part of this supply coming from Spain and small shipments from the United States and Germany.

Up to the present no attempts have been made to manufacture high-grade cigars or cigarettes on a large scale, although with an abundance of raw material and cheap labor it would seem to warrant a careful investigation on the part of expert tobacco men from the United States. Nearly every man and woman of the laboring class understands the rudiments of cigar making, although none of them are particularly expert at it. However, they are nimble with their fingers and very handy at such work and could soon be trained to turn out as good cigars as are manufactured in Cuba. An almost unlimited supply of this labor could be obtained at from 25 to 50 cents per day. Cigar factories in Guatemala utilize native labor and their goods (Honduras tobacco with Sumatra wrappers) are said to compare favorably with those of many factories in Cuba, Porto Rico, and the Philippines.

In addition to supplying the demand for good cigars in Honduras itself, a profitable market could be worked up among the other Central American Republics which are now dependent upon Cuba, Jamaica, and the United States for these goods.

A firm (whose name can be obtained from the Bureau of Foreign and Domestic Commerce or its district or co-operative offices by referring to file No. 94989) recently obtained a concession from the Government for the establishment of a cigarette factory at Tegucigalpa. This firm has placed orders in the United States for a considerable amount of modern machinery and equipment. Although it is proposed to manufacture cigarettes for the local market, the firm has contracted to export considerable quantities to Panama and the Canal Zone, where it is expected that it will fulfill the present strong demand for a cheap cigarette among the negro laborers.



EDELSTEIN'S LATEST PACKING

When a manufacturer of clear Havanas builds up a reputation for making good cigars, neither the container nor the style of packing are so important as the brand. Yet one who makes a practice of achieving the best is equipped to succeed in every particular. To knowing smokers who have tried Constancia de Garcias, J. I. Edelstein's fine clear Havanas are well introduced. But the new packing in tins, just brought out, is an excellent bid for additional favor.

CONDITIONS UNPRECEDENTED IN ENGLAND

Trade conditions in England of late, have been absolutely unprecedented. The rigid rationing of clearances from bond, imposed by the Government Order of March 12th, has left manufacturers in an extraordinary position. They have been quite unable to execute more than a percentage of the orders they have received, so that the rationing imposed by the official Order has been, perforce, passed on by the manufacturer to the wholesaler, from the latter to the retailer, and from the tobacconist to the public, with much consequent dissatisfaction and a great deal of unreasoning complaint. Charges of profiteering have been freely bandied about, and the entire tobacco trade has been accused of holding up supplies in anticipation of a big increase in duty.



The Governor General Signs the Decree

In 1781, Vasco, the Governor General of the Philippine Islands, decreed that the government should have control of the production, manufacture and sale of tobacco. By this decree a monopoly was created which remained in operation a hundred years. Due to the strict enforcements of regulations, especially in the earlier period of its operation, the monopoly secured for Philippine tobacco an enviable reputation for quality throughout the world.

Careful supervision of the industry by the American government in the Philippines, together with the enterprise and the business sagacity of Manila manufacturers and importers, is building anew a splendid reputation for Manila cigars.

Boost Manila Business
There Is Money In It

List of Manila Manufacturers and Importers on Application

Manila Ad Agency, 546 West 124th St., New York City

Higher Prices for All Grades of Vuelta Abajo

Partido Fillers Nearly "Sold Out"—Remedios First and Second Capaduras Hard to Obtain—A Busy Week on the Leaf Market in Havana—Some Big Purchases Recorded—Complaints of Drouth in Cuba—"But No One Need to Worry Yet for Fear of the Failure of the Coming Crop."

HAVANA, December 7.—Leaf tobacco business has been exceedingly active during the past two weeks. Available stocks, for sale at first hand, are now so reduced that in future, buyers who come here may find difficulty in securing what they desire. Much leaf purchased by exporting houses has been reserved for regular customers, and such can count upon obtaining supplies, although they may have to be satisfied with purchases smaller than in former normal years.

Transactions during the past two weeks were distributed. Exporters to South American republics, in view of short tonnage, have operated extensively; in doing so prices advanced on first and second capaduras, of Remedios, above the figures paid by the American cigar manufacturers. The last prices paid were 85c. and 75c. per qq. respectively, but otherwise the figures are "whatever the holders may be willing to let tobacco go for." There may be a few vegas that may be bought cheaper eventually, but in some respects they are said to be "not so desirable."

Vuelta Abajo prices have further advanced on all grades. Even colas are beginning to be scarce at $30 per qq. Partido fillers are nearly "sold out," but resagos remain still in better supply.

The Cuban Board of National Defense will grant a general permit to certain houses to ship cigars and tobacco to the neutral countries as long as there is not the slightest suspicion of benefiting the enemy ultimately.

Crop prospects are still uncertain, as complaints concerning drought are made throughout the island. With the exception of the Partido section, where a good irrigating system exists, and a few isolated plantations in the Vuelta Abajo, the transplanting of seedlings is delayed. On the north edge of the Vuelta Abajo, where a heavier soil produces the heavy quality leaf, a few showers have aided the vegueros, and in this section the transplanting of seedlings has progressed. Prices are ranging, however, from $1.50 to $3 per thousand plants. In the Remedios region seedlings have commanded a price as high as $7 per thousand, and which is almost prohibitive. The cost of production will be increased accordingly if the vegueros are forced to pay such exorbitant prices. Nevertheless, there have been years when the principal planting, done in the month of January, gave good results. So nobody need worry yet for fear of a failure of the coming crop, provided the fields have the benefit of one or two good showers.

Sales during the last two weeks totaled 31,538 bales, which when divided, consisted of: Vuelta Abajo and Semi Vuelta 14,158, Partido 1,783, and Remedios 15,597 bales.

Buyers were: Americans 15,557, exporters to South America 3,655, and local manufacturers of cigars and cigarettes 12,326 bales.

Exports of cigars per SS. Mexico totaled 582 cases, containing 2,819,690 cigars, which were consigned to the following countries, viz.: To Great Britain 1,582,660, United States 1,023,030, to Canada 96,050, Argentine Republic 27,500, Australia 37,000, British Africa 24,700, Gibraltar 17,250, Brazil 7,500, and to the British East Indies 4,000 cigars.

Exports of leaf tobacco from the port of Havana for the week ending November 24, 1917, totaled 5,086 bales, which were distributed to the following countries, viz.: To all ports of the United States 2,916, to Canada 70, to the Argentine Republic 2,050, and to Uruguay 50 bales.

Among the leaf buyers who arrived last week were Lewis Cantor, of Lewis Cantor; E. Starlight, of Starlight Bros., and Ted Smith, of Hinsdale, Smith & Co., all of New York: Vivian M. Myers, vice-president of the Cortez Cigar Co., of Key West. There also returned, accompanied by his family, Juan Diaz Inguanzo, of Diaz Hermanos & Co.

Louis H. Eisenlohr and foreman C. H. Eimerbrink returned to Philadelphia this week, having made a selection of second capaduras, which they usually utilize in the production of Cinco cigars, leaving the registry, weighing, and the receiving part to Ventura Blanco. Report says they have purchased the ordinary yearly supply of the goods which had been reserved for them, notwithstanding the higher prices.

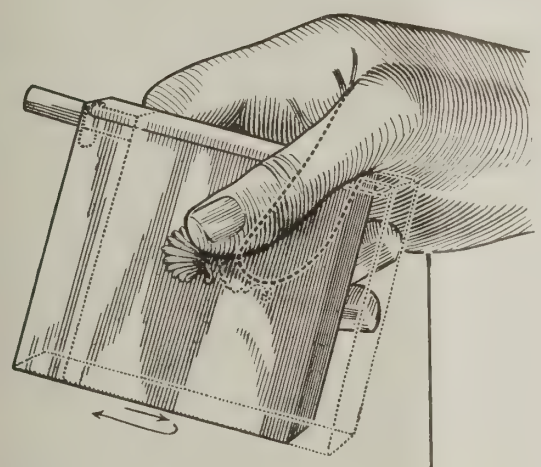
The Cuban Land & Leaf Tobacco Co. again was the most important buyer in the local market, securing 6,030 bales of leaf.

C. del Peso & Co. added another 3,020 bales of Vuelta Abajo, clean fillers and colas, to their stocks of leaf for their Flor de Tomas, Gutierrez cigar and cigarette factories. The cigarette factory is working splendidly, and the cigar factory is steadily gaining in importance.

The Havana Tobacco Stripping Co. purchased in the month of November 5,000 bales of leaf for account of Northern customers.

Calixto Lopez & Co. were buyers of 2,351

(*Continued on page* 16.)



THE
AUTOMAT
ONE HANDY ONE
Cigarette Case
PATENTED

— "Snick, snack"
Back and forward
A simple thumb
motion and—
There's a fresh
"smoke"

Announcing
The "One-Hand" Cigarette Case

—The most novel
—The handiest
—The neatest
—The simplest, most sensible
Cigarette Case made.

When one hand is "tied-up"—busy—just reach into your pocket with the free hand, pull out the cigarette case and the rest is easy! Presto!—a simple move of the thumb—and you've a fresh cigarette.

Nothing in years for smokers is so handy—so simple—so *wanted* as this. A marvelous little idea. Obtainable in nickeled steel (50 cents), composition silver ($1.00) and the first of the year comes the dandy new silver case—$5.00.

Dealers—Get in touch Now. Write or wire. Already sales are beyond all expectation. In the next three months the AUTOMAT idea is going to come "Big."

SEND 50c. FOR SAMPLE CIGARETTE CASE

The Automat Cigarette Case Co., 258 Washington St., Boston, Mass., U. S. A.

Explanatory of the Best Policy Up State

New York State Capital District,
December 10, 1917.

Suppose you found $400. What would you do with it? Would you do as Hjalmar Heldberg did?

Would you keep it for 25 years? And then return it with compound interest, amounting in total to $1,026, not to the unknown original owner, but to the chief of police?

Yet such a man did that very thing, the other day, merely as a sop to conscience. Sure, there was a 250% interest charge since 1892, the finding date, but that all went in, too, with the plagued cash!

Now, on the other hand, considerable money in small sums is frequently found upon upon the floors of retail cigar stores.

If it's only a few cents the man who picks it up usually and casually mentions the fact, sometimes leaving it with the merchant for claim.

But, when the recovered sum is a dollar or more, look out! Seldom will such a man as Hjalmar Heldberg find the stuff!

And, tho he does, who can wait 25 years for the dough to bake into bread upon the waters?

Here's a case: Last Friday afternoon a customer in the South Pearl street United store in Albany sees $5 on the floor.

He wraps it into his wallet. Then, either from honesty or belief he has been seen, the man reports the occurrence to the salesman on duty. And he keeps the cash, leaving his name and address for possible claimant.

Question before the house: Should the man turn the five into the United, or do as he did do?

Your answer may win a prize—it may be your opportunity next!

Then here's still another little matter. It occurs almost daily in every retail shop.

Customer buys a quarter's worth of cigars in the same United store. Puts his quarter down, and asks for certificate. Man behind the case says he hasn't received the money—where is it?

Either the customer or the salesman is wrong. Which? For the customer may think the salesman has knocked the quarter down, and the suspicion may flash thru the salesman's bean that the customer is either mistaken or fibbing about the quarter being paid.

What's the answer? Next day, when the customer asks about the subject, the case-man smiles, and says:

"Oh, yes, here's your quarter. Found it in the cigar box, where it must have dropped when you put it down."

Probably the Rt. Hon. Sir Leander Starr Jameson, better known to the South African diamond interests as plain Dr. Jim, the famous Scot who led the Transvaal raid, knew of even larger diamonds than the Kohinoor worn by Art Lauer!

No one else, however, ever saw such a stone! Not even in a ten-cent store!

Likely that is the reason almost everyone Art goes to see looks first at the diamond, then at the El Yu Tan cigars!

In Rochester, where Art lives, and helps the H. P. Brewster people to distribute his Yu Tans, the folk know all about Art and his mazda lamp.

But in Scranton, Pa., where Art also works the Yu Tan for the Scranton Tobacco Co., the Lauer ever-ready day-lo flashlight is still something of a dazzle to the coal barons who mine equally valuable black diamonds.

Their entire State street window is being used this week by the A. B. Huested Co., State and Eagle streets, Albany, for Christmas cigar and cigaret packings.

Small boxes of Que Placers' Schuylers, Fulder's 512, Rocky Fords, and other big selling smokes center the display.

Around the edges, in attractive arrangment are cigarettes in hundreds. These include Helmars, Murads, Philip Morris, Deities, and many more big favorites.

Starting in to-day for the final windup of the season, Joe Schilling will comb the Capital District once more on Prince Albert in 16 ounce glass jars.

Local jobbers report recent receipts of 8 ounce tins, and the new two-ounce tin of Prince Albert to retail for 13 cents.

That other Reynolds product, the Camel cigarette, still goes to the consumer in packets of twenty at retail prices running from the downtown rates of 12 cents to the uptown figure of 15.

"When you take stock, be careful you don't add your totals to the Year of Our Lord!" was the frequent warning of the late Francis Shields, the Church street tobacco manufacturer, Albany, at the approach-to-inventory season.

Quite likely the addition of the figures 1918 would help out many an otherwise unlucky inventory this year, especially if the top-o-page numerals were figured into the carried forward of each and every page in the wider dollar column!

One very successful Capital District cigarist has never taken stock since he has been in business, now over thirty years. But few can follow such a method and continue to do business at present prices!

"Our Business is Growing!" says the slogan of a Capital District florist. But it won't grow anymore, now that Bellinger has cast aside his former daily lapel-carnation!

Ever since Judas Maccabeus licked the Hasmoneans, 'way back there in 165 B. C., our good friend Bellinger has worn a fresh pink on his coat every morning.

So it'll seem strange indeed to see my Lord Stirling minus his hall-marked emblem of color and beauty.

Perhaps that's why a Broadway waiter didn't recognize Bellinger when he tendered the shirt-and-bib chap a quarter for his dinner check-tip last Friday.

At any rate, the benevolent stew-and-fry specialist waved aside the two-bits, mumbling "You may need that, my friend, for it won't buy much in this town while the war is on!"

Bellinger was just about to grab the silver flying eagle when the dvornik changed his mind, reaching it first.

Then my Lord Stirling would undoubtedly have given the pleasant fellow another quarter to call it square if the chappie hadn't immediately hustled into the kitchen with a short order for a western sandwich, Newark style.

While Bellinger proceeded to a nearby druggist for 6 Bell-ans in hot water, instantly followed by an emetic which cheerfully brightened the situation.

This was an order of sorts, Prince Cigar Co. style, which my Lord Stirling booked with more pleasure than he enjoyed after his dejeuner a la carte.

Do you know how much money thirty-five thousand people earn and spend in Schenectady every week?

No? Then ask the three boys behind the cigar counters at the State & Jay street store of Louie Killeen!

Maybe they can't tell you to a nickel. Maybe they don't know even to a dime. But, from their regular Friday-Saturday experiences each weekly pay time in shovin' out cigars and trimmin's, these boys can safely say the amount is conservatively estimated now at something more than a million weekly!

Snails travel around in a terrible rush at the astonishing speed of 10 feet each day!

That is the maximum for a union schedule of 8 hours, of course. But, should an inquisitive airedale terrier attempt to nose 'em along at a more rapid pace, these nervous slugs simply quit action entirely, doing the crab and turtle act, to the dog's disgust!

War workers are much the same. Governments, airedale-like may sweat and stew, but a union day's a union day, and, darn it, it can't be changed!

So, in Schenectady, where unionism-socialism are hyphenated similar to another term you know of, the airedales have just about decided to break the snail-shell, and see what in blazes is the difficulty inside where the guts are.

When this happens in Schenectady there'll be an awful scream. Then more noise and shoutin'. Eventually, however, the town'll be better off. There'll be more than 10-foot progress, that's sure!

When you count the cash, each day, take $20 out and set it one side. Yes, that's for the landlord!

Some stores, even in cities the size of Schenectady, would not find this a profiteering scheme, to say the least.

Yet that's what the State street store of Quinn, the drug-cigar man, must do every 24 hours to satisfy the 30 day demand for $600, or $7,200 annually.

But, from the very minute the key opens the door in the morning until the same key or a duplicate locks the place at midnight, things are moving at Quinn's!

More cigars are sold here than in most regular cigar stores. One reason is, to be sure, the handsome cigar display case is right up agin the front door knob, where gentlemen and others either see it or they don't, just as they desire.

Since Cross & Heath took over the management of the store at 4½ Market street, Amsterdam, N. Y., they have established a most satisfactory business in the cigar line at that place.

Trade in Amsterdam hasn't been up to the notch, but dealers look for better conditions after the usual January thaw.

"Going home for the Holidays," declared A. Rego, the F. Garcia & Brothers partner-salesman. "And, after my long trip to Denver, I'm quite ready to get back to New York. Really, I can't complain about my western trade. Things seem to be better there than here, tho I've done fairly well around Albany

It's a long way to Tipperary, it's a long way to go, but time flies.

Perhaps that's the reason the Albany folk are even now preparing for the welcome and entertainment of the World's Salesmanship Congress, to be run off in this town on June 16-21, 1918.

Several thousand delegates are expected here, providing the war and the railroads don't object. And, to help the idea along, George Van Slyke, of G. W. Van Slyke & Horton, is on the job with his customary able assistance to the local executive committee.

So the visiting salesmen needn't be a-tall surprised to see the Peter Schuyler cigar down on the cards as the official convention smoke.

Why not? Peter Schuyler himself was the first, the very first and foremost mayor of Albany, and a famous figure even at the present time, both as a man and as a cigar!

Just as Bold as usual, Salesman Shufelt, of the L. W. Killeen staff, Schenectady, announces another advance on the Bobrow Brothers famous cigar.

This time the Bold goes to $45, a little $2 boost. Xmas goods in Bolds are scarce, ex-

(*Continued on page* 25.)

A Dozen Facts and Suggestions From a Successful Cigarette Manufacturer to the Progressive Retailer:

1. As the Turkish cigarette has now become one of your principal assets in the retail business, always feature *Quality*.
2. Be convinced that QUALITY has proved itself in the brand you intend to feature.
3. After you have selected a winning brand, concentrate on that brand, and talk it to your customer.
4. By satisfying your customers with QUALITY, you not only please them, but also hold their trade.
5. Cigarette sales are not "secure business" for the retailer when based only upon the medium of advertising.
6. Every package of MELACHRINO cigarettes sold by you, **sells many more for you**—gratis.
7. MELACHRINO cigarettes have the acknowledged approval of QUALITY from **all** experts of Turkish tobacco.
8. MELACHRINO quality will always live—when advertised brands cease to sell.
9. MELACHRINO cigarettes, unlike any other brands, are **big** sellers in **all** the markets of the world.
10. Measure your profits by QUALITY—the same as you will measure your volume of cigarette sales by featuring MELACHRINO.
11. Keep your MELACHRINO cigarettes attractively displayed at all times on your shelves and counters and in your windows and watch your cigarette sales grow.
12. All retailers crave high class custom. MELACHRINO cigarettes will bring it to your store.

M. MELACHRINO & CO.

1790 BROADWAY NEW YORK

Blanket License for Tampa Tobacco Imports

Cigar Manufacturers Officially Assured That the Trade Will Not Be Inconvenienced—Every Factory Working at Full Speed—Mat Berriman Has a Gifted Grandson—More Recognition for the "Payroll City"

TAMPA, December 9.—Local manufacturers were considerably worried by the President's proclamation of November 28, relative to importation of various articles, strict enforcement of which would have closed the factories for a time, owing to the fact that there were only 5,000 bales of tobacco in the bonded warehouse. The matter was taken up with the War Board by Deputy Collector of Customs A. G. Watson, Jr., and L. P. Dickie, secretary of the board of trade, and the reply was that a blanket license for tobacco could be used and that the manufacturers need fear no inconvenience.

There is not a factory in the city at present which is not going at full speed, and every indication is that the coming year will be even more productive than the present. Prosperous conditions in all sections are expected to increase the demand for Tampa-made cigars of all grades.

Ludwig Lasker, for 22 years with E. J. Stachelberg & Co., and five years European representative of Beck & Co., of Havana, has connected with Perfecto Garcia & Co.

Jerome Regensburg, resident partner of E. Regensburg & Sons, leaves in a few days for New York to spend the holidays with relatives and friends.

M. W. Berriman, of Berriman Bros., is in receipt of a letter from his son-in-law, George F. Worts, a well-known writer of Port Washington, L. I., announcing the birth of a baby boy, who is named Robert Berriman Worts. Mr. Worts writes the letter announcement as if the "kiddie" was writing it himself, and the youngster expressed a desire to "give grand-dad the once over, although my eyes are now somewhat bleary because of the hard journey I have had." A letter from Lieut. George Berriman to his father states that he expects to be assigned to work on the general staff in France.

The people of Tampa are firm in the belief that the proposed gulf naval base, the building and maintenance of which will require millions of dollars, will be established near this city. They also expect a hospital and camp for convalescent soldiers to be established in Plant Field, directly behind the Tampa Bay Hotel.

Manuel Corral, of Corral-Wodiska & Co., will spend the holidays in Havana with his brother, Celestino Corral, leaf buyer for the firm. Hiram Hammer, sales manager for the concern, is still in the city mapping out his campaign for the coming year.

Delphin Rodriguez, son of Salvador Rodriguez, veteran manufacturer of Charles the Great cigars, has gone to New York to enlist in the National Army.

Sig. Meyer, Western salesman of the Lozano factory, is here mapping out his 1918 campaign.

HAVANA NOTES

(*Continued from page* 13.)

bales of leaf tobacco, principally Vuelta Abajo, last month, for their cigar and cigarette factories.

Other buyers of importance were: Leslie Pantin 2,275, Walter Sutter & Co. 2,274, J. Bernheim & Son 1,711, Mark A. Pollack 1,492, Hijos de Diego Montero 1,305, Allones, Ltd., 1,120, Hija de José Gener 927, Manuel Suarez Co. 817, Salvador Rodriguez 775, Garcia & Vega 512, and Cuesta Rey & Co. 350 bales additionally.

All of our cigar factories still are very busy, but soon the holiday shipments to the United States will come to an end (and unless the British importers consent to extend the time limit to our cigar manufacturers, with the end of this month the exports to Great Britain will also cease) excepting what Government orders might come forward for the Army and Navy. The few delayed orders from South America, Australia, and a few other countries would not be sufficient to keep the same number of hands employed.

Romeo y Julieta is still working under full steam, straining every point in the filling of the holiday orders for the United States, and the balance of the pending orders for Great Britain. After these are despatched Romeo y Julieta has still enough delayed orders for other countries, so perhaps it may have to let go only a few of its cigarmakers after January 1, 1918.

Partagas is also in a very favorable position as regards orders from South America and Australia.

Punch has usually managed to give its cigarmakers steady work throughout the whole year, as Don Manuel Lopez, the owner, works upon a different plan, never rushing orders, and refusing at the time of acceptance to be bound by any time limit.

Belinda, Hoyo de Monterrey, Calixto Lopez & Co., La Corona, Por Larrañaga, Ramon Allones, C. E. Beck & Co., El Rey del Mundo, Devesa de Murias and Sol are all very busy at the moment. ROSAM.

THE
NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

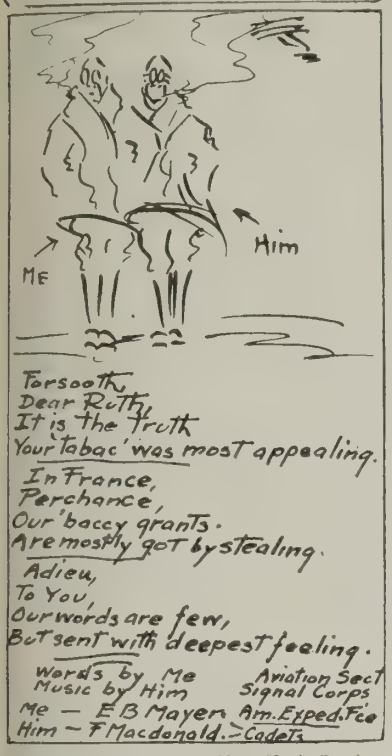
and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City

This Soldier An Artist Too.



(By courtesy of the New York Sun.)

SHIPPING CONDITIONS

WASHINGTON, Dec. 11.—Government officials here in touch with the ocean traffic situation say that it is becoming more of a problem to obtain shipping space for British ports. No space is available for London, Manchester or Hull, and only limited quantities for Liverpool and Glasgow. This situation, which is always expected at the present time of the year, is said to be likely to prevail up to the end of December and possibly during January. Ocean rates are correspondingly high.

Space is scarce and rates are strong also to the French Atlantic ports. After government requirements are satisfied, priority is given to goods which are classed as essentials. To Marseilles, all steamers in view are booked full. It is possible, it is said, that a limited amount of space may be available later this month. To Italy, the situation continues fairly easy. Rates are high, but prompt clearance can be obtained.

The service has been resumed to Greece. To Holland and Scandinavian countries, shipping remains at a stand-still. South American ports are an exception to the general situation. Space in that direction is plentiful and rates have eased off. To the Orient rates continue strong. There are only a few steamers sailing from New York, and space from the Pacific ports is becoming scarce. To Australia, the service from New York has been augmented. Although rates are steady, space is more readily obtainable. From Pacific ports, steamers continue to be booked full in advance of their sailing dates.

Excess Profits Tax Tangle

WASHINGTON, Dec. 10.—Involved legislation in the $2,534,870,000 war revenue bill, passed by Congress at its last session, which has thrown Federal officials and corporations into a quandary as to the application of the excess profits tax, may soon bring a concerted effort in both the Senate and House for the repeal of the entire measure. In any event the introduction of amendments to clarify the excess profits and income taxes is assured.

Since Congressional leaders returned to Washington their mail has been burdened with anxious inquiries from corporations as to the application of the profits tax. These have been referred to the advisers appointed by Secretary McAdoo to straighten out the kinks in the revenue law and have admitted their inability to do so even with the help of legal experts called in by the Secretary of the Treasury.

The almost hopeless tangle which the revenue measure presents drew the fire of Senator Smoot of the finance committee to-day. He criticised it as "impracticable" in many respects and went on record as favoring "a rational, workable substitute for it."

"Nothing more grotesque has been passed by Congress than the excess profits tax in the war revenue law," Senator Smoot declared. "There is not one corporation in the country that is sure of how the tax is to be applied, and the Secretary of the Treasury has been unable to give them a satisfactory interpretation. Congress should not hesitate to repeal the entire measure."

The repeal of the measure or at least its revision is also favored by Senator Simmons, who is chairman of the finance committee. He characterized the law as "pioneers' legislation," and said its faults were due largely to the stress under which its was enacted. At any rate, he asserted, Congress could not be blamed, as it was guided in the passage of the law by the Treasury Department.

Patents Recently Granted

The following patents recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trademark attorney, Real Estate Trust Building, Washington, D. C., at the rate of 20c each. State number of patent and name of inventor when ordering.

1,246,932. Box for cigarettes and the like. Harry W. Jones, San Francisco assignor to American Can Co., New York.

1,247,060. Process of producing ammonia and potassium-containing material from tobacco waste. Joseph E. Zilk, Pittsburgh, assignor to Odorless Fertilizer Mfg. Co., same place.

1,247,225. Cigarette - dispensing box. Thomas Cloovas, Yorkville, Ohio.

1,247,364. Cigarette - packaging machine. Edward L. Bracy, Baltimore, assignor to Richard H. Wright, Durham, N. C.

1,247,576. Cigar - vending machine. Jesse T. Robinson, Montgomery, Ala., assignor to Cigar Vender Sales Co., Pensacola, Fla.

1,247,697. Sealed - wrapped tobacco-package. Thomas J. Maloney, Jersey City, assignor to P. Lorillard Co., New York.

1,247,736. Tobacco-weighing machine. Thomas R. Stockard, Montreal.

1,248,214. Pasting apparatus for cigarette-making machines. Max C. Grahl, Dresden-Loebtau, Germany.

NEW—

but having a wonderful reputation

STRAND
CIGARETTES





NO ADVANCE IN PRICES

Boxes of 10	25 Cents
Boxes of 50	$1.25
Boxes of 100	2.50

Plain or Cork

A GENTLEMAN'S CHOICE

Guaranteed absolutely 100% pure Turkish Tobacco.

A True Honest Cigarette.

A good margin of profit for the dealer.

STRAND CIGARETTE CO.

17 West 42d Street, New York

Encouraging Christmas Shopping in Chicago

Soldiers' Kits and Cigarettes Are Strongly Featured—Many Stores Have Attractive Displays of the Finer Havanas—Retail Cigarists Preparing to Make All Sales Possible—The "United's" Donation—Higher Licenses for Motion Picture Theatres.

CHICAGO, December 7.—Shopping is being done early this year, so as to avoid shipping congestion. The boys all are hard at work, many fine orders have been booked, and the present stocks both in jobbers' and dealers' hands are sure to be cleaned out in a hurry. Fancy packings of cigarettes, and there are plenty on the market, are going to be the big noise. Soldiers' Kits have made a hit and those who have them for sale report a big demand. Beautiful windows showing the usual holiday spirit of Chicago are now in evidence and taking everything as it comes, the trade is ready to make all the sales possible.

Wonderful holiday displays are featuring Pall Mall cigarettes. At Shoemaker & Co.'s store in the Ashland Block is a six foot Christmas tree loaded down with gold and silver tinsel, and hanging all over are different sized boxes of Pall Malls. The display is a work of art. Another fine display of this brand is seen at the shop of Tibbets & Garland on Michigan Ave. Credit for the showing made by this well known brand should be given to Billy Wolfson, the factory representative.

The space in the lobby of the Masonic Temple has been rented to Wm. Creutzburg and is already open for business. The stand displays a full line of popular brands and cigarettes.

The jobbing house of McNeil & Higgins has discontinued handling the Apropo brand made by Ruy Suarez & Co., New York. All the salesforce are hard at work placing the Eden imported line with the trade manager. Al Belmont states that they will soon be ready to market the Henry the Fourth line.

Bumped into George Stocking, the Tuval preacher, the other day. George is home to spend the holidays. Closed a fine year on the brands made by Marcelino Perez & Co.

The Judge Wright cigar is now in the 6 cent class. The brand is made by J. C. Newman Cigar Co., of Cleveland. S. Laycock is the representative in this field.

G. A. Johnson leaves the jobbing house of Franklin McVeagh & Co. January 1st. For the past year he has been manager of the cigar department.

OVER THE TOP goes the *Daily News* Tobacco Fund. It has passed the $11,000 mark and is still soaring.

The United Cigar Stores here gave 5% of their receipts on Dec. 5 to the Jewish Charity and Welfare fund.

Jose Diaz, president of the Preferred Havana Tobacco Co., was expected here this week to confer with Clark Cutler. The latest report is that he will surely arrive this coming week.

Paul Alberty, the Hansel & Gretel ambassador, is getting ready to depart for New York headquarters. Paul will leave in a few days for his holiday sojourn along the gay white way. He has done wonderful work out here this year and the H. & G. brand is a staple seller. All the good places carry several sizes.

Something new in the way of Cigarette displays are appearing in the stores featuring Murads and Egyptian Deities. Hand painted scenes of different characters set off by two stately Christmas trees in flower pots are just the thing right now. The Chicago department of P. Lorillard have some wonderful trims around town this year.

Wengler & Mandell have put out a Tom Palmer Kit. It sells for $3.50 and contains 25 Tom Palmer cigars, one Chesterfield pipe, one tin King Bee tobacco and 40 Omar cigarettes. It is selling very well.

Over at 1403 West Madison St. is a busy store owned by Henry Kantor, a progressive young cigar man. Henry is chaiman of the recently formed Chicago Cigar Dealers Ass'n. He carries a fine line of cigars and here you may purchase such leaders as Cyro, Jose Vila, Romeo Garcia, Valkyrie, Kelly's Bouquet, Tom Moore, Mozarts, Robert Burns and Tom Palmer. Big lines of pipes and cigarettes are also handled.

The telephone girls in Evanston no longer are allowed to act as alarm clocks, ringing the phones of subscribers who wish to rise early. Some of the cigar boys who live up north will be reporting late to business on account of this.

The plea that the war is driving moving picture film exchanges out of business failed to convince the council license committee that it should not increase the license fee for that business. The committee recommended that the fee be increased from $25 to $100.

Food Administrator Hoover suggests that a temperature of 68 degrees be maintained in American homes—thus not only saving fuel but bettering the health and increasing the physical resistance of the people. "Use less coal and make it hotter for the Kaiser."

That famous toasted cigarette Lucky Strike is having a big run. All the papers are carrying big ads of this favorite brand.

The Marco Cigar Co., 118 South Fifth avenue, has a big La Palma display. This is a new brand with the house of Marco and is offered to their trade in several sizes.

The Dutch Inn, a popular cafe at 206 South Clark street, features a full line of well known brands.

In several stores on the west side is to be found the Big Six brand of Selak & Hoffman Co.

Valkyrie intermission, a five-cent size of this big selling mild Havana cigar, has a good sale. It is a small breva shaped cigar and comes packed in boxes of 50.

Cubador, that used to sell for 6 cents, is now offered for 7 cents, or 4 for 25 cents. E. Hoffman & Co. are the jobbers.

Gato Keywesters are now packed in cardboard drums of 50 cigars. Formerly they came in tin boxes.

Grosvenor Nicholas & Co., of New York, have sent to the trade a very neat holiday folder showing fancy packings of Eden, Ramon Allones, Por Larranaga, Punch, Romeo & Juliet, and Partagas brands of imported cigars.

Breitung's are offering a fine packing of La Venda that retails for $6.25 the box of 50.

The Army and Navy Kit put out by the United is selling well. The kit retails for $1.

Ben Woolf has purchased the interest of J. Polachek in the firm of Marks & Polachek, on 47th street. The new firm of Marks & Woolf features the well known Corina cigar as a leader.

Hazel Harris, of the Hotel Sherman cigar stand, is striving to win one of the five liberty bonds offered by the United Cigar Dealers Co. to the five persons who turn the greatest number of Cyro cigar bands in to the Daily News Tobacco Fund. She is cornering every Cyro smoker and encouraging the saving of the bands for men in France.

Fifth Avenue redeemed by Time's gentle ministerings, dropping the soiled reputation of a sinful past, has resumed the old name of other days. The thoroughfare drops the cloak it has hidden behind and dons again its rightful garment—Wells Street.

The None-such brand of cigars made for McNeil, Higgins & Co., the wholesale grocers, has a large following both locally and with the country trade.

The Mansart Cuban Blunts, selling at 5 cents straight, are now offered in the twelve stores of Albert Breitung. This is an all Havana short filled shade wrapped cigar and is made by the Harris-Schwarz & Co., New York.

Going around the different stores one sees a lot of new faces in the "ranks" behind the counters. Many of the old time clerks have left our city ticketed for somewhere in the U. S. A. to join the new drafted army. Everybody is hoping for their safe return and all have been assured of their old positions. After all the position of the cigar clerk is not so bad, when "The boss will keep your job open for you."

The Boite Nature package of Romeo-Garcia, packed 10 in a box and selling for $1, is shown by many of the large loop dealers.

A steady sale is noted by the larger dealers for Philip Morris smoking mixture. Thorwart & Roehling are the local jobbers.

Mr. Stein, selling Pera and Softa cigarettes, made by Pera Cigarette Co., of New York, was here showing some fine holiday packages. He left for Minneapolis and Denver.

J. H. Weiss & Co., 329 South La Salle street, are putting the Admiration brand over in great shape.

At the main store of Albert Breitung, Jackson and Dearborn streets, is a fine showing of holiday cigar humidors.

Garber's Club House, a new 6-cent cigar made by Julius Fernbach & Co., for Phil Garber, 329 East 51st street, has made a "hit." He can't get enough to take care of the demand.

R. J. Lytle is now all fixed up in his new quarters at 5616 Blackstone avenue. Lytle's stogies are numbered among the biggest selling stogies in town and are carried by all dealers. Bob Lytle also represents Selak & Hoffman, makers of the Big Perfecto.

Big advertisements appear in all the local newspapers boosting Osterloh's Mixture and sales have taken a big jump.

Does anyone know where Bob Delaney is? He is missed by the trade.

Walter Bloch, the box trade star at 118 North La Salle street, has taken on the Flora de Mast brand of cigars, made by Harris-Schwarz & Co.

About the handsomest glass signs ever seen here are now being distributed by the Melachrino sales force. The signs are of heavy French plate glass with the lettering in red, white and blue with gold borders. The sign hangs on a heavy brass chain.

Where is Chicago when the lights go out? The city is in bed, and before nidnight, an unheard of thing made possible only through the patriotic need to conserve coal by extinguishing the huge electric signs at 11 o'clock. Habitues of the gay white way hoped at first that candles might be permitted to replace the incandescent globes in the wee morning hours. But candles are out of the question, for they are made of tallow and tallow is badly needed. Gasoline and kerosene are also taboo; and no other substitute is satisfactory, so we have got the habit of "early to bed and early to rise."

C. C. McDonnell has contracted the dancing fever and when he closes up Fred Oakes' store he can be seen nearly every night in the week tripping the light fantastic in one of the local dancing academies.

J. L. Beck has opened a cigar store in the Warwick Hall Building, on 47th street, near Forrestville avenue. He will feature a full line of popular brands.

H. L. H.

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

As a Tale That Is Told in Philadelphia

Frightfulness Approaches in the Form of a War Cigar—Dealers Can't Get Goods Fast Enough—Don't Tell Your Troubles to a Quaker City Policeman—Burglars Open the Safe of Hartman & Sons in Camden—Retailers Will Have More Than Food for Thought at the Meeting Wednesday Night—John Armstrong McDowell, a Widely Known, Old Time Tobacco Man Passes.

PHILADELPHIA, December 10.—Some of the local perfesh are frightened almost into swearing off—and three weeks to go until January once. It all came about as the result of those wild, fatherless rumors that the dear old government is going to follow up its war bread experiments by establishing a war—get ready for the woist—a war cigar. It is to be made, according to the same unreliable, highly unauthoritative and distinctly unsatisfactory source, out of two parts have a-necticut and three parts prime Nevada sage brush. We sprung the tale first on Dan Ostrow;

"Quite an improvement," he said, rubbing his hands in great glee and gazing at the stogie he had just hurled into the corner with a malevolent gleam in his eye. "I's about time the government stepped in and cut down the amount of refuse in some of this war junk I'm getting."

Others say that straw and corn stalks used as bedding for cattle will be used, there being a shortage of cattle this year and a consequent overproduction of bedding.

Seriously, something will have to be done if all the smokers, including the soldiers in the army training cantonments, are to get all the smokes they want this Christmas. What with shortages of coal, boxes, labor and transportation, the situation here from the viewpoint of manufacturer, jobber and retailer is beginning to assume a dark blue tinge. Yahn & McDonnell, who are among the largest jobbers in the city, are still waiting for some goods ordered as early as last August. The bill of this and other firms for express tolls and telegrams will run into figures which, if you had it, Mawrus, you wouldn't have to do no worrying about your Christmas gifts.

Jobbers who succeed in getting in goods more likely than not get the wrong size packages, but nobody is doing much kicking on that score so long as the stuff comes in. Production is being kept up to the top notch possible with the growing shortage of labor, but orders—or rather pleas—for goods are piling up faster than the manufacturers can handle them.

Added to which, the cops are threatening to strike in this man's town for more money. What has that to do with the cigar business? Nothing, only "Gus," the mysterious personage who loitered up to a freight car at the Woodlawn station and thoughtfully extracted twenty-five thousand cigars which he took away from there on two motor trucks and later sold to a Philadelphia dealer who is now being held for trial for them. Gus is still at large. And also a coy burglar with a sharp saw cut a hole through the trap door—we can't figure why he didn't pry it open—the trap door, at any rate, of Hartman & Sons, of Third and Arch streets, Camden. Of course they didn't stop there. They went right on through to the first floor and pried up the safe. In it they found a box of cigars. They took the cigars and $100 in cash. Then they gathered up many boxes of cigars and went away. On the floor, when members of the well known cigar manufacturing firm arrived the next morning, was discovered a tray from the safe. In the tray was a collection of the family jewels worth more than John D. Rockefeller's Christmas cigars, which the burglars had overlooked. Of course that was in Camden, where they have good cops. Now what is going to happen if the cops in Philadelphia strike? Business houses might just as well leave the front door open with an obiliging clerk on duty to direct the burglars to the strong boxes.

All of this may or may not be discussed at the first regular meeting of the newly formed Tobacco Dealers' Association, to be held Wednesday night of this week at the Adelphia, in no less a place than the banquet room. But whatever comes up there is certain to be something of interest in the procedure. For one thing, Coates Coleman found he is too busy running a couple of farms, a big cigar store, and handling an estate on the side, so he resigned as treasurer. Franklin K. Sterner, one of the V. P.'s, has been suggested for vice-president, but it will be an open race. H. Lieber, sales manager for Bayuk Brothers, who had sent in twenty-five new members when we reeled to press last week, has come to bat this week with another list of twelve. There are als others coming in Wednesday night. Abou 200 dealers are expected. Whisper—afte the session there will be a buffet luncheo for the members.

At the time of skidding to press definit word had not been received from Charles F Whitrock, president of the Cincinnati Asso siation, as to whether or not he will be pres ent to tell the new association here how the do it in his town. However, he is expected

John Armstrong McDowell, one of th most widely known of the old time tobacc men in this city, died Sunday night at th Aldine Hotel, where he had made his hom for some years. Mr. McDowell was a mem ber of the firm of M. E. McDowell & Co. incorporated some years ago as the Durhan Tobacco Co., of which Mr. McDowell be came treasurer. When this firm sold ou to the American Tobacco Co. it was under stood in the trade that Mr. McDowell ha been offered the position of secretary, bu he declined. He was born in Willoughby Ohio, in 1835. Mr. McDowell is survived b a daughter, Miss Eliza A. McDowell. H was a member of the Union League and o the New England and Scotch-Irish Socie ties. For years he was a vestryman of St Stephen's P. E. Church and one of the man agers of the Beneficial Society. His hom here was at 1727 Walnut street, but he spen most of his time in recent years travelin about the world. Burial will be made i West Laurel Hill Cemetery, with services a the hotel.

The Tariff Commission Reports to Congress

The United States Tariff Commission, which was organized for work April 1, 1917, has just submitted to Congress its first annual report. The commission is charged with the investigation of the administration and the fiscal and industrial effects of the customs laws of this country, including their relation not only to the federal revenue but to the industries of the country. It has power, further, to investigate commercial treaties, preferential agreements and economic alliances, and the conditions and causes affecting the competition of foreign industries with those of the United States.

The commission submitted during the extra session of this year to the Committee on Ways and Means of the House of Representatives a report which recommended that Congress should take steps analogous to those which other countries have taken, and which are there known as "padlock" laws, whereby proposed increases in duties and taxes should go into effect before the enactment of new revenue laws, but subject to their being finally passed. The method adopted by Congress to attain the same end in the war revenue act of this year is to follow taxable articles into the channels of trade. But this does not reach smaller retail stocks and it has the further objection that it suddenly imposes great burdens and responsibilities on the Bureau of Internal Revenue. The commission repeats its recommendation for permanent legislation on this subject.

The commission has undertaken the task of drafting a revision and codification of the administrative laws relating to the customs in order to remove the existing duplications, contradictions and antiquated provisions. It has invited suggestions from Treasury officials, others in the public service, and business men an attorneys. The commission hopes to present t Congress a revision which, if approved and en acted into law, will result in clearness and sim plification in the form and substance of the cus toms administrative laws, increased efficienc and greater convenience for the public, and substantial saving of Government expenditur In this connection the commission is also inve tigating the question of free zones in ports a a means of expediting export trade and ove coming demurrage in ocean commerce.

The commission has undertaken to establis a catalogue of tariff information, somewhat i the nature of an encyclopaedia, which shall co tain as far as possible data for each importa article affected by the tariff. The data will in clude statistics on imports, exports, productio prices and cost of production, processes of ma ufacture and competitive conditions. Th catalogue is to be kept continuously up-to-dat A part of the general plan will be the establis ment of a tariff library in which will be ke books, pamphlets, letters, etc.

The commission is making a special surve of the chemical industry and expects to prese to Congress a detailed report showing the de velopment of the industry and especially o those branches which have been most stimula ed by the war. The investigation carried on b the commission will be especially devised so a to provide the information necessary for a leg islative readjustment to peace conditions. B direction of the president the commission taking the special census of chemical produc made necessary by section 501 of the act o September 8, 1916.

(*Continued on page 23.*)

The American Tobacco Co.
INCORPORATED

Specially prepared Christmas boxes



THE PALL MAGNUM
See Description Below

THE PALL LIBRARY
Packing. See Below

OMAR
See Description Below

LUCKY STRIKE
See Description

LORD SALISBURY
See Description

CHRISTMAS is coming, and it will be different from any Christmas in the history of the country; so many of our young men will either be fighting for our country or in training for the fight. There never was a time when cigarettes were in such demand.

The boys will be away from home, and what could be more welcome than cigarettes in his box from home? It must be the wish of every one who has some one dear to them in a camp in this country that on that day of all days he have every pleasure and comfort.

With this in mind, we have this year specially prepared packings of PALL MALL, LUCKY STRIKE, OMAR and LORD SALISBURY, as illustrated. They are attractive, practical and economical.

Your jobber will ship these Christmas packings as a part of your regular stock order. Display them—push them. They will be the biggest sellers in Christmas Cigarette Packings this year.

THE PALL MALL Magnum contains 100 plain and 100 cork tip. It is an irresistible gift purchase. Its rich, luxurious color scheme of red and gold, combined with the holiday dress, makes it a package of great appeal. No extra charge for this packing.

THE PALL MALL Library packing contains 100 cigarettes, either plain or cork tip. It is identical with the Magnum, except the size. It is going to be one of the biggest selling Christmas brands this year. Thousands of people who have 'their boys' or friends in the training camps know that the best is none too good to send their fighting lads of whom they are so proud.

OMAR. This Christmas box of OMAR contains 12 packages of 16s. Each package of 16 cigarettes sells to the customer for 15c., or $1.80 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

LUCKY STRIKE. This Christmas box of LUCKY STRIKE contains 12 packages of 16s. Each package of 16 cigarettes sells to the consumer for 10c., or $1.20 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

LORD SALISBURY. This Christmas box of Lord Salisbury contains 12 packages of 16s. Each package of 16 cigarettes sells to the consumer for 15c., or $1.80 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

"Get the Box Idea"—12 packages in a holiday box. Tell your customers about this splendid packing, all ready for mailing to soldiers or sailors "over there or over here". It means more profit for you and you render a real service to your customers.

"Get the Box Idea"—and Sell It

Guaranteed by
The American Tobacco Co.
INCORPORATED

AN UNEASY FEELING IN SAN FRANCISCO

Neither Jobbers Nor Retailers Are Greatly Encouraged by the Present Outlook—Anticipate a Considerable Reorganization of Trade—California Is Manifesting More Opposition to Saloons—Marx Bros. Will Advance Prices on Manilas—A Scarcity of Snuff

San Francisco, December 5.—The retail trade in San Francisco is looking forward to the first of the year with a considerable apprehension. While the price of many five cent cigars have already advanced to six cents and in some cases seven cents, these prices have not generally taken effect in all the retail shops. Many of these dealers had a good stock of cigars on hand, bought before the advances were made, and they have not been pushing the cigar which was among the earliest to advance in price. As a consequence the real effect of the advance in prices has not been universally felt. There have always been places where the economically inclined could get his "smokes" at the old price. But with the first of the year all the prices will be in effect. Some of the dealers figure that this will mean a decided falling off in the cigar trade, and that many smokers will turn to pipes. One distributor said he believed that the falling off would amount to about 30 per cent, but other wholesalers and manufacturers' agents would not commit themselves to specific figures. Another matter which is threatening many of the smaller retail dealers is the growing hostility towards the saloon. While a majority do not believe that California is ready for total prohibition, a law which will soon be voted upon provides for the practical elimination of the saloon, and in the present temper of the people it may carry. Every saloon in this city has a cigar store in connection with it and if the saloons are closed it will close hundreds of small cigar stands. This would mean a readjustment of the trade. As one prominent dealer sees the handwriting on the wall the day of the small retailer, the small jobber and the small wholesaler is a thing of the past, and the business in the future will be concentrated in fewer hands, in larger retail shops carrying larger stocks served by bigger wholesalers with large capital. These changes, if they come, will not come at once, but it is asserted that this is the tendency throughout all lines of business, as one of the results of the war, and the cigar trade will not prove an exception.

Marx Bros., large and prominent importers of Manila cigars in this territory, say that shortly after the first of the year they will be compelled to raise the price on all Manila goods. No increase has yet been made by this firm, notwithstanding the f that freight rates have been multiplied times since the outbreak of the war Europe, that the cost of Manila tobacco greatly increased and that labor in t islands have demanded material increa which the factories there have been co pelled to meet. Owing to recent buying Americans in Manilla tobacco has advan nearly 200 per cent above the figure at wh it sold before the war.

H. L. Judell, who was reported as sick l week, has entirely recovered from the effe of his indisposition and has plunged into t midst of the local campaign which is be waged here to raise $150,000 to insure t cantonment at Camp Fremont, near Me Park. This money was promised by t mayor of San Francisco and some busine men to insure the construction of a sewa system at the camp in conformity with t State laws, and now the prominent citize are busying themselves to "make good."

The Philadelphia Hand Made and the Ho man Big-Perfectos will be advanced to t six cent class on the first of the year.

Mo Selig, salesman with Ehrman Bros. Co., who enlisted in the artillery branch the service about a month ago has put his application for transfer to the aviati corps.

Ehrman Bros. & Co. are finding it hard get goods delivered to San Francisco by re ular freight shipments and are ordering good many of their shipments sent here

(*Continued on page* 31.)



E. C. McCullough & Co.

IMPORTERS OF

MANILA TOBACCO and CIGARS

20 Broad Street
New York, N. Y.

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

BETTER THAN PREDICTED

The Wisconsin Tobacco Crop Is Curing in a Way That Causes Gratification and Relief.

EDGERTON, Wis., December 7.—It seems quite probable that the tobacco crop has cured out much better than was predicted earlier in the season, for we learn that a large portion has been removed for stripping during the recent casing weather than was thought possible would be ready until at least after the holidays. Information comes from Vernon county that the Bekkedal firm have already received sixty acres of the new crop and have assurance of enough ready for delivery to warrant the opening of one or more warehouses. However, freezing weather has now set in and it is not likely much more will be taken from the curing sheds until the next thawing spell. But quite a good start has been made in stripping where heavy stems are not so abundant. It is hardly probable there will be much warehouse work attempted in the southern section until after the holidays at least.

The shipments out of storage reach 550 cases and 2 cars of bundles from this market to all points for the week.—*Edgerton Reporter.*

TARIFF COMMISSION REPORTS

(*Continued from page 20.*)

War disturbances, such as the effect of the war on the supply of raw materials, tendencies developing in different industries, new and increased establishments, changes in processes, and plans for readjustment after the war, are being specially considered by the commission.

The entrance of the United States into the European war has brought the activities of the commission, as those of every department of the government, into closer relation to war problems and conditions. Both our allies and our enemies are considering the possibility of commercial warfare, commercial neutrality, and commercial alliance. The Central Powers are considering the arrangement of an economic union for Central Europe. Imperial preference has been actively discussed in England and in her self-governing colonies. Far-reaching possibilities are suggested by the results of the Paris Economic Conference which met in June, 1916, and which provided for a differential treatment between allied countries, neutral countries, and enemy countries. In the act creating the Tariff Commission, the commission was specifically empowered "to investigate the Paris economy pact and similar organizations and arrangements in Europe." The commission is preparing an extensive report on bargaining tariffs, commercial treaties, and economic alliances. The United States has never had a consistent policy with reference to bargaining tariffs, whereas the countries of Europe have worked out several different systems. The Tariff Commission's report will provide the facts upon which Congress may found a method for using the bargaining power in American tariffs, and also upon which American commercial treaties may be adjusted to meet the conditions of the modern world.

In all that it has undertaken the commission is working in harmony with other departments of the government, thereby avoiding duplication of effort.

APPROPRIATIONS TO AID TOBACCO GROWERS

WASHINGTON, December 10.—In making recommendations for the ensuing year, the Secretary of Agriculture urges the appropriation of $84,900 for investigation helpful in the eradication of the tobacco beetle, boll weevil, etc. This sum to be expended under the direction of the Bureau of Entomology would be applicable to insects affecting Southern field crops.

Secretary Houston also asks for an appropriation of $32,000 for investigating and improving, likewise to investigate the methods of tobacco production. This appropriation is for the Bureau of Plant Industry.

REGULATIONS FOR AFFIXING CIGAR LABELS.

WASHINGTON, December 10.—The collectors of internal revenue have received the following instructions in connection with the printing on each box of large cigars legends concerning the class of tax payment.

The provisions of T. D. 2569, with reference to the label to be affixed to each box of cigars weighing more than three pounds per thousand, indicating the class of tax payment, are hereby modified so as to permit the printing or stamping of the required legend directly on the front of each box. The printing or stamping should be clear and distinct.

The dimensions of the label prescribed may be reduced in the case of wooden boxes containing twenty-five or less cigars, and also small packages not made from wood, on which it may be printed as part of other printing thereon. Each such label on small packages not made from wood, known to the trade as package goods, should be perfectly legible and should appear in a conspicuous place.

Boston Cigar Manufacturers Offer Terms

Would Pay the Price the Union Demands for Labor—But Propose That the New Schedule Shall Be Effective January 11—Cigar Makers Refuse to Go to Work Unless the Suggested Schedule Is Made to Apply Immediately—A Tobacco Fund for the "Blue Hill Boys."

BOSTON, Mass., December 10.—Cigar manufacturers here have acceded to the demands of the Union 97, effective January 11, 1918. This concession, however, has not been agreeably received by the cigarmakers, who want the new schedule of prices to go into effect at once. The manufacturers could not readjust their business so that the schedule could be effective immediately. A hitch occurred. The cigarmakers refused to go back to work unless the new schedule went into effect at once. Up to the present, the manufacturers are "standing pat," willing to take the cigarmakers back at the old schedule, and put the new schedule, according to the demands of Union 97, into effect January 11.

Boston was shocked by the horrible calamity at Halifax. Relief trains and steamers with all kinds of supplies were immediately dispatched from here. Money is now being collected and many are responding generously.

John A. Lappen, representing the Havana-American Co., is in Boston, calling on the Commonwealth Cigar Co. Kelley's Bouquet is Johnny's big seller.

Charles B. Perkins, of Charles B. Perkins Co., with Irwin Studwell, visited New York City last week.

Harry L. Rogers, who formerly conducted several cigar stands here, and who now is a successful manufacturer of leather cigar cases and novelties, was in Boston during the past week, booking orders.

Pedro de Cubano is the title of the cigar made by the American Exchange Cigar Co., and distributed by Stoddard-Gilbert Co., New Haven, Conn. The brand has been placed successfully all over the State of Connecticut, and is considered by Stoddard-Gilbert Co. to be one of their most active brands.

All the cigarmakers in New Haven, Conn., are on strike. Not a cigar has been made there for several weeks.

Carlos Stoddard, of Stoddard-Gilbert Co., is on the exemption board of New Haven, Conn., which has kept him busy night and day.

J. Freeman Saville, who was in an electric car accident last week, is getting along nicely, and believes that he will be able to come in to take care of his holiday trade.

John Henry, the Worcester, Mass. retailer and jobber, has taken on the La Constancia brand of Manila cigars, of the Philippine Co.

Charles T. Ellis, representing the American Exchange Cigar Co., made a trip recently covering Providence, New London, New Haven, Hartford, Springfield and Worcester.

Dubonnets are well distributed through this territory, so are Strathmores and Ranchos.

Bill Foster, who has the stand in the Ackerman Drug store in Hartford, certainly sells a bunch of Girard cigars. Bill smokes the himself, and can't help recommending the to his trade.

Cigars made in Western Massachusetts a gradually creeping into the Boston mark No special effort ever has been made to i troduce these cigars. They were simply p in by demand of customers who cover We ern Massachusetts, and smoke these ciga while there. Brands that are noticed in ma stores in Boston are the Rockingham, ma by M. H. Barnett, Springfield, Mass., and t Noble by the Noble Cigar Co., Westfie Mass.

Frank L. Hener, who has been with Charl T. Ellis for the past four years, starting stenographer, and working up to outsi salesman, in which capacity he has made go from the start, has enlisted in the Naval R serve. His many friends wish him all kinds luck. When the war is over, he will be w comed back, and his position will be open f him.

Favorita de Cuba, made by S. H. Furgat & Co., is sold in Boston by Charles B. Perki Co.

Phillip Morris Cigarettes in packs of o hundred, tastefully decorated, are big ho day favorites. Many department stores a displaying this package.

Bernard Lett Co., jobbers of Sanchez a Haya cigars, are getting some good siz orders on these cigars. Many sizes have be short shipped, but Mr. Lett hopes to have big shipment arrive next week.

El Planco and Apropo cigars of R Suarez & Co. have the biggest portion the holiday window of Frederick L. Robe 31 Central Street. Roberts is the Boston d tributor of El Planco and Apropo.

P. H. Wehyms, general representative f

(*Continued on page* 34.)



THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

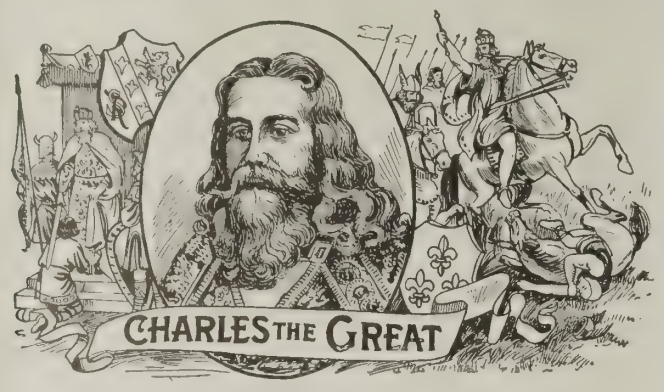
Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.

NEW YORK MONTREAL, CANADA

FINE HABANA CIGARS

CHARLES THE GREAT



CHARLES THE GREAT

MADE IN BOND

Excellence of Quality and Workmanship are Combined in

CHARLES THE GREAT CIGARS

A Valuable Business Asset to Every Up-to-date Cigar Dealer

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

THE BEST POLICY UP STATE

(*Continued from page* 14.)

temely scarce, but Shufelt, with his usual frethought, has taken good care of his local tade with tins of 1-40ths.

"This is the best I can do," sez he, "and I on't think you'll make any mistake by buy-ig all I can sell you. These goods may jump gain, you can't tell at this time."

It's the blame rubber stamp, that's what i is! Else the Doc Deane almanack is right, mmie Stuart is right, an' Tom Lawson, of os'on is wrong!

For whoever heard of Thursday, the 13th? Vhat if it is the 347th day of the year! With nly 18 more daily days to go, this unruly Thursday ought to play true to form, an' e, sure enough Friday, the 13th!

Naw, it ain't unlucky! Lissen ter what ruthful Tom, he of Bos'on shouts erboutut: You may as well try to spank out hell's fires ith a fly-swatter as to red-lantern the merican people about good luck and bad!"

So it looks as tho neither the rubber stamp or Cinco Jim cares a rap, as Tommy says, bout unlucky days like December 13th!

Because, that's the very time "Our Mister" ames T. Stuart has selected to interview ie Capital District trade for the final trip f 1917.

And, if 'twas bad luck to do it on the 13th, Our Mister" Jimmie certainly wouldn't queer is year's work for Otto Eisenlohr & Brothers y comin' thru for a Merry & Happy shake n' smile on no such date as this Thursday, the 3th, as he has it rubber stamped an' promised er postal!

"This is my Christmas call," admitted Frank Dearstyne, "and I have to offer Rex Armas, Seal Skin, Muriel, Que Placer, and the several other Holiday packings of our popular igar brands. Some of these goods are in 0s and 25s, tho, to tell you the honest truth, the Dearstyne Brothers Tobacco Co. can't supply all sizes just now."

"Like to the Pontick Sea,
Whose icy current and compulsive course
Whose no retiring ebb, but flows due on
To the Propontick and the Hellespont—"

No, Shakespeare, you're wrong! 'Twas not the outraged Othello speaking his third scene, third act, to insinuating Iago.

On the contrary, like to the Pontick Sea, it was Uncle Dick! Yes, 'twas Uncle Dick Robe doing the Bob-Mantell to the dear old Hudson River, just a day or so ago!

For, you see, Uncle Dick and his niece, Sara, had just finished some Saint Brighton, with noodles and chicken a la sultan, with fixin's, at the Boulevard Rotisserie.

Then Uncle Dick, true to his instinct as Albany's best known cigarman, had passed the time-o-day with a number of ole frens in the Bruce Macdonald store, ultimately announcing his intention at seven bells of the cat-watch (about 3.30 P. M., you lubber)! to proceed to the river for a glance at his seafaring chum, Cap Peipenbrink.

Right there it happened! Ask Cap, he knows! Because, suddenly a cry from the float at the pierhead! It came to Cap Pep like this:

"Hey, Cap, hey! D'ye hear? I've lost me lid! Git a boat an' chase 'er! There she goes down the creek! It's the best an' oney Dunlop-Dicer I've got. Go an' git it! Go an' git it!"

Cap'n Pep responded like the true life-saver that he is! With a bound he manned the oars in his sub-chaser! Swingin' th' bouncin' craft head-on, th' Cap'n rowed for life!

He rowed an' rowed an' rowed! While Uncle Dick, bless 'is 'eart, jiggered up an' down the pier-float, yellin' encouragement to Cap like a bettin'-trainer at a bike race!

Now, you should know it, if Uncle Dick had-a-had his hydro-cycle at the pier, he'd a given the Cap some 'sistance. For, in the days of '92, when bicyclin' was bicyclin', an' not motor-cyclin', Uncle Dick won many a race on the fast Ridgefield track!

What's more, didn't Uncle Dick likewise ride up th' 90% grade of Wilson street, over cobbles, an' atop a dump-you-over high wheel, such as we uster ride when Rutherford B. Hayes was where Thomas W. Wilson is now?

Well, Uncle Dick calmed down at last, when neither th' Cap'n nor the hat could be sighted in the diminishin' distance.

That's the very instant he began to mutter the immortal lines erroneously credited by Bill Shakes to the wrong fellow.

For the hat was gone, an' th' Cap was gone! While, in th' hat, right under the sweat band (you know th' place)! Uncle Dick had deposited his will an' his thrift bonds, all of 'em!

Of course, there'd be no trouble 'bout th' will! That's understood. It was arranged long, long ago that Uncle Dick's niece, Sara, is to share the entire estate with herself, solely!

"But, take it from me," sez Uncle Dick, "it ain't the loss of the bum ole hat, with th' miscellaneous securities, which bothers me so much. No, it ain't that! But it's the worrin' I been doin' about Cap. Where is he? Mariners report his last appearance some where sou-by-sou-east of th' gulf stream, rowin' fer all he's worth to th' Virgin Isles, or th' equator, or som'where. I don't see why an' how he keeps it up! Sure, I know th' dicer looks som'thin' like one of those new fangled depth-bombs we hear about, but, shucks, th' holstein schnitzels needn't fear! There never was enough explosive in my head to sink a Baked Boston Bluefish!"

Meantime, men, Uncle Dick is wearing his velour fuzzy-wuzzy.

THE SMOKER.

CLASSIFICATION OF CIGARS

(A T. M. A. Bulletin issued December 10)

There seems to be some misunderstanding as to the amount of taxes to be paid on cigars intended to be retailed at 3 for 10 cents and hence attention again is called to the ruling of the Revenue Department as follows: (T. D. 2569)

> "In Section 400 the rate of tax to be paid on cigars weighing more than three pounds per thousand is based upon the retail price of each cigar, and it is provided in said section that the word 'retail' as used in this section shall mean the ordinary retail price of a single cigar.
>
> "The ordinary retail price of a single cigar is held to be the price at which cigars are or would be sold singly. Where cigars are manufactured or imported to retail at two or three for a certain price, the rate of tax payment is determined upon the retail price at which such cigars would be sold singly.
>
> "In the case of cigars which are sold only by the box and never retailed in less quantities, i. e., where the box is the unit of sale, the rate of tax to be paid thereon is to be determined by the maximum value of a single cigar obtained by dividing the box price by the number of cigars packed therein where the same brand of cigars is put up in different size packages.
>
> "In the case of imported cigars, the importer will be required to file an affidavit with the collector of customs setting forth the necessary information with reference to the retail price of the cigars when sold singly, and the importer will be held responsible for the proper tax payment of such cigars."

It seems to be perfectly clear that, except in cases where the cigars are done up and sold in standard packages where the package regularly forms the unit of sale, the test whether the cigars should be classed under A or B, or under any other class, is what a single cigar would be sold for, and as a single cigar of the 3 for 10 cents type cannot be sold for less than 4 cents, it would necessarily come within class B, for which the war tax is $1 per M.

It is respectfully suggested that in each case where there is any doubt as to the package coming within one class or another, such package be forwarded to the Commissioner of Internal Revenue for a special ruling.

Concerning Classification Notices.

In our Bulletin No. 117 of November 10 we quoted the following from the new regulations of the Internal Revenue Bureau:

> "Under the provisions of Section 400 every manufacturer or importer will be required to affix to each box or container of cigars weighing more than three pounds per thousand a conspicuous label indicating by letter the clause of said section under which the cigars therein contained have been tax-paid, which must correspond with the tax-paid stamp on said box or container."
>
> "Such label shall be not less than one inch long nor less than three-fourths of an inch wide, and shall be affixed to the front of the box or container and shall bear the following legend:
>
> The contents of this box have been tax-paid as cigars of Class ———, as indicated by the Internal Revenue stamp affixed.
>
> In each such label the class shall be indicated by letter A, B, C, D or E, corresponding with the appropriate Rates of Tax."

Thereafter we asked for a modification of the regulation so as to dispense with the necessity of attaching labels and to permit the printing of the notices on the box fronts; and in our Bulletin 118 of November 22 we reported that our application for such modification had been granted with the provision that the imprint on the boxes should be in colored ink. The requirement for the use of colored ink was, of course, objected to, with the result that an official amendment to the regulation has since been promulgated, known as T. D. 2595, which reads as follows:

> "The provisions of T. D. 2569, with reference to the label to be affixed to each box of cigars weighing more than three pounds per thousand, indicating the class of tax payment, are hereby modified so as to permit the printing or stamping of the required legend directly on the front of each box. The printing or stamping should be clear and distinct."
>
> "The dimensions of the label prescribed may be reduced in the case

(*Continued on page* 31.)



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St.

TAMPA, FLA.
BONDED

U.S. Tobacco Industry During Past Decade

Production of manufactured tobacco, snuff, cigars and cigarettes during the past 10 calendar years.

[NOTE.—These tables are compiled from an annual abstract statement of manufacturers' accounts, prepared by collectors of internal revenue for their respective districts at the close of each calendar year, and they relate exclusively to tobacco, snuff, cigars and cigarettes manufactured in the United States.]

TOBACCO AND SNUFF MANUFACTURED.

Year.	Plug.	Twist.	Fine cut.	Smoking.	Snuff.	Total.
	Pounds.	*Pounds.*	*Pounds.*	*Pounds.*	*Pounds.*	*Pounds.*
07	159,745,491	12,257,022	12,457,917	179,172,512	24,175,219	387,808,161
08	164,712,863	14,476,730	12,086,725	192,229,890	24,035,738	407,541,946
09	173,418,223	14,625,975	12,481,100	202,374,654	28,454,958	431,354,910
10	174,352,625	14,580,022	12,857,930	214,056,402	31,445,178	447,292,157
11	160,895,589	13,845,761	11,027,986	209,367,475	28,943,754	424,080,565
12	160,248,195	15,531,133	11,006,561	217,330,409	31,363,651	435,479,949
13	164,338,510	14,893,789	10,934,526	220,809,688	32,898,056	443,874,569
14	156,502,776	15,987,339	10,961,100	228,888,866	30,595,640	440,935,721
15	150,658,608	14,829,376	10,045,001	234,927,827	31,898,407	442,359,219
16	165,630,918	15,998,082	10,846,358	239,720,776	33,969,594	466,165,728

CIGARS AND CIGARETTES MANUFACTURED.

Year.	Cigars. Weighing more than 3 pounds per thousand.	Cigars. Weighing not more than 3 pounds per thousand.	Cigarettes. Weighing more than 3 pounds per thousand.	Cigarettes. Weighing not more than 3 pounds per thousand.
	Number.	*Number.*	*Number.*	*Number.*
07	7,302,029,811	1,074,083,976	14,984,493	5,255,572,445
08	6,488,907,269	1,072,512,540	17,668,772	5,742,832,524
09	6,667,774,915	1,043,023,559	17,794,163	6,818,858,272
10	6,810,098,416	1,118,135,635	19,374,077	8,644,335,407
11	7,048,505,033	1,213,832,840	17,058,718	10,469,321,101
12	7,044,257,235	1,055,191,495	16,600,384	13,167,093,515
13	7,571,507,834	959,409,161	15,105,776	15,555,692,061
14	7,174,191,944	1,074,699,103	13,894,359	16,855,626,101
15	6,599,188,078	965,135,187	15,816,210	17,964,348,272
16	7,042,127,401	890,482,790	22,192,700	25,290,293,911

QUANTITY OF LEAF TOBACCO USED IN MANUFACTURING DURING THE PAST 10 CALENDAR YEARS.

The quantity of leaf tobacco used in the production of tobacco, snuff, cigars, and cigarettes for the past 10 years has been as follows:

Year.	Cigars. Large.	Cigars. Small.	Cigarettes. Large.	Cigarettes. Small.	Tobacco and snuff.	Total.
	Pounds.	*Pounds.*	*Pounds.*	*Pounds.*	*Pounds.*	*Pounds.*
07	142,554,647	4,971,198	131,238	18,498,212	320,729,538	486,884,833
08	126,057,483	4,382,765	156,488	20,509,433	331,729,538	483,013,505
09	132,259,693	4,410,407	156,558	23,558,287	344,325,030	504,709,975
10	136,462,219	4,654,241	172,994	31,099,325	350,480,900	522,869,679
11	144,680,920	5,236,325	151,897	38,446,231	346,544,032	535,059,405
12	145,781,078	3,909,572	150,910	46,966,201	350,549,373	547,357,134
13	158,755,368	4,230,400	138,534	56,420,334	338,870,673	558,415,299
14	153,954,271	4,803,186	92,400	62,116,966	333,883,676	554,850,499
15	141,854,038	4,594,293	92,374	66,699,013	338,448,062	551,687,780
16	154,949,262	4,118,650	104,488	93,233,755	349,198,684	601,500,351

"Federal Reserve" Reports on Tobacco

WASHINGTON, Dec. 10.—The Federal Reserve Board in its monthly report on business and agricultural conditions throughout the United States has the following to say in connection with tobacco:

"District No. 3—Philadelphia—The farmers have been quite successful this year, though they were very much handicapped by the lack of farm labor. Crops appear to be of good size and in excellent condition. Tobacco growers have been selling a good portion of their crop at exceptionally high prices. "In the burley tobacco regions the lessened crop in pounds is more than offset by higher prices, and the tendency is to dispose of the crop promptly. Indications are that tobacco manufacturers are making financial preparations for the handling of the crop, and the prospects show that the growers will have an unusually large money return on this year's crop.

"District No. 5—Richmond—Reports in the district continue to accentuate the disturbed conditions regarding labor, lack of transportation facilities, and abnormal conditions in many directions. Aside from these notes of uncertainty, the unprecedented high prices for tobacco, and other products have kept business generally up to high-water mark.

"Tobacco has been selling freely and some high grades bring unheard of prices; in some instances as much as $1 per pound, the average price being 30 cents to 35 cents.

"District No. 6—Atlanta—In the dark tobacco fields a large crop has been housed and buyers are offering as high as $21 per hundred, the low mark being $15. These prices are beyond expectation, the average offering being $18 per hundred."

DID SHAKESPEARE USE TOBACCO?

Probably this question had occurred to few minds until a local lecturer answered it in the negative, basing his opinion on the alleged lack of reference to the weed in any of the bard's writings.

The use of tobacco had not made great headway in the time of Shakespeare. It was in 1586 that Sir Francis Drake first took the herb to England and showed Sir Walter Raleigh how to use it, after which came the celebrated incident before Queen Elizabeth, and it was not until after the Virginia settlement that tobacco was commonly used in England, although Spain was becoming fond of it.

That Shakespeare did not use tobacco habitually may be taken for granted, but that he did not, with his inquiring mind, know something of the habit, even in an experimental way, is unlikely.

As a matter of fact, whether Shakespeare ever smoked or not, it can be said without fear of contradiction that he never used the telephone, had no automobile, never wrote on a typewriter, and was unaccustomed to railway journeys. But he knew men and women, their natures and their faults and foibles, things that existed before the lure of Lady Nicotine was known.—*Philadelphia Bulletin.*

DIAMOND-F
PROTECTIVE PAPERS

Keeping Tobacco Fit

Properly packed packages make a hit with the consumer. Choosing the right protective paper is of great importance. Use Diamond-F Protective Papers and be assured of the best that modern machinery and human hands can produce.

Use Diamond-F Glassine in packing cigars and tobaccos. It keeps *out* impurities and keeps *in* the good flavor. Diamond-F Glassine is transparent. It is free from corrosive compounds and resists grease, oil and air. Buy it bleached, semi-bleached, unbleached, embossed and colored, in sheets, rolls and circles. This paper is made entirely from wood-pulp.

Diamond-F Filter Paper is U. S. Government-tested.

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Bridgeport, Pa. (Near Philadelphia)

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

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FROM THE FIRING LINE

Personals and Trade Jottings

Lack of labor retards tobacco stripping in Kentucky.

—

The Erlich Manufacturing Co. has all of its salesmen on the road.

—

Asa Lemlein, sales manager for E. H. Gato Cigar Co., is in Chicago.

—

F. E. Fonseca purchased 375 bales of leaf tobacco in Havana, recently.

—

The Chilean Tobacco Co. bought 620 bales of leaf tobacco in Havana, in November.

—

"Temporarily, at least," Petersburg, Va., retailers have gone back "to five cent prices on cigars."

—

Abraham Haas registered the purchase of 600 bales of leaf tobacco in Havana, during the past two weeks.

—

The Cigar Makers' Union at Sacramento, Cal., has assessed each of its members 25 cents for Red Cross work.

—

For factory use and for export, Allones Ltd., purchased 490 bales of leaf tobacco in Havana, during the past fortnight.

—

In 1916, Morocco imported cigars and cigarettes valued at $272,856 and smoking tobacco to the value of $304,645.

—

In Havana, Leslie Pantin's recent purchases on account of American customers amounted to 1,117 bales of leaf tobacco.

—

For Oscar Veit, the metropolitan salesman for Gans Bros., who is desperately ill at his home, much sympathy is expressed.

—

Julius Veterlein & Co., of Philadelphia, acquired 1,210 bales of choice tobacco as a result of the trip of Harry Veterlein to Havana.

—

H. A. Belle has opened a restaurant in connection with his cigar store, at the corner of Federal and Hingman streets, St. Albans, Vt.

—

The United Cigar Stores Co. has leased the store at northwest corner of Sixth avenue and 43d street, New York, from January 1.

—

Irving L. Goldberg has leased store space at No. 953 Southern Boulevard, New York, for eight years to the Schulte Cigar Co. for a branch.

—

The fire which occurred in Mechanicsville, N. Y., Tuesday, a week ago, caused smoke and water damage to be done to the cigar store of Stephen Corsoline.

Mark A. Pollack, in Havana, purchased 3,062 bales of leaf tobacco, for account of his customers in the United States, during the past two weeks.

—

The cigar and confectionery store of Frank Guzzo, on South 26th street, Palmer Township, near Easton, Pa., was destroyed by fire one day last week.

—

In addition to large purchases previously made, Cifuentes, Pego y Ca., in Havana, bought two weeks ago 614 bales of leaf tobacco for the Partagas factory.

—

The wholesale grocery business of the Rankin-Hill Co. at Corpus Christi, Tex., hereafter will be conducted under the name of Hill, Cook & Pope.

—

Liggett & Myers Tobacco Co. has declared the regular quarterly dividend of 1¾ per cent. on the preferred stock, payable January 1 to stock of record December 17.

—

The Tobacco Products Corporation has declared a quarter dividend of $1.75 a share on the preferred stock, payable January 2 to stockholders of record December 17.

—

James Schrubb, a small cigar manufacturer, whose home was at 402 East Light street, Urbana, O., died suddenly Wednesday morning a week ago from excessive blood pressure.

—

Dave Saqui certainly seems to be getting his share of business. The Jean Valjean brand is seen prominently displayed in many store windows throughout Greater New York.

—

Including Boquets de Eduardo H. Gato and American Maids, the E. H. Gato Cigar Co. has received orders for more than a million cigars to be sold in army and navy canteens.

—

A. Mandel Levie, representing Julius Klorfein, is in town, after making a very successful trip through the West. Harry Handler, an associate promoter of Garcia Grande prosperity will be here in a few days.

—

A petition in bankruptcy has been filed against Barnett Elfshitz, a cigar manufacturer at 66 East 104th street, New York, by Bessie Greenwald, a creditor, for $1,608. Judge Manton appointed John C. Sheppard receiver.

—

The Oneida Cigar and Tobacco Co., which bought the cigar manufacturing establishment formerly operated by S. L. Anderson, has recently installed an electric dryer and seasoner in their factory at Rhinelander, Wis.

I. Oberfelder, representing L. Golovine, doing rather well, looking after the N York City trade. H. Tobin, the manag will hit the road after the first of the ye He reports "business brisk, with plenty orders in sight."

—

One of the most attractive souvenirs giv away at the recent Hotel Exposition in N York City was a combination knife and cig cutter, which was distributed by George Knapp, of the hotel department of Wils & Co., Chicago.

—

Twenty-eight days of married life w Harry Baldwin, manager of a cigar store San Francisco, was all she could endu Mrs. Erlie Baldwin alleges in a suit for vorce. They were married on October 1917.

—

To date, in 1917, by more than half a m ion cigars, the sales of Carlos Garcia & exceed the total business done in 1916. Sig. Weill, the metropolitan salesman the Marie Garcia brand, continues to fat his order book.

—

Another 1,000-room hotel project for N York City has been broached by a syndic of Western capitalists, who propose to er a 24-story building in the vicinity of Lo acre square, at a cost of between $4,000, and $5,000,000.

—

The cigar stand of Zibart Bros., on Bro way, in Nashville, suffered a fire loss, cently. While only one showcase was stroyed by the fire the rest of the damage done by the water the firemen threw quench the flames.

—

A petition in bankruptcy has been filed the Federal Court at Detroit by the McH Scotten Tobacco Co. George E. McHie, pr dent of the company, informed the court orders for 200,000 pounds of tobacco could be filled because of lack of capital.

—

The Springfield Loose Leaf Tobacco Wa house Co., at Springfield, Tenn., will incre its capital from $25,000 to $30,000. The rectors of the company are Mrs. J. Bradford, Thomas C. Bradford, Robert Bohannon, Paul M. Davie and F. A. Be

—

The erection of a $500,000 cigarette tory for the American Tobacco Co., at Re ville, N. C., will be completed by March and officials of the company have sent structions to have at least 100 houses erec for homes for the operatives who will employed at the plant.

—

William H. Butler, at one time vice-presi of the American Tobacco Co., is again a miliar figure on Wall Street. Mr. Butler le the quiet of his Long Island home to look a his interests in mining properties, which, his associates, he is opening up in the Wa copper district of Nevada.

—

In these days of war the individual m subordinate himself to the needs of the c

nnity and to the nation. The same is true of the farmer, the manufacturer, the financier, the worker, everyone. The watchword is co-operation. It is no longer merely a plausible theory. It is a hard fact.

—

It is said that a large tobacco company is ready and willing to take over the big warehouse at Summerdale, Ala., provided farmers in the vicinity are willing to grow at least 75,000 pounds of tobacco a year, and meetings are being held to see how many acres can be pledged to tobacco growing.

—

Under the new management of S. K. Hoffman, manager, and John H. Rohman, assistant manager, the Louisville Old Inn, in Louisville, has been remodeled and renovated. A sprinkler system costing more than $40,000 was installed this Fall and about twenty new rooms have been added.

—

Tobacco dealers are coming down in their prices for cigarettes, cigars and tobacco. Several have made the illuminating discovery that with a reduction of a cent a package of cigarettes they can still pay the war tax and have increased business besides.—*Detroit News.*

—

The highest-priced pile of tobacco sold on the Winston, N. C., market this season consisted of sixteen pounds, which last Wednesday brought 75 cents a pound. The owner, J. B. Nelson, sold 980 pounds that day for $152.20. For 300 pounds of his load he received 58 cents a pound.—*Southern Tobacco Journal.*

—

No dark shipping tobaccos have been received on the Richmond market as yet, the dry weather that has prevailed preventing the holders from getting it in order for shipment and but very little showed up on the smaller markets last week. The season which has come probably means heavy shipments of these goods this week and from now on.—Richmond, Va., *Times.*

—

The Kaffir Cigar Co., of Holyoke, Mass., has just announced a reorganization of the company with Patrick J. B. Sullivan as one of the new officers, succeeding Edward J. Gorman, who has been in the concern since its organization. The new officers of the Kaffir Cigar Co. are Patrick F. Ryan, president; R. S. Burns, vice-president; P. J. Sullivan, secretary-treasurer.

—

The sales of loose, sun-cured leaf on the Richmond, Va., market for the month of November were 1,084,760 pounds, which brought an average of $29.31. The sales for October and November were 1,888,570 pounds; average, $30.59. Sales for November of last year, 2,514,750 pounds; average, $14.27. Sales for October and November of last year, 2,779,440 pounds; average, $14.06.

—

By the vote of 5 to 3, and after an interesting discussion, the Carlinville, Ill., city council at its meeting Monday evening repealed the seventeen-year-old ordinance providing for a license of $300 a year for selling cigarettes. Following the session, the Mayor did not affix his signature to the repealing ordinance, and if he refrains from doing so, the measure will not become effective for thirty days.

—

The Kuhles & Stock cigar factory in St. Paul was tied up last week as a result of the walkout of 115 cigarmakers when the management refused to recognize the union. About 50 clerks, packers and machine operators remained at work. "The trouble has been brewing for a week, but we cannot recognize the union," said H. B. Kuhles, the secretary of the company. "There was no wage increase demand. The walkout is incidental to the general union labor agitation here."

—

For some unexplained reason J. M. Buckner, a large tobacco exporter, has withdrawn from southern Indiana, it is understood, and after ten days of the highest prices ever paid in that section the market dropped suddenly and for the past two days little tobacco has been sold. The market improved, however, Wednesday when other dealers began buying in larger quantities, although the price is still several dollars below the prevailing prices before the bottom dropped out of sales.—Owensboro, Ky., *Messenger.*

—

Joe M. Schaeffer, of the Phoenix Hotel, Findlay, Ohio, was vindicated of the charge of keeping a place where intoxicating liquors were used as a beverage in a decision by the State Supreme Court, which refused to permit the Appellate Court to certify the case for review. The case grew out of a Lincoln's birthday banquet party, at which it was alleged that intoxicating liquors had been served. In the trial court Mr. Schaeffer was fined $150 and costs, but the Appellate Court later reversed this decision.

—

Under the auspices of the St. Paul Hotel Keepers' Association, a meeting of hotel and resort men of Minnesota was held December 11 and 12, at St. Paul, to consider the advisability of preparing a joint advertising and publicity campaign to attract tourists from other States. Last year about $10,000 was spent for this purpose, and it is hoped to obtain a fund of $30,000 this year. A banquet was staged at the Hotel Ryan on the evening of the 11th and a business session occurred on the following day. —*Hotel World.*

—

Another check has been sent to the tobacco editor for the "Our Boys in France Tobacco Fund" from the United Cigar Stores Co. It represents one week's redemption of certificates and coupons dropped into the boxes which have been placed in each of the twenty-four San Francisco stores of the company. The check is for $207. Of this amount, $205.81 represents the money paid by the company in the redemption of certificates and coupons. The remainder, $1.19, was dropped into the boxes in small change.—*San Francisco Bulletin.*

—

Alderman William A. Glennon, Alderman of the 5th District of Manhattan, who has been associated with the American Exchange Cigar Co. for the past fifteen years, is as proud of his success with the Dubonnet cigar as he is of his record as Alderman from his district. Alderman Glennon says that the Dubonnet cigar has helped him considerably among his constituents and he never fails to pass around Dubonnet cigars when he meets the other Aldermen. He is waiting for Alderman Barnet Wolff, of S. Monday & Sons, to step up and have a cigar.

—

Damage to the building which will not exceed $1,000, and an indefinite loss on tobacco, of which there was stored an amount worth between $30,000 and $40,000, resulted December 6 from a blaze at the Northwestern warehouse of the P. Lorillard Co., at 106 First street, Madison, Wis. The fire originated on the second floor, in the rear, and may have started from the chimney; it was confined to that part of the building and water and smoke caused the greater part of the loss. "The tobacco may have suffered to the extent of $4,000 or $5,000," said George E. Gary, manager.

—

In China, one of the chief services of a poster is its visualization of a trade-mark or "chop." China has no trade-mark law, but every Chinese has a wholesome veneration for a chop which he has associated with some reliable product. Once a chop has been firmly established it is an extremely valuable asset. Chinese coolies, unable to read, often have been seen to purchase a package of cigarettes, go to a poster on a near-by wall, and carefully compare the design on the package with the design on the advertisement which is known to be genuine.

—

A. W. Brockway, W. W. Fitzhugh, Jr., and Clarence Stewart have formed a company in New York known as Brockway-Fitzhugh-Stewart, for the general handling of paper goods, including labels, paper boxes, etc. Mr. Brockway was with the Robert Gair Co., of Brooklyn, and was previously with the United States Printing Co. Mr. Fitzhugh has been associated with the Gair company in various capacities for fifteen years. Mr. Stewart was with the American Label Manufacturing Co., of Baltimore, for many years. A few years ago this company was made a part of the United States Printing Co.

—

The situation in regard to the strike of the cigarmakers in New Haven, last week, was said to remain about the same, with neither the Union nor the Manufacturers' Association showing signs of giving in. The 13 firms, members of the association, have arranged to meet every Tuesday night during the strike to discuss the situation. All of the firms affected claim that they have stock already made up which will last for a considerable length of time. The striking cigarmakers show no signs of going back to work and the strike committee stated that the dues of all of the 22 members of the Union that are serving the country will be paid as usual.



No. 525. Capacity, Top 50 Cigars, Drawer 300 Cigarettes.

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FLOR DE TABACOS DE PARTAGAS Y CÍA HABANA

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The World's Standard Cigar

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TURKISH TOBACCO GROWERS and CIGARETTE MANUFACTURERS

G. S. NICHOLAS & SON, Ltd.

43 Beaver Street

NEW YORK TEL. BROAD 5221

RULES FOR INSPECTING PHILIPPINE LEAF TOBACCO

(Continued from last week.)

(c) *Making of inspections.*—The inspector shall open up a sufficient number of bales (2 out of every 100 bales will ordinarily suffice, but if the number of bales in the lot is less than 100, a greater percentage will be inspected) to determine whether the tobacco conforms with the classification and net weights stated in the application and marked on the bales. In case the classification of any of the tobacco is found to be different from that stated in the application, or the tobacco fails to comply with the requirements hereof as to packing and marking of the bales, the entire lot of tobacco shown in the application shall be rejected until brought within said requirements and submitted for reinspection. If the tobacco is of a lower class than that stated in the declaration, it will be considered as having been brought within the requirements of these regulations upon submission of a correct declaration and marking the bales with the true class; but this shall not be construed as permitting the mixing of tobacco of several classes. Inspection fees shall be collected on each inspection or reinspection. The tobacco offered for inspection must be stored in an accessible place and the person presenting the tobacco for inspection shall supply the labor required in moving the bales.

(d) *Issuance of inspection certificates and collection of fees.*—Upon completing the inspection, the inspector shall issue an inspection certificate on B. I. R. Form No. 506 issued in triplicate. The original certificate shall be delivered to the person presenting the tobacco, one copy shall be forwarded through the provincial treasurer to the Collector of Internal Revenue, and one copy shall be retained by the inspector. Not later than three days after the date of inspection, the person offering the tobacco for inspection shall present the inspection certificate to the deputy provincial treasurer (in Manila to the Cashier, Bureau of Internal Revenue), together with the amount of the inspection fees indicated thereon, and it shall be the duty of the collecting officer to enforce payment of the inspection fees within the time allowed.

The collecting officer will take up the certificate and attach same to his record of collections. In lieu of the inspection certificate taken up he shall issue a general receipt for the amount collected reading: "For Inspection Fees, Act No. 2613." The collecting officer shall likewise note on the inspection certificate as well as on the copy of same forwarded to the Collector of Internal Revenue the number of the receipt and date on which collection of the amount due was made.

(e) *Affixture of inspection labels.*—After the inspection certificate has been issued, the inspector shall supply the person presenting the tobacco for inspection with a sufficient number of inspection labels for affixture to the lot accepted, personally witnessing their affixture. The labels shall be attached by means of leaden seals and suitable wire. The wire shall be inserted through at least four pieces of the bejuco binder in such a manner as to make impossible the re-use of the seal if the packages are opened and repacked. Before shipping leaf tobacco which has been inspected, the inspector shall stamp the L-3 guia and guia stub with the words "Inspected, Certificate No. ——," which he shall fill in with the number of the inspection certificate. * * *

Section 20. *Appeals.*—If any person feels aggrieved at the classification made by a tobacco inspector, he may appeal to a provincial appraisement board appointed by the Collector of Internal Revenue to meet once each month such places as he may designate in the ord creating the board. In Manila the board sha meet as occasion requires. The method of pe fecting an appeal shall be for the party a grieved to pay the inspection fees due account of the inspection from which appe is made, and, in addition, to deposit with t deputy provincial treasurer an amount equ to the inspection fees. He shall file with t inspector within five days of the date of inspe tion a written statement announcing his disse from the inspector's decision and setting for his grounds for disagreement. The inspect shall forthwith transmit the papers to the cha man of the appraisement board, with his co ment, whereupon the board sholl proceed reappraise the tobacco or tobacco products, gi ing the inspector and the appellant a hearin if such action is deemed advisable by the boar The findings of the board shall be forward to the Collector of Internal Revenue for d cision. In case the tobacco inspector's decisi is affirmed, the amount deposited shall be tak up as inspection fees for the reinspection mad if reversed, the deposit shall be refunded.

In case the appellant desires to forward t tobacco or tobacco products to Manila witho awaiting the decision of the local board, t appeal may be transferred to the appraiseme board sitting at Manila.

The appraisement board sitting in the c of Manila will also be called upon by the C lector of Internal Revenue to advise with h in case a manufacturer formally objects to t decision, holding that samples submitted herein provided are non-standard, or forma objects to the grouping given to such sampl

Section 21. *Duties of common carriers.*—N common carrier by land or water shall transp leaf tobacco from any other province to t Provinces of Bulacan, Pampanga, Rizal, Iloi

(*Continued on page* 31.)

PHILIPPINE TOBACCO

(*Continued from page 30.*)

Cou, or to the City of Manila, which does not bar the official inspection label of this Bureau and the guia accompanying which does not bar a notation to the effect that the leaf tobacco contained in the consignment has been inspected, unless the guia bear the authority provided in Section 9 hereof to remove without prior inspection. * * *

Section 23. *Enforcement.*—Section 13 of Act 2613 specifies the Collector of Internal Revenue as the officer charged with the enforcement of the provisions of said Act and of the regulations issued in accordance therewith; but the Director of Agriculture is charged with executing and enforcing the provisions of law referring to the cultivation of tobacco. Internal-revenue officers will bear in mind that the work pertaining to the securing of seeds and demonstration work among tobacco planters as to proper cultivation methods pertains to the Director of Agriculture, and they shall take part in this work only when delegated so to do by the Director of Agriculture, with the approval of this office. Tobacco inspectors and examiners and internal-revenue officers generally enforce the provisions of law relating to tobacco *after it has been gathered.* They will accordingly see that the prohibitions against improper curing, fermenting, packing and removal are enforced, and shall perform such other duties in connection with the tobacco after it is gathered as may be assigned to them in these regulations or by order from their superior officer.

Section 24. *Penalties.*—Any person who shall export or attempt to export from the Philippine Islands to the United States any tobacco that does not bear the inspection label hereinbefore required, and any person who shall knowingly violate any other provisions of this Act, or any of the rules issued by the Collector of Internal Revenue in accordance with said Act, or any of the rules herein promulgated, will be proceeded against under Section 14 of Act No. 2613, which provides punishment by a fine not exceeding five hundred pesos or by imprisonment not exceeding six months, or by both penalties in the discretion of the court.

Section 25. *Effective date.*—These rules and regulations shall take effect January 1, 1918.

CLASSIFICATION OF CIGARS

(*Continued from page 26.*)

of wooden boxes containing twenty-five or less cigars, and also small packages not made from wood, on which it may be printed as part of other printing thereon. Each such label on small packages not made from wood, known to the trade as package goods, should be perfectly legible and should appear in a conspicuous place."

Thus the required notice may now be printed either on labels to be attached to the boxes or directly on the box fronts, providing that the printing or stamping be clear and distinct (no colored ink is required).

PACIFIC COAST ITEMS

(*Continued from page 22.*)

express. It costs more than freight, but the company feels that it is the only way in which they can serve their customers without disappointment.

I. I. Hess, of the Optimo cigar, is in Portland where he is reported to be doing a good business.

L. Scheuch, representing L. Sanchez & Co., says that the Cervantes cigar is going good. The cigars rolled from the new crop are especially good.

Jerry Eppstein is taking many orders for Naturals in the new holiday package form.

There seems to be a shortage of Copenhagen snuff in the city. One wholesaler spent several hours the other day telephoning to locate enough to satisfy a customer.

Ghiradelli's cream cakes, popular at all cigar stands on the Pacific Coast, are no longer on sale here the maker having discontinued their manufacture until the sugar situation becomes normal again.

P. E. Goslinsky of E. Goslinsky & Co., is in Portland on a trip in which he is combining business and pleasure.

When the San Francisco Jews opened their drive to collect the city's quota for the relief of the Jewish war sufferers the cigar houses came to their assistance. The United Cigar Stores Co., agreed to contribute 5 per cent of the gross receipts for one day.

Charles Blaskower, son of the late Mark Blaskower, wholesale cigar dealer was married recently to Miss Maurine H. Weller. They have gone to Los Altos to live. Blaskower receives an allowance of $300 a month from his father's estate.

Abraham Dallman representing Wm. Demuth & Co., manufacturers of Pipes and Smokers Articles, was in San Francisco recently visiting the trade.

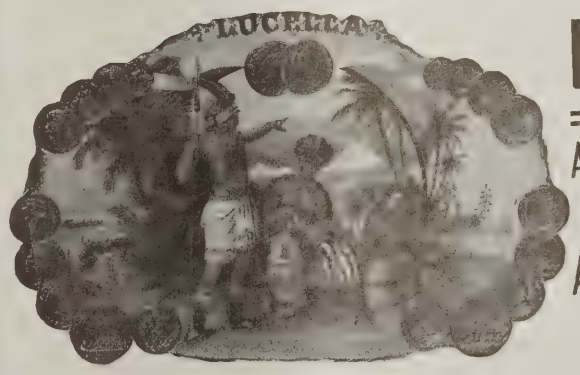
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"Truly a cigar"
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DAVE SAQUI
NEW YORK CITY

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.
CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.
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MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
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To the Late King Edward VII
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The World's Oldest High-grade Turkish Cigarettes
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"The Little Brown Box"
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A Mild Havana
Made in
ALL SALABLE SIZES
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SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN will be open for engagement Dec. 20th for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

MIDDLE AGED MAN who has been in the tobacco business twenty years and understands every branch of cigar manufacture, has been superintendent of large factory in New York, wishes to get out of the factory and into sales or office work. Speaks Spanish, German, Italian, Russian, and numerous dialects. Address B. F. W., care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

LAW AGAINST SMOKING

Section 83-c of the New York Labor Law.

No person shall smoke in any factory, but the industrial board in its rules may permit smoking in protected portions of a factory or in special cases of occupancies where in its opinion the safety of the employees would not be endangered thereby. A notice of such prohibition stating the penalty for violation thereof shall be posted in every entrance hall and every elevator car, and in every stairhall and room on every floor of such factory, in English and also in such other language or languages as the fire commissioner of the city of New York in such city, and elsewhere, the commissioner of labor, shall direct. The fire commissioner of the city of New York in such city, and elsewhere, the commissioner of labor shall enforce the provisions of this subdivision.

Rules Relating to Smoking in Factories Rule 15.

The term "incombustible," as used in this rule, means articles, goods, wares or merchandise which will not support combustion.

The term "non-inflammable," as used in this rule, means articles, goods, wares or merchandise which will support combustion but which will not readily burn.

The term "contents," as used in this rule, means articles, goods, wares and merchandise, packed, stored, manufactured or in the process of manufacture.

The term "approved," as used in this rule, means approved by the Industrial Commission.

(a) Smoking may be permitted in a factory only upon written application by an employer, and after the issuance of a permit by the Industrial Commission. The permit shall state the conditions under which, and the place or places in such factory where smoking may be permitted, and shall be posted in a conspicuous place in the factory.

(b) Smoking, as provided in subdivision (a), may be permitted in cigar and cigarette factories for sampling, testing and experimental purposes, provided the factory building is fireproof or equipped with an approved automatic sprinkler system.

(c) In cigar and cigarette factories other than those specified in subdivision (b), smoking, as provided in subdivision (a), may be permitted for sam

(*Continued on page* 33)

"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

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A New Creation
MADE by Cuban workmen at Key West of a blend of the finest Shade Grown and Havana tobaccos.
This cigar is being introduced to the American public with signal success. It retails at 5c. to 15c. with liberal margins to retailers.
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DIRECT IMPORTERS OF HAVANA CIGARS
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Gomez, Cuvillo & Co.	Port St. Mary's
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Freund, Ballor & Co.	Torino
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J. Wray & Nephew.	Jamaica
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Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.
We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.
Price lists sent on application.
Kindly note carefully our new name and address
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Sweet and Aromatic
INDEPENDENT CIGAR FACTORY



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Cable: *"Belinda"*
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United States Representative
ROOM 630, SINGER BLDG. NEW YORK
Telephone: Cortlandt 2462

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In All Popular Sizes

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Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York

El Principe de Gales

THE OLD STANDARD IN PURE HAVANA CIGARS

SINCE 1854

LAW AGAINST SMOKING.

(*Continued from page 32.*)

pling, testing and experimental purposes, in offices, sample rooms and separate rooms provided for that purpose and constructed as defined in subdivision (d).

(d) Offices, sample rooms and separate rooms in which smoking is permitted, except as otherwise prescribed in this rule, shall be enclosed by partitions of fireproof or fire-resisting material; provided, however, that smoking may be permitted in offices, sample rooms and separate rooms constructed of other than fireproof or fire-resisting material, if there shall be installed therein an automatic sprinkler system approved for this purpose. Manufacturing shall not be carried on in the offices, sample rooms or separate rooms provided for the purpose of smoking.

(e) In cigar and cigarette factories where less than six (6) persons are employed at manufacturing, smoking, as provided in subdivision (a), may be permitted for sampling, testing and experimental purposes, and the provisions of subdivisions (b), (c) and (d), as to structural conditions, shall not apply.

(f) Smoking, except as otherwise prescribed in this rule, may be permitted, as provided in subdivisions (a), where conditions are substantially as follows:

1. In buildings of fireproof construction where the contents are either non-inflammable or incombustible.
2. In buildings of mill construction where the contents are incombustible.
3. In factory buildings other than those specified in subdivisions 1 and 2, if in separate rooms set apart for the purpose and constructed as defined in subdivision (d).
4. In foundries and forge shops.
5. Smoking shall not be permitted in any tenant factory building which is not fireproof and equipped with an approved automatic sprinkler system, except as specified in subdivisions (b) and (c).

(g) In factory buildings or protected portions thereof in which smoking is permitted, there shall be provided fireproof receptacles, in which shall be deposited all waste paper and other inflammable waste materials.

(h) No permit shall be issued for smoking in any building, or the premises connected therewith, where explosives, as defined by subdivision 1 of Section 230 of Article 15-a of the Labor Law, are manufactured, used or stored.

(i) Where smoking is permitted, the use of celluloid eyeshades or cuff-protectors, or any devices of similar nature, is prohibited.

(j) Portions of any factory where smoking is prohibited, shall be posted as provided by subdivision 3 of Section 83-c of Article 6 of the Labor Law.

PAY ROLL COMPARISONS.

WASHINGTON, December 10.—Out of 103 cigar manufacturing establishments to which inquiries were sent by the Bureau of Labor for the purpose of comparison of labor conditions, replies from 63 establishments covering returns for 1916 and 1917 showed that for a period of one week the number of employes on the payroll in September was 17,320.

HAVANA CIGARS
ROMEO
Y
JULIETA
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WM. T. TAYLOR - 140 East 34th Street, New York

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

FINEST IN QUALITY— MILDEST IN TASTE
DUBONNET CIGARS
Some Territory Open—Correspondence Solicited
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METROPOLITAN TOBACCO CO.
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Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
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Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

CIGAR BOX LABELS
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American Lithographic Co.
NEW YORK

The Beneficial Influence of Tobacco

A strong argument for tobacco recently appeared in Lo Stomaco,, an Italian magazine devoted to food topics. The plea is chiefly remarkable as the work of a non-smoker and authority on diet. It is therefore free from bias, unless a refusal to be captured by the conscientious objector may be called bias. It is written in reply to a public demand, in answer to a general public discussion as to whether smoking is or is not injurious.

The writer has gathered the opinions of people who are well qualified to judge—medical and military authorities, publicists and members of the Government departments. Thus the whole question of the effect of smoking on health has been thoroughly threshed and ground in the mills of criticism. This is certainly a very practical and human study. It has a special value at this time.

The war is everywhere conspicuously and painfully associated with a raging propaganda for the cleansing of the soldier's life. Reforming idealists are fiercely intent on frightening not merely the soldier but the civilian at large into a discreet abstinence for reasons strictly hygienic. As regards smoking, the most sensible people believe that it is too common an event in our social life to call for any serious criticism.

The writer, Giuseppe Amalfi, sums up the case for and against tobacco. It is customary to speak ill of smoking. This is done now and has always been done. Yet most men and not a few women smoke. There has probably never been so universal and hospitable a means of pleasure. It reaches all the masses, the bulk of the nation, including every degree of education and wealth, ignorance and poverty. Some call it a vice, but it is only a peccadillo, or the most circumspect of vices. This must be true, for it reflects and reenforces the emotions and attitudes of the vast majority of every class in the country. It is certainly an important influence in the work of the pulpit, the rostrum and the stage.

There are not merely thousands of occasional habitues who go to smoking for inspiration, but millions of regular adherents. It is therefore absurd to say that smoking is harmful. An injurious effect of tobacco is not due to anything in the weed, but simply to the fact that a number of boys and ill conditioned men are in the habit of exceeding their rations.

The beneficial influence of tobacco is misunderstood by those who call it a drug. It is not a drug except in the sense that tea and cocoa are drugs. It is a medicinal substance in large doses, since it excites the juices of the stomach and promotes appetite and digestion. In some instances the effect of large doses is sedative and so smoking may diminish appetite. But in war even oversmoking has its uses, for it economizes food.

Experience of air raids and bombs shows that in war smoking has other uses It is soothing, and the effect of good tobacco, always excepting cases of idiosyncrasy pure and simple, is most stimulating to the nerves and the mind It is stated that the quality of the weed may be inferred from its power to quell agitation It is further said that the world-wide lessons of economy have had more effect in checking excessive smoking than all the lecturers, posters and propagandists in their crusade of the past fifty years.

It is therefore unjust to stigmatize smoking as a habit. With some people the word habit is a suggestion of wrong, a verdict an a sentence in one. Habits are usually th sign of peculiarities of disposition and are in volved in complexities of disposition. Bu smoking is open and cheerful.

Few men, if any, seek to hide the fact tha they smoke. In this respect smoking differ strongly from drinking, and is generally a antidote to vice. And of habits, which i the pleasanter and more beneficial, smokin or drinking? There is, apart from smoking hardly any way of appealing to millions o tastes and dispositions in all conditions o life. It follows that a habit which can b shared by every one in the possession of fiv senses is the most eligible for commo adoption.

BOSTON BREVITIES.

(*Continued from page* 24.)

Mapacuba Cigar Co., gave to members of th firm and salesmen of Baker Bros. a compli mentary banquet at the Westminister Hotel in token of appreciation of the good work that the boys have done on the Prince Hamle line during the past six months. Prince Ham let cigars are now on sale in the fashionable hotels, clubs and retail stores.

A tobacco fund for the boys from the Blue Hill Avenue section of Ward 16, 17 and 18 has been assured through the organizing o an enthusiastic committee of the young men of that section. John T. Tully has been chosen chairman of the committee and Joseph M. Lally treasurer.

At the present time there are more than 200 boys from these wards in the various branches of the service. Arrangements have been made to tender them a reception at Intercolonial Hall, Roxbury, on Friday evening, Dec. 14. To this end steps are being taken to insure the presence of the boys from Camp Devens on that evening and a substantial sum will be raised for their comforts.

First Consul
CLEAR HAVANA CIGAR
LINCOLN BROS., Manufacturers
466-468 Broome St., New York
MONTE CRISTO
SOLD SINCE 1865 CONTINUOUSLY
MILD HAVANA

El Leon Invincibles
Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
JOSEPH P. MANNING CO.
BOSTON, MASS.

F. LOZANO, SON & CO.
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OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

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MAKERS OF
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Julia Marlowe, La Sedora, La Duse, Mannatio, Etc.
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PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality
HAVANA CIGARS
LA AMITA
Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

VICENTE GUERRA
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GUERRA, DIAZ & CO.
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MANUFACTURERS OF
CLEAR HAVANA CIGARS.
La Flor De
V. Guerra
Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 10. NEW YORK, DECEMBER 20, 1917. PER ANNUM, $2.00 SIX MONTHS, $1.00

PERSHING'S CHRISTMAS MESSAGE

(Given to the American people by Collier's Weekly.)

Here on this tremendous errand far from the Christmas joys at home we shall be cheered to the task that is before us by your strength and by your patience. Your will and ours must join to fortify us in the sacrifices we must make and the blood we must give to the end that there may be restored peace on earth good will to men.

GIFTS TO FIGHTERS FREE OF DUTY.

WASHINGTON, December 17.—The British government has advised the State Department that gift parcels containing dutiable goods for American soldiers or sailors in Great Britain may be delivered duty free by parcel post if properly addressed and specifically described.

Parcels for sailors should be addressed to their ship, and those for soldiers to their regiments. When for Americans serving with British or Canadian armies or for American officers serving in British hospitals, parcels should be addressed in care of the "Committee for American Soldiers and Sailors of the American Red Cross, 154 New Bond street, London, England."

DIRE POVERTY DECREASES DESPITE THE WAR.

LONDON, December 17.—There is less pauperism in Great Britain now than at any time since 1877. According to official figures the number of paupers in England and Wales is 483,436, a reduction of 11,824 in three months, 33,440 in the year and 157,592 since the war began.

The figures for London, 71,560, also are fewer than since 1877, the decrease being 6,891.

BOSTON STRIKE ENDED

The strike settled, the cigar makers in Boston went back to work Wednesday. They compromised with the manufacturers by accepting an advance of $1 per thousand on perfectos, although they had asked $3.

Likewise they received an increase of $1 per thousand on Londres and panatelas. On nickel goods they were given an advance of 50 cents.

THE LATEST STEP TOWARD PROHIBITION

If the Amendment Is Ratified the Entire Country Will Go Dry—Congress Has Acted—The Result Depends on the States—And the Outlook Isn't Encouraging to the "Wets"

WASHINGTON, December 18.—The constitutional amendment for national prohibition was today finally submitted by Congress to the states, for ratification or rejection within seven years. The Senate completed Congressional action by accepting the resolution as passed yesterday by the House, 47 to 8, without a roll-call.

Senator Borah objected to accepting the House amendments, contending that Congress had no authority to specify the time in which the amendment was to be ratified, and that the Constitution gave no authority for providing that prohibition should become effective within one year after being accepted by the states.

"We have no such power as to say the amendment shall be ratified within seven years after being submitted to the states by Congress," said he. "It is either to be submitted to the states or not to be submitted at all. If it ever goes to the states they can ratify it whenever they desire."

The Senators who rose to indicate their disapproval were not noticed particularly as every one expected a roll call vote. None was demanded, and as a result tonight senators themselves are uncertain who voted against concurrence with the House amendments.

Only a serious food shortage or some other national calamity will force the dry element to demand special sessions of State Legislatures to ratify the amendments, Anti-Saloon League officers stated tonight. Only eleven States will have opportunity to vote for or against ratification during 1918, it was said. However, some ratifications may come from States which have no session slated for next year, as some Governors are understood to be determined to call the special sessions for that purpose alone.

Edwin C. Dinwiddie, chief legislative agent of the Anti-Saloon League, tonight estimated three years as the time required for ratification. "We have talked it over informally," he said, "and I believe that is a fair estimate. It may come sooner if we have to send very many more men to Europe and there is a growing demand to cut down the two and a quarter billion of dollars spent for liquor every year. A serious shortage of food also might hurry it through a popular demand to utilize the products used in manufacturing alcoholic stimulants for the manufacture of food."

Indicating the Line-Up.

In New York, important opponents of prohibition are quoted as follows:

HUGH F. FOX, secretary of the United States Brewers' Association, says: "Congress has lost the opportunity for constructive temperance reform by shifting the question to the States. Every Congressman knows that National Prohibition would not work, and most of them hope in their hearts that the States will refuse to ratify it. The sentiment of the people is unmistakably in favor of encouraging mild alcoholic beverages and discouraging the unrestricted sale of spirits."

WILLIAM H. HIRST, attorney for the New York State Brewers' Association and counsel for the Society of Restaurateurs of New York, declares that "National Prohibition by amendment of the Federal Constitution proposes to turn that sacred and august 'bill of rights' from an instrument setting forth general principles for the protection of the rights, liberty and pursuit of happiness of the people into one of legislative enactment concerning a mere detail of government. The ratification of the proposed amendment would annihilate our entire system of Government."

HENRY J. KALTENBACH, president of the New York State Wholesale Liquor Dealers' Association, avers that "The action of the House is a triumph for the forces of intolerance and organized fanaticism. For at least fifty years the advocates of prohibitory laws have conducted an anti-liquor campaign consisting chiefly of falsified statistics, baseless assertions concerning alleged injurious effects of alcoholic beverages, confusing temperance and prohibition."

New York's Senate and Assembly are likely to present a strong combination against the ratification of the national prohibition amend-

ment to the Constitution. While the action of the Congress releases Gov. Whitman from his pledge not to recommend any prohibition legislation in this State until the Washington issue had been settled, it does not in the least change the complexion of the Tammany-Barnes combination that will line up against ratification.

Kentucky will be the first State in the Union to vote on the new national prohibition measure. The General Assembly meets the first Monday in January and the bill is certain to be passed, submitting the question of statewide prohibition to the people. Practically every man who was elected to the legislature from rural districts received his office because he promised to vote for such an amendment to the State Constitution.

There is a big working majority for prohibition in the two houses. One hundred and eleven counties in Kentucky are already dry under the county unit law, which has been in force several years, and there seems to be no question about Kentucky voting dry.

Approval of Congress of the dry amendment to the Federal Constitution awakened political parties and factions in Illinois to the fact that they must meet the issue squarely. The trend all over Illinois is strongly against the saloon.

Chicago's dry election in the spring will attract national attention. "As Chicago goes so will go the nation," is the warning sent to liquor men all over the United States. The moral effect of the second city in the country going dry would be fatal in many States, wet campaign managers admit. For this reason one leader said, the wets "will turn heaven and earth" to keep Chicago wet.

The crucial point in the whole fight in Illinois will be the control of the fifty-first General Assembly, the members of which will be elected in November, 1918. The party candidates will be nominated at the primaries in September, 1918.

A majority of Missourians are opposed to prohibition, as they have twice demonstrated by defeating initiative amendments aimed at creating a dry State. The last vote was at the time of the last presidential election, and the State is expected to again turn down a dry amendment proposed through an initiative petition to be voted on in November, 1918.

A vast majority of the territory in the State is dry, but not of the voting population.

Governor Gardner of Missouri is a wet advocate. At the time of his election he made the statement that he would oppose any prohibition amendment passed by the State Legislature, because it would throw out of work thousands of brewery employees in the eastern part of the Commonwealth and would seriously affect the value of millions of dollars invested in brewing properties in the State.

Governor Cox of Ohio says that as the present Legislature was not elected on the prohibition issue the question of ratification rests on the attitude of the electors in choosing members of the Assembly in 1918. The Legislature is expected to follow the result at the polls after the people vote on Statewide prohibition. It is the claim of Ohio liberals that by virtue of the initiative and referendum they have the right to vote by a direct referendum on the Federal amendment. Based on last November's vote on prohibition the chance of the amendment being ratified is somewhat better than even.

Neither Governor Edge nor any other State official is willing to predict what action the New Jersey Legislature will take regarding the prohibition amendment. The session begins next month. Both parties already are pledged to more county home rule and the passage of a local option law has been predicted. This may lead eventually to the adoption of the amendment.

Advocates of prohibition in Pennsylvania will bend their efforts during the next ten months to the nomination and election of State legislators favorible to the passage of the dry amendment. The Legislature which will be elected next fall will be organized in January, 1919.

Governor Brumbaugh is opposed to calling a special session. He says it is a matter for the newspapers and prohibition propagandists to agitate if the public mind is in a hurry for the passage of the amendment in this State.

The battle will be a struggle between the drys and the Republican organization, which has derived much comfort and support from the liquor interests. The brewers, representing many millions of dollars capital, will fight with their backs to the wall. Passage of the amendment by the necessary two-thirds vote is considered doubtful.

It is probable that Texas will be one of the first of the States to ratify the prohibition amendment. Governor Hobby is considering convening the Legislature in special session the latter part of next month to act upon other specific matters and the amendment will then come up for vote. It is assured in advance that the amendment will meet approval by a good majority in both branches. More than two-thirds of the members of the House are pronounced advocates of nationwide prohibition and only one vote is lacking to make the Senate two-thirds in its majority in favor of the amendment.

The vote in Congress on the prohibition amendment was watched with interest in Milwaukee on account of the immense brewing industries and allied trades. Governor Philipp of Wisconsin would make no statement further than to say the matter would have to be decided by the people, probably at the election next fall. He said he would not include it in his call for the extra session, which is to be held in January for the purpose of choosing a Senator to succeed Senator Husting. The State now has local option for townships and cities, but not for counties, and more than half the territory in the State is dry. As to what will happen in the fall is a question. The statement of Assemblyman Frank B. Metcalf, secretary of the Trades Unions Liberty League, throws some light on the subject. He said: "This means that the labor unions will have to get into politics and fight for the next Legislature. It will cost us a good deal and we had much rather keep out, but the labor unions are lined up against prohibition the country over."

Straight prohibition was defeated in Californit by 100,000 votes in 1916. A bill to close saloons and prohibit the sale of whiskey and other hard liquors but to exempt light wines and beer will be voted on by the Legislature next year. It is believed that the Congressional amendment to the Constitution is certain to be defeated unless present sentiment changes.

Indications in Delaware are that the prohibition amendment will be ratified by a vote greatly in excess of the required two-thirds. This forecast is also based on the vote on liquor legislation in January, 1917.

The prohibition movement in Minnesota has been growing steadily and many counties have voted out the saloons. The new Legislature will begin its session in January, 1919, and with a good representation of men from dry communities and men pledged to the support of dry legislation, the ratification of the national prohibition amendment by the lawmakers seems assured. This action would be especially sure if the State prohibition amendment is accepted by the voters next fall.

Massachusetts has not passed on the liquor question by popular vote or referendum for nearly forty-five years. In the early seventies a protest against the Prohibition Law resulted in the election of William Claflin as governor and the enactment of legislation which ended Prohibition liquor traffic control, and local option has been settled each time by legislation.

Connecticut is not likely to ratify the Prohibition amendment.

Maryland may be classed as uncertain, but advices from Baltimore are to the effect that prohibition is unlikely to be endorsed.

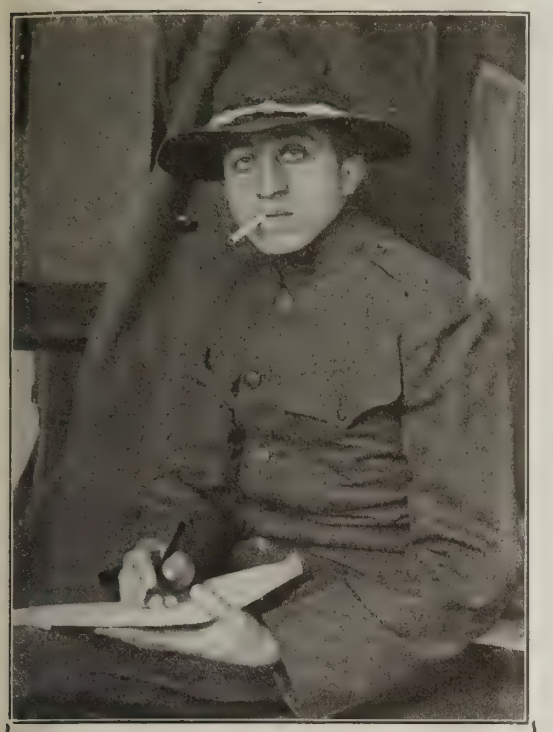
The liquor question has never come before the people of Nevada except by petition. In 1916 a petition was signed by two-thirds of the voters submitting the question to the Legislature of 1917, but by practically a unanimous vote of that body it will be submitted to the people by referendum at the general election in 1918.

No vote on Statewide Prohibition ever has been taken in Wyoming. The last Legislature unanimously submitted a bone-dry constitutional amendment, which is to be voted on in November, 1918. If adopted, it will be effective January 1, 1920. With 35 per cent of the voters women, the adoption is regarded as a foregone conclusion.

Rhode Island political circles at present are absolutely indifferent on the subject of national prohibition; that is, insofar as any concerted or organized movement regarding it is in evidence.

ANTUNG CONSUMES SOME CIGARETTES.

The Antung consular district comprises the southeastern section of Manchuria and is about twice as large as Vermont. It is mountainous throughout; its sparse population is almost entirely rural; and, except a 60-mile section of the South Manchuria Railway that traverses it in the south, and the Yalu River, its eastern boundary, the only means of communication with interior points is by crude native carts and pack animals. The city of Antung, the political and commercial center of the district, has a mixed Chinese and Japanese population of less than 50,000. It is located on the west bank of the Yalu River, 30 miles from its mouth, at the head of navigation for ocean steamers, and it is the point through which all rail-borne goods pass between China (Manchuria) and Japan through Chosen (Korea.) John K. Davis, American consul at Antung, reports that "the imports of foreign cigarettes in 1916 were 144,153,000, a gain of more than 260 per cent over 1915, occurring almost entirely in Japanese and Korean cigarettes and occasioned by the lower duty and freight rates.



FREDERICK RATH

In offering his life to defend his country Rath did about all a man may be expected to do. But he wasn't quite satisfied. Desirous of doing something for his comrades, and being of a musical turn of mind, he wrote a song called "When the Moon Is Shining Somewhere in France." From the outset it was a big favorite with the soldiers at Camp Upton. It is not unusual to hear a score of soldiers singing the chorus. Rath had given entertainment, but wanted to do more. So he arranged with his publisher to donate 25 per cent. of his royalties to "Our Boys in France Tobacco Fund." The song is featured now by well-known vaudeville singers. Below is the chorus:

"When the moon is shining somewhere in France,
I'll send a wireless to you.
I will say I'm O. K.
And I'm thinking of you, too.
Then when the moon goes sailing over the sea,
It will carry my message through;
And every time you see the man in the moon,
He'll bring my love and kisses back to you."

EXPERIMENTS IN TAMPA

With a Fluid Prepared by P. G. Fernandez—To Eliminate Tobacco Beetles—Success Sure, According to the Inventor.

After five years of experimenting, the elimination of the tobacco beetle from the worries of the cigar manufacturer and the smoking public is a matter of only a short time, according to P. G. Fernandez, who has a formula for a liquid which, so he claims, sterilizes the tobacco and makes the leaf immune against further attack without affecting the taste, aroma, smoking qualities or in any way harming the "weed."

The formula has attracted considerable attention, so much in fact that the government has sent three men to Tampa and experiments under the supervision of department of agriculture agents have been held in local cigar factories for the past two months.

These men, who have completed their labors in Tampa, have returned to Washington to complete their tests and make their reports to the department. "None of them will discuss the outlook, says the *Tampa Tribune,* "but the fact that they have remained throughout the period planned for the experiments indicates that the tests have been far from a failure."

According to Fernandez, the cost of freeing the cigars from the menace of the beetle will be less than twenty cents per thousand, where with any of the operations in vogue now, the cost runs from forty cents up, and some of them require a considerable outlay of capital, while his preparation can be bought as needed and there is no cost except for the fluid.

The cost of applying is nil, there being no added labor. A few drops of the fluid—from 8 per cent of the water volume up—added to the water with which the leaf is wet prior to being made into cigars, does the work, he claims. The preparation kills any live bettles, destroys the eggs and makes it immune against further attack, according to Fernandez.

Fernandez has registered a trade mark, four tobacco leaves with the word "notabug" across the front one, and declares that he is planning to put it on the market.

Fernandez says the Erlich Manufacturing Co. and the Tampa-Cuba Cigar Co. have been using the formula for several months and with success, while the experiments of the department of agriculture agents have been conducted in the Lozano factory and other places in Tampa, for two months, after eighteen months of investigation in Washington.

TESTING KANSAS LAW

Proceedings in the Case of the Kansas City Post, Which Published Cigarette Advertisements—Judge Pollock's Ruling.

Cigarette advertisements may continue to come into Kansas through newspaper and magazine advertising mediums, until a final decision is made by the United States District Court in the suit pending between the Kansas City *Post* and S. M. Brewster, Kansas Attorney General. Following the passing of a law by the last session of the Kansas Legislature, which prohibited any cigarette advertisements from being distributed in the State, the Kansas City *Post* secured a temporary order against enforcing the law while the case, testing the strength of the law, was being tried. Attorney General Brewster filed a petition to vacate and end the suit for want of equity October 25. Judge J. C. Pollock overruled the motion Saturday.

In overruling the motion, Judge Pollock justified his opinion on the ground that the Kansas City *Post* was engaged in legitimate interstate commerce. Cigarette advertisements are lawful in Missouri, where the paper is published, and are not circulated in Kansas with malicious intent, he ruled. Judge Pollock said the Kansas Legislature did not have power or authority to regulate papers printed in other states, but had complete power to prohibit such advertisements in Kansas papers.—*Topeka Capital.*



Maud Wayne, Dale Fuller, Dora Rodgers and other Keystone favorites photographed at the Triangle Keystone studio at Hollywood, Cal., while packing the kits for "Our Soldiers in France."



WILLIAM REILLY

Whose Sobriquet Is "Rag Time."

When men were urgently required, William Reilly, a seaman, detached from the battleship Michigan, did excellent work securing recruits for the navy. With permission from the Navy Department he appeared in uniform in leading vaudeville houses singing patriotic songs and urging young men to enlist. Reilly is credited with having brought more men into the service than any other agent. During his stay at the Palace Theatre in New York, it is said that he averaged forty recruits, daily.

Being "a born entertainer," he is ready to oblige and when he is aboard ship his shipmates never tire of hearing Reilly sing. During the few months that Reilly has been before the public he has become as well known as many vaudeville stars of long standing.

Although his enlistment will expire in the near future Reilly has no idea of quitting the service, he intends to re-enlist immediately. It could never be said that a sailor whose sobriquet is "Rag Time Reilly" is afraid to fight.

B. Wasserman Co. could have sold 250,000 more Coronas Perfectos had it been possible to obtain them. The 100,000 that Mr. Wasserman had in stock sold like Liberty Bonds. Unlike some importers, Mr. Wasserman ordered more goods for holiday trade this year than ever before, and still he has not half enough. Two automobiles and two wagons are inadequate to deliver all the orders on time. To add to his worries Mr. Wasserman has three of his men on the sick list.

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· ESTABLISHED · 1886 ·

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

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Government Control of Railways

Suggestions of governmental control of the railways of the United States during the war, now being made by officials at Washington, lend interest to a compilation by The National City Bank of New York showing government ownership of the railways throughout the world. It shows that about one-third of the railways of the world are owned or controlled by the governments of the respective countries or states in which they operate, and that in Europe, Asia, Africa and the British Colonies more than one-half of the lines are government owned or controlled. In some cases, notably Germany and Australia, the railways are chiefly the property of the states or sub-divisions forming the general government, in others they are the direct property of the government. In Germany over 90 per cent. of the railways are classed as government or state railways; Austria-Hungary, 82 per cent.; Russia, 77 per cent.; Italy, 73 per cent.; Switzerland, 99 per cent.; the Scandinavian states, 44 per cent., and France at present, 17 per cent., while other parts of her system have been built in part or whole by the government and are operated by railway companies, and will later revert to the government. Of Europe, as a whole, 54 per cent. of the railway lines are classed as state or governmental railways; Asia, 70 per cent.; Africa, 65 per cent.; South America, 31 per cent., and North America but 5 per cent. In Australia 99 per cent. belong to the colonies, which form the Commonwealth of Australia; in New Zealand 99 per cent. are governmental; India, 80 per cent., and the British colonies as a whole, 55 per cent., while those of Great Britain none is owned by the government, though the entire system is now temporarily controlled by the government for war purposes. In Canada about 5 per cent. of the railways are government owned. In China portions of the railways are being constructed under agreements which will finally make them government property, and in Japan 79 per cent. of the railways are now classed as government lines. The principal countries which do not own or at least control any part of their lines are United States, Great Britain, Spain and Turkey, though in certain of the South American countries, notably Argentina, the share of the lines owned or controlled by the government is comparatively small. The cost of the railways of the world, including in this term first construction and equipment, is estimated at about 60 billion dollars, of which those of Europe are about 27 billion; North America, 21 billion; South America, 3½ billion; Asia, 4½ billion; Africa, 2 billion, and Oceania, 1½ billion.

The table which follows shows the total number of miles of railway in each of the principal countries of the world, at the latest date for which figures are available, and the number of miles owned or controlled by the government or the states forming the government; also approximate totals for the entire world and the various grand divisions. The figures show miles of road and do not include additional mileage in the form of second, third or fourth main tracks or yard tracks and sidings.

	Year	Total Railway Mileage	State Railways
Argentina	1916	22,688	4,136
Australia	1915	22,263	20,062
Austria-Hungary	1914	29,326	24,000
Belgium	1914	5,451	2,700
Brazil	1916	16,294	2,930
Canada	1915	35,582	1,768
Chile	1915	5,015	3,236
China	1916	6,467	—
Denmark	1915	2,455	1,250
Egypt	1916	4,381	2,401
France	1914	31,958	5,600
Germany	1914	39,600	36,550
India	1916	35,833	29,500
Italy	1916	11,635	8,526
Japan	1915	7,131	5,686
Mexico	1913	16,088	12,324
Netherlands	1915	2,075	1,120
New Zealand	1916	2,989	2,960
Norway	1916	1,973	1,685
Peru	1915	1,800	1,100
Roumania	1914	2,382	2,350
Russia	1916	48,955	37,800
Spain	1914	9,377	—
Sweden	1915	9,228	3,045
Switzerland	1916	3,571	3,537
Turkey	1914	4,576	1,200
Union So. Africa	1915	8,986	7,834
United Kingdom	1915	23,701	—
United States	1917	265,218	—
All other		36,120	3,710
Total railway mileage, 713,120.			
Total state mileage, 237,010.			
Europe		217,000	118,000
North America		323,000	15,000
South America		52,000	16,000
Asia		69,000	47,000
Africa		29,000	19,000
Oceania		23,000	22,000

U. S. TOBACCO ACREAGE AND YIELD COMPARED

WASHINGTON, December 17 — The total acreage in tobacco, for the entire tobacco producing area of the United States, as of December 1, was 1,446,000 acres. The production per acre was 827.1 pounds and the total amount in sight 1,196,451,000 pounds. At a farm value of 24.9c. per pound, the total value was $297,442,000.

The above figures are not only well above those of 1916, but they also are far in advance of the average figures for the five year period from 1911 to 1915, inclusive. The total area under cultivation in tobacco as reported on Nov. 1, 1916, was 1,413,400 acres, and for the 5-year period, an average of only 1,209,600 acres. The production per acre in 1916 averaged 816 pounds and, for the 5-year period only 813.3 pounds. The total production as of December 1, 1916 was estimated at 1,153,278,000 and for the 5 years the average annual production was 983,723,000 pounds. The average price on the farm for all grades in 1916 was 14.7c., and for the 5 years, an average of only 10.4c. The total value of the tobacco crop at the farms in 1916 was $169,672,000,000, or more than one million dollars less than on the corresponding date this year. While the average value at the farm for the 5-year period was only $101,889,000.

John E. Haggerty, cigar and tobacco dealer, at 273 Maple street, Holyoke, Mass., has filed a petition in bankruptcy. Liabilities, $2,116; assets, $200.

Colonel Alvaro Garcia, of Garcia, Vega, returned to New York, last week, not a little benefitted by his southern trip.

The Health of Workers in Cigar Factories

Exhaustive Study Made in Philadelphia by Dr. T. Grier Miller and Dr. Henry F. Smyth—Preliminary Report Favorable to the Tobacco Industry—Findings Presented to the State Industrial Board for Its Guidance.

PHILADELPHIA, December 15.—A thorough and exhaustive study of the tobacco industry in this city is being made by the clinic for the study of occupational diseases of the University of Pennsylvania hospital, co-operating with the Division of Hygiene and Engineering of the State Department of Labor and Industry. This clinic was established a little more than a year ago, but has just made public, through the State Department of Labor and Industry, the result of its first special investigation.

Dr. T. Grier Miller, chief of the clinic, assisted by social workers and other physicians, recently completed a study of tobacco workers and reported his findings to the State Industrial Board for its guidance in the matter of rulings to be made by the board in connection with the industry. As a result of this study, on which a preliminary report has been made, Dr. Miller and Dr. Henry F. Smyth, of the clinic, have undertaken as the next step a study of the hygiene of the factories.

In general the preliminary report by Dr. Miller is highly favorable to the tobacco industry as a healthful occupation. The study included all workers from seven factories, whose total number of employes is about 2,500. Of these, 302 were women and 98 men. Of the men, 57 were cigar makers, 18 packers, 14 dryers, and 9 casers; of the women, 157 were cigar makers, 73 packers, 51 strippers and 21 banders. The male packers had been in the industry for an average of 14.6 years and in the immediate factory for 5.2 years, while the averages for all the males were 14.81 and 5.3 years.

"These figures," says Dr. Miller, "for the length of time in the immediate factory are interesting in view of the fact that many, even some of the employers we encountered, claim that these workers are not steady."

The report goes into minute detail as to the physical characteristics of the workers and the character of diseases found. Dr. Miller takes issue with previous records on this point, finding the tobacco workers more healthful than he had been led to believe before making his study. He calls special attention to the frequency of conjunctival congestion, wearing of the teeth and pharyngeal congestion. The first of these he finds distinctly abnormal and unquestionably due, in some measure at least, to the dust and fumes. But he holds that this does not provide the entire explanation and therefore is pursuing this study. Also, 70 per cent of the packers and banders show this congestion of the conjunctives and the throat, while only 50 per cent of the cigar makers do, and the cigar makers, Dr. Miller says, work in a "much more dusty and ammoniacal atmosphere." He finds wearing of the teeth "a pathological finding definitely incident to the industry as we have found it." Dr. Miller believes this is due to the action of the "gritty material of the tobacco, as well as the plant itself, getting into the mouth and acting like emery dust in slowly grinding down the dental surfaces."

Upon the highly important question of the lungs of tobacco workers Dr. Miller is extremely cautious, but his report shows a fairly healthful condition among the workers. That portion of it follows:

"My figures for slight apical infiltration, 13.7 per cent, should not be taken as synonymous with tuberculosis. Some of these cases may be tuberculosis, but I have not been able to prove any one of them to be. I have included five of them in my table of diagnoses as suspicious. None of these five had any sputum for examination and in no case could I get a chest X-ray, but their symptoms were quite in keeping with very early pulmonary tuberculosis. The others in this group had only vague physical signs without any other thing to suggest active trouble of any kind. Some may have old tubercular lesions of small extent and now definitely walled off and of no significance, while in other instances the infiltration may be only an exaggerated normal condition, or it is still possible that it may be due to some other cause. In six instances the apical signs were so definite as to justify us in concluding that they indicated old tubercular lesions which were at the time of examination entirely quiescent. The packers and banders showed their proportionate number of these pulmonary cases, 14.3 per cent against 15.2 per cent."

In conclusion the report says:

"This study of 400 tobacco workers has shown, then, no physical effects, aside possibly from two cases of eczema and three of brachial neuritis and some influence in the production of conjunctival and pharyngeal congestion, which are not common to this number of women generally or are explicable on the basis of faulty hygiene of the factories, correctable working habits, or inefficient personal hygiene.

"In view of these general conclusions it seemed desirable to study further these additional factors and Dr. Henry F. Smyth, now of our clinic, and I have taken up the study of the hygiene of the factories. Dust determinations have been made by means of a dust collecting apparatus recently perfected by the New York State Ventilation Commission. The dust from 400 cubic feet of air is collected at the respiration level and the number of particles estimated per cubic foot. The banding room had the lowest number of particles and the packing room was next in order, with the exception of the stripping room.

"We have also made a few determinations of the ammonia content of some of the rooms, and have found the banding room lowest and the packing room in an intermediate position. Further determinations may alter there positions. We have found as yet no temperature below 75 F. and the relative moisture has ranged between 45 and 50 per cent. The tobacco men are extremely anxious to keep the air moist and have installed in many rooms humidors. In spite of this we have found the rooms too dry, and curiously enough they could increase their relative humidity by reducing the temperature and at the same time make their rooms much more desirable to the occupants from both points of view. Also there is too much stagnation of air. Some employes complain of the humidors, but in view of our low readings for relative moisture, we are inclined to think that it is the stagnation of the air rather than the excessive moisture that is giving rise to these complaints.

"These facts regarding the hygiene of the factories are in keeping with our explanation of some of the diseased conditions found. I think that if we could study the personal hygiene of the workers in as thorough a way (and we have some facts of this nature which we are not attempting to present here) we would find there a second important factor in the production of disease. Finally, the habit of the cigar makers in biting out the ends of the cigars is not only objectionable on account of the possibility of disease transmission but also because it is uncleanly and produces an abnormal condition in the workers themselves (dental wearing). With these three factors eliminated we believe the cigar industry to be devoid of any serious detrimental influences upon the health of the workers, and we believe this to be especially true in the banding and packing departments. The banders have the distinct advantage of working in the cleanest rooms. The packers are favored by shorter hours, their good wages, and to some extent by their standing position. Both groups work with made cigars and so have no opportunity of getting the tobacco into the mouth and stomach.

"If these statements will hold for workers over 16 years of age we see no reason why they should not for those under 16 as well, and we think that your decision to allow or not to allow the latter to work in the cigar industry should depend upon these considerations which determine for you whether or not children should take up any occupation before that age."

THE FAME OF "CURLY JIM"

A Good Old Indian Who Ever Was the White Man's Friend—To Be Perpetuated by a Spokane Cigar.

A halo of smoke in the years to come will float from the city of Spokane as a tribute to the famous old Indian, "Curly Jim," known among pioneers as "the white man's friend."

"Curly Jim" is the official title of Spokane's municipal cigar to be turned out jointly by local manufacturers under the direction of the Home Industry Bureau of the Spokane Ad Club.

The name was selected from a list of over 700 submitted. It was sent in by several different people and the distribution of the prize money may be made in Red Cross memberships, according to the plan now under consideration by the executive committee of the bureau.—*Spokane Chronicle.*

THE SENATE CONFIRMS SNOW.

WASHINGTON, Dec. 17.—The Senate has confirmed the nomination of Chauncey D. Snow, as First Assistant Chief of the Bureau of Foreign and Domestic Commerce, Department of Commerce.

Mr. Snow, a Harvard graduate, a one time newspaper man, and connected with the bureau for the past seven years, is known as an exceptionally brilliant foreign tariff expert. He first became connected with the bureau as an assistant.

A Tune That Led to Fortune

Not always in plain speech is expressed an invitation to become rich. "The message brings advantage to him who understands," says a Spanish proverb. "However offered, profit is for those who know how to make it."

He was a drifter—a farm hand—a fellow who worked when he "felt like it." Having no great vices, nor much ambition, he plodded from place to place, earned a few dollars and then "took life easy" while his money lasted. When disposed to leisure his favorite loafing place was a small porch in front of an unpretentious cigar store.

His custom was to buy five nickel cigars at a time. Then, seated on a bench outside the store, he would smoke and strum for hours on an old guitar. Apparently his repertoire consisted of two pieces. Nor did much practice enable him to play well.

Some folks called him "lazy and shiftless." Others, more charitable, may have regarded him as a dreamer. Yet, seemingly he was untroubled by what people thought. He came from Missouri. But he didn't "have to be shown." Contentedly, he took things as they were. Five cheap cigars and an opportunity to torment the guitar supplied his requirements for a pleasant afternoon.

Satisfied, he smoked. Merely as a pastime, persistently he strummed one strain on the guitar.

Long reiteration of the suggestion of a tune drew unfavorable comments from people who passed. The music was so monotonous that no one in the vicinity cared to listen.

Until Logan chanced to enter the store, no particular attention was paid to the guitar player on the porch.

Who Logan is now, every American music publisher knows. But, then, Frederick Knight Logan lived in Oskaloosa, Iowa. A music teacher, a man of ability, ambitious to be a composer; up to that time he had achieved scant success.

Logan had been in a hurry. Coming into the store, he didn't stop to bestow a glance on the guitar player infesting the porch.

While Logan made his purchases and waited to receive his change, the playing continued outside. Annoyance was metamorphosed into interest. The trained ear of the music teacher detected beauty in the persistent repetition of one strain. But the music was so weird and unfamiliar Logan could not determine what tune the guitar player was attempting. Never before had the music teacher heard such a queer sequence of notes. As he listened intently, trying to associate the piece with something that he knew, he began to imagine the haunting quality that might be given to the music, if the notes were rearranged.

"Who taught you to play that piece?" Logan asked the guitarist, a few minutes later.

"Nobody at all. No one ever teached me to play," the farm hand answered good humoredly, for Logan had prefaced the questioning by the proffer of a ten-cent cigar.

"When did you first hear it?"

"Blamed if I know. So long ago, I don't remember. Reckon I heard it first when I was a kid, down at Cape Girardeau. Anyway, it's about the only piece I can manage on a guitar. That's why I keep playin' it."



Frederick Knight Logan who has been enriched by the famous Missouri Waltz

Suddenly reminded of his need for haste, Logan didn't remain to continue the conversation. As he hurried home, the melody kept running through his brain. All day, and late that night, the tune haunted him.

"If it appeals to me that way, it should be equally attractive to the average lover of music," he mused.

Logan sat down to the piano that afternoon and began to develop the melody. In two days he had turned it into a waltz. His mother thought it was the greatest waltz she had ever heard, and when she asked him what he intended to do with it, he said he would publish it himself.

"But you will be wasting money doing that out here," she said. "Why not send it to one of the big publishers in New York?"

"I don't want anything to do with them," he answered. "If it is half as good as I think it is, it will become popular no matter where it is published."

Logan gave the copy to a local printer and had orchestrations printed, some of which he sent to several orchestra leaders and moving picture pianists. For two months he hoped and waited.

Unknown to him, things were happening in Chicago. Fred Forster, the big music publisher, was receiving calls for the "Missouri Waltz." Orders for ten, twenty and fifty copies were received. Forster was guessing. In vain he tried to obtain the name and address of the publisher.

Experience told him that an instrumental hit was "creeping out." Sooner or later some big publisher would be associated with the winner. It would pay to get publication rights for the "Missouri Waltz." Forster conferred with his manager, A. Olman, the composer of "Oh, Johnny" and "Faugh-a-Ballagh," two songs that now are notably popular.

"See here! I've been getting a lot of orders for an instrumental number called 'The Missouri Waltz,' but I can't fill them because I don't know who publishes it. Either some small publisher or the author is putting it out. Get busy and see if you can locate it."

Olman spent two weeks sleuthing for the author and publisher. He was about to give it up as a bad job when he ran into a leader with an orchestration of "Missouri Waltz." Asked where he obtained the copy the leader told Olman that the "Missouri Waltz" was composed and published by Fred Logan in Oskaloosa, Iowa. The manager wired to his employer, telling of the discovery and asking for instructions. The reply read:

"The thing looks like a sure hit. Buy it for anything under five thousand dollars."

Olman went to Oskaloosa, but was unable to purchase the waltz. A telegram to Chicago caused the publisher to take the first train to Iowa. And before Forster left Oskaloosa he secured the publishing rights, paying an advance of $1,000 and agreeing to pay six cents royalty on every copy that he should sell.

Business associates, hearing the waltz and learning what Forster had done, told him he was crazy, as the waltz was the most idiotic piece of music they had ever heard.

"I'm glad you think so," Forster laughed. "But listen to what I have to say. I'm going to make that a high-priced number to sell for thirty cents a copy, and, what is more, I'm going to sell a million copies of it."

Forster made good. In less than a year he offered Logan $20,000 for his rights in the waltz, but Logan refused to sell. To date Logan has received nearly $50,000 in royalties from that vagrant tune. Now he is taking some of the money to play Santa Claus to a number of poor kiddies in New York. He is making

he journey from Oskaloosa to New York City, ınd on Christmas Day will give a dinner at he Majestic Hotel to a crowd of poor children. There he will distribute shoes, clothing and baskets filled with food.

The success of "Missouri Waltz" seems to ndicate that one does not have to be a com-ɔoser in order to grow rich and famous. Good nelodies are scarce, and any time one can com-ɔose one or find it, be he an amateur or a pro-fessional, he can cease worrying about the high ɔost of living and play Santa Claus to others ess fortunate.

A NEW ORLEANS DEAL

W. R. Irby Branch of Liggett & Myers Tobacco Co. Acquires Desirable Real Estate—About $100,000 Paid.

One of the largest single real estate deals in New Orleans for months was announced Saturday relative to the transfer of 45,000 square feet of ground space of the Haubtman & Loeb Co., Ltd., Magazine and Julia streets, to the W. R. Irby branch of Liggett & Meyers Tobacco Co., for approximately $100,000. The transaction was made through Latter & Blum, Inc.

The tobacco company will use the new property—occupied by Haubtman & Loeb as a machinery depot for boilers, pumps, engines and engine supplies—for a warehouse. It has a two-story building, the total floor space of which is 90,000 square feet. The W. R. Irby branch expects to expend from $30,000 to $40,000 in improvements and alterations. Favrot & Livaudais, architects, have the work in hand.

Expansion of business and consequent need for more room by the tobacco company caused the deal, according to W. R. Irby, president of the Canal Bank and Trust Company and president of the tobacco company branch. The new property and the present factory at Magazine and Julia streets will give the Irby branch almost the entire block bounded by Magazine, Julia, Camp and Girod streets.

PHILIPPINE SHIPMENTS.

COMPARATIVE STATEMENT SHOWING BY MONTHS, THE NUMBER OF CIGARS AND CIGARETTES EXPORTED TO THE UNITED STATES DURING THE FIRST TEN MONTHS OF 1916 AND 1917.

	Cigars		Cigarettes	
Month	1916	1917	1916	1917
January	4,506,224	12,943,106	255,000	201,000
February	9,857,689	11,022,952	987,750	395,000
March	5,619,246	20,157,629	340,000	807,500
April	7,369,630	12,971,206	716,250	570,500
May	7,581,073	15,803,910	500,250	249,000
June	7,958,154	19,673,334	50,000	787,500
July	12,485,366	17,221,377	925,000	890,000
August	10,181,510	27,393,719	330,250	135,000
September	13,051,677	15,888,810	435,000	260,000
October	11,025,337	23,213,732	615,000	210,400
Total	89,635,906	176,289,775	5,154,500	4,505,900
Inc. or dec.		86,653,869	648,600	

COMPARATIVE STATEMENT SHOWING BY MONTHS, THE QUANTITY OF LEAF AND PARTIALLY MANUFACTURED TOBACCO SHIPPED TO THE UNITED STATES DURING THE FIRST TEN MONTHS OF 1916 AND 1917.

	Leaf		Partially Manufactured		Total	
Months	1916 Kilos	1917 Kilos	1916 Kilos	1917 Kilos	1916 Kilos	1917 Kilos
January		5,700	207	95,780	207	101,480
February		63,276	19,881	141,952	19,881	205,228
March		162,454	17,306	164,899	17,306	327,353
April	21	50,902	7,172	75,512	7,193	126,414
May		116,293	9,332	397,367	9,332	513,660
June		20,424	12,302	229,727	12,302	250,151
July	182,717		40,562	142,709	223,279	142,709
August		17,250	10,110	366,361	10,110	383,611
September	4,011	35,282	72,713	348,521	76,724	383,803
October		18,204	69,484	205,488	69,484	223,692
Totals	186,749	489,785	259,069	2,168,317	445,818	2,658,102
Increase		303,036		1,909,248		2,212,284

NOTE.—Not including chopped tobacco which is subject to $0.08 tax per pound.

PATRIOTISM IS DEMANDED

"Patriotism of a practical as well as a sacrificial kind is demanded from every household and from every business centre; but, above all, no spirit of depression, no spirit of despair, can for one moment detract, in a single degree, from a firm and grim determination to fight this war through to a successful finish. So long as Prussianism endures Americans all must do their utmost."—From the speech of Chairman William C. Breed at the Luncheon Meeting of the Merchants' Association of New York, at the Hotel Astor, December 13.



The Secret of the Turkey

Inducing cigar manufacturers to restrain any desire to be too liberal, the present price of tobacco may excuse Sol. Furgatch from giving a 22 pound turkey to every cigar maker employed in his factories at Christmas time, this year. Yet the great popularity of Vega del Rey cigars, which are smoked appreciatively in the picture, makes it possible for a fine turkey to grace the table of at least one cigar maker who acknowledges allegiance to Furgatch. The lucky cigar maker assured of a turkey dinner, when others may have to Hooverize, is Vincente Salana, a Spaniard. He is shown exchanging congratulations with Geronimo Plaza, an erstwhile employe of S. H. Furgatch & Co. Being a Cuban and a compatriot of Antonio Maceo, it happens that Geronimo Plaza is willing to fight to make the world safe for democracy. As a volunteer, he enlisted in the U. S. army. In the way of becoming a good soldier, Plaza wouldn't hesitate to attack Turkey with knife and fork, though the United States as yet has not declared war on the Kaiser's ally, the Sultan. How Salana obtained the noble bird is a secret, not too closely guarded, in the cigar factory of S. H. Furgatch & Co.

NEW ENGLAND'S OLDEST TOBACCO DEALER.

December 10 marked the passing of New England's oldest cigarmaker, salesman, retailer and jobber, when death took Joseph Robinson of Malden, Mass. He was eighty-three years old and spent seventy years in the tobacco business, starting with Chester H. Carruth at 46 Hanover street, Boston, then going with the old jobbing firm of James Quinn, at 294 Federal street, from thence to Joseph P. Manning Co., resigning from this firm he went in business with his son in Malden, Mass., and continued up to the day of his death. It was his custom to come to Boston every Wednesday, where he could be found at Joseph P. Manning Co. at 8 sharp. We was a grand old man, known and loved by thousands, who mourn his death.

LOGAN MADE MANAGER

Of the Cigar Department of the Behrens Drug Co. of Dallas—A Company Doing a Great Business

The Behrens Drug Co., of Waco, Texas, one of the largest wholesale drug concerns in the southeast, announces that on January 1 J. B. Logan will succeed W. W. Haynie as manager of the cigar department.

The Behrens Drug Co. entered the cigar field last April, and since then has built up a wonderful cigar business through Central Texas. It is said that the company is the largest handler of cigars in central Texas.

The Behrens Drug Co. is the largest handler of Porto Rican cigars in the southwest, excepting only the distributors of Portina and El Toro brands of the Porto Rican American Tobacco Co.

Mr. Logan is one of the favorite sons of Texas in the cigar business, ranking as an old timer, and having formerly represented A. Santaella & Co. in the southwest. Recently he represented the Beach Cigar Co. of Dallas, which position he gave up to assume his new duties.

He will make many changes in the present management of the cigar department of the Behrens Drug Co., which will be announced later.

W. W. Haynie, an energetic young man, since taking charge of the cigar department last April has made plenty of friends, and the large cigar trade done by the company is to a great extent the result of his efforts.

Bert Howe, Mr. Haynie's first assistant, has tendered his resignation to take effect immediately. For some time to come Mr. Haynie will remain with the Behrens Drug Co. in a general capacity.

The Behrens Drug Company concentrates on the products of the following manufacturers:

Louis Heitman & Co., Dayton, O.; Merchants Cigar Co., York, Pa.; Geo. Kohler & Co., Yoe, Pa.; Antonio Roig & Langsdorf, Phil., Pa.; Horace R. Kelly & Co., New York City; P. Lorillard & Co., New York City; Cien Porciento Co., New York City.

WORLD'S GREATEST WRESTLER IS DEAD.

Frank Gotch, retired world's champion heavyweight wrestler, who died Sunday at his home in Humboldt, Iowa, will be remembered by many as America's greatest wrestler. From the time that he won his title from Tom Jenkins in 1904 until his death Gotch never encountered defeat.

In his wrestling career Gotch faced over 150 opponents in scheduled matches and more than 200 more in exhibitions.

His two most noteworthy feats were his victory over Stanislaus Zbyszko in 1910 and over George Hackenschmidt in 1911. He astounded the wrestling world by pinning the elder Zbyszko's shoulders to the mat in six and one-quarter seconds. On September 4, 1911, he won two straight falls from the mighty Hackenschmidt, who was regarded at that time as invincible.

Gotch was born in Humboldt, Iowa, on April 27, 1878. He was only thirty-nine at the time of his death. He is reputed to have won a fortune of over $500,000 on the mat.

A MILLIONAIRE WHO DOESN'T CARE TO MAKE MORE MONEY

An Interview with Julius Rosenwald, of the Great Mail Order House

By JAMES B. MORROW, in The Nation's Business

A member of the Advisory Commission of the great Council of National Defense, the choice of President Wilson himself, Julius Rosenwald is bargaining for the leather, cloth and duck—many millions of pounds and many millions of yards—required by the American armies at home and in France. His services, of course, are free to the government. Specifically, such is his duty. In general, he shares the work of the war council as a body.

Mr. Rosenwald has none of the mannerisms supposed to be acquired with the amassing of large property. He is middling as to height and weight. His friendly eyes are a blending of brown and gray and his black mustache, shot with white, is clipped close to his lip.

Boast he has not, neither in his dress or conduct. I, me and myself are not his favorite pronouns. On his fiftieth birthday, which was five years ago, he gave away $687,000. Men who know his gifts to philanthropic and educational projects say that his annual contributions since then have totalled even a larger sum.

"It is a crime," he told the interviewer, "to pile up money after one has accumulated all that he needs for himself and his family. There is a stage where acquisition becomes a vice. Once that is reached, a man cannot part with any of his possessions, nor can he will it away. He keeps his estate together and at death hands it over to his wife and children, not that he loves his wife and children more than do other men, but that he can not overcome the infirmity which has weakened his will and character.

"I have my business," Mr. Rosenwald continued. "I want nothing more. Men, sound men, able men, come to me nearly every week with plans that I know are good. 'I wouldn't invest a dollar,' I tell them, 'even if I knew that my profits would amount to 100 per cent a month.' I am not interested any more in the making of money but I like the fun of giving it away."

Julius Rosenwald was born in Springfield, Ill., and on the street where Abraham Lincoln formerly lived. Later, the Rosenwalds moved to a house directly opposite the old Lincoln homestead.

"You were not compelled to split rails in your boyhood," the interviewer said, by way of experiment.

"No, but I peddled chromos," Rosenwald replied. "The nimble six-pence had to travel pretty hard to get away from me when I was a youngster. I did many things in the way of earning money. Satchels had to be carried and I carried some of them. Also I delivered papers.

"When Lincoln's monument was dedicated, I sold a pamphlet history of the acts leading to the event and made $2.50. General Grant was present and I saw him sitting in a carriage. He was the first man I had ever seen with kid gloves on his hands. They were yellow in color and I looked so long that I have never forgotten them.

"One summer I clerked in a store, where everything was either forty-nine or ninety-nine cents in price. I made my first investment along toward autumn that year. My brother was associated with me in the undertaking. I had $20 saved from my wages as a clerk, and he had about the same amount. We bought a set of china dishes for our mother on the twentieth anniversary of her marriage—had them unpacked and spread out when she came down to breakfast. That was a big day for us boys."

"But a bigger one for your mother," the interviewer asserted.

"And she is living yet," Mr. Rosenwald fondly said, "and writes to me every week and, although she is nearly eighty years of age, her penmanship is without a tremor or a blot."

At sixteen, Julius Rosenwald left home and the public schools of Springfield. Maternal uncles lived in New York. Thither he went and his mercantile relatives gave him employment, "but," using his phrase, "of a very subordinate character." Sweeping, possibly; dusting, no doubt and washing windows.

"One day," to give another snatch of his story, personally related, "I went to a wholesales establishment." He was a clerk by this time and entrusted with important commissions.

"Summer clothing for men—alpaca coats, duck vests and seersucker suits—was the exclusive line of this house," he said. "Business was brisk and the proprietors were in a cheerful and confidential mood. One of them told me that they had received that day sixty more orders, some by telegraph, than they could fill.

"I turned this information over in my mind and mentioned it to my uncles. Summer clothing for men, I thought, and they agreed, might do well somewhere else. A location was my first problem. Inquiry showed that a line of such goods had not been developed in Chicago.

"My father supplied me with funds and a cousin became my partner. We leased a loft on the third floor of the Farwell building. It was in the fall of the year and we began, in a modest way, the manufacture of thin clothing. In the January following we opened our selling campaign, deliveries to be made in the spring and early summer."

"How old were you?" the interviewer asked.

"Eighteen sixty-two from eighteen eighty-five leaves twenty-three and that was my age," Mr. Rosenwald replied. "We did well," he continued, taking up his story, "and nine years later I became acquainted with Richard W. Sears. Then the turning point in my life occurred.

"Mr. Sears was a year younger than myself. Born in a little Minnesota town, he learned to be a telegraph operator. A natural trader, and always an honest one, I want to say in passing, he began selling watches to the railroad men of his acquaintance. He would buy two or three watches and dispose of them to engineers, conductors and others.

"During his leisure time, while sitting at the telegraph instrument, he would write letters to the operators whom he knew and in that way laid the foundation for his mail-order business. He did so well that he left the railroad business and went into business for himself at Minneapolis, dealing only in watches and selling them by means of circulars and letters.

"Chicago, he thought, would be a better location and so he moved to that city. He had already proved the merit of his idea and was making money. Then, in a year or two, a man came along and offered him $125,000 for his business, provided he would agree not to sell watches again in his own name for a period of three years.

"Mr. Sears was only twenty-five at the time and the sum that he was offered seemed to be an immense fortune. He thought that he would never want any more money. So he sold out, invested $75,000 in farm mortgages, gave the mortgages to his mother and went to Mexico and California on a cavation.

"After traveling for six months, he returned to Minneapolis weary from idleness. A. C. Roebuck, who was much older than himself, formerly had been in his employment as a jeweler. Mr. Sears was attached to Mr. Roebuck and had great respect for his mechanical ability and his character.

"Under the contract he had made in Chicago, he was barred for three years from engaging in the mail-order business under his own name. So he organized the A. C. Roebuck Watch and Jewelry Co., and re-established himself in Minneapolis. Mr. Roebuck, neither then nor after had any financial interest in the business. He was always an employee on a salary.

"Once more Mr. Sears prospered. When he was free to do so, he changed the name of his firm to Sears, Roebuck & Co. He had widely advertised the old firm and believed that Mr Roebuck's name was of considerable value Therefore, he used it, along with his own, although he was the sole owner of the business.

"Mr. Sears returned to Chicago in 1895. Up to that time he had sold watches and jewelry exclusively. When he added a small line of clothing to his stock, I showed him samples from our factory. Thus our acquaintance opened. He told me about his business.

"I had a brother-in-law who was then looking for an opening. He and I went to Mr Sears and asked him if he felt like accepting us as partners. A bargain was soon made. Mr. Sears put a value of $140,000 on his stock, goodwill and so on. The price was satisfactory. I paid him $35,000 and my brother-in-law paid him $35,000. And so the three of us owned the business. We turned the company later into a corporation. Mr. Sears was elected president, and I was elected vice-president and treasurer. When Mr. Sears retired in 1908, I succeeded him. He died two years ago, a very wealthy man. Modest, always, and lovable, he was of great service, in my opinion, to the American people. He brought manufacturers and consumers together and saved the latter hundreds of millions of dollars."

The business of Mr. Sears in 1895, by his own statement, was worth $140,000. No money was afterward put into it. Expansion was made wholly with profits. The shares of the corporation today have a market value of $125,000,000. At least $25,000,000 has been taken out of the business in the form of dividends. Sales totalled $500,000 in 1895. They will be three hundred and forty times greater this year.

"Billions of dollars are yearly spent in this country by consumers. Our sales for 1917 will amount to $170,000,000, which is only a small drop in a big bucket. Take shoes, for example. I suppose the American people buy a thousand million dollars' worth of shoes annually. Our sales of shoes will not exceed, say, $18,000,000. Mail-order houses can not monopolize the retail trade of the United States, but they can, in a measure, regulate it as to prices and improve it as to service.

"There is room for all, and all, I hope, will prosper, provided, under the laws of good business, they ought to prosper."

G. S. Nichols & Son, Ltd., show an especially fine assortment of holiday packings, including minature barrels containing 50 Partagas Coronas; Manhattan and Powhattan packages, five sizes, 25 to the box; Fancy Packages, 100 to the box; Romeo and Juliet; Belinda, Corona Chicos; Punch, three sizes; Cabinet Punch, 50; Cabinet Presidente, 50; Quintetes, five sizes, 25 to the box, and thirty sizes of Por Larranaga.

In the last ten months John D. Rockefeller personally has applied $70,000,000 to war purposes. His money has gone to the Belgian Relief, the Liberty Loan, Red Cross and Y. M. C. A. This huge sum has no connection with the money spent by the Rockefeller Foundation.

Raising the Wind During the Holidays

Atmospherically Speaking, Up-State Dealers Encounter Something Worse Than a Frost—Eddie Englebrecht Aided a Drunken Cigar Maker—Machinists in the "New York Central" Shops Buy Smokes for the Boys "Over There"—Bente Discourses on Pipe Sales—"Gil" Thompson States His Experience with Prices—The "Flag Controversy" in Albany—Couldn't Accept an Order for Half a Million Cigars—Duker's Many Attainments—The Brady Estate—An Aviator in the Making

New York State Capitol District, Dec. 17.—Flag number two, that square blue one, went up first. Then Forecaster Todd delivered the snow, the nice, deep snow, he had ordered. After which the Gay George shook out model number five, that other cheerful banner of white, with the black square in the dead center. Whereupon, the average cold wind velocity of the Capitol District gradually increased from low six miles an hour, to an imitation of the highest record here, somewhere around 70, nearly a mile a minute!

Such a storm as this would be commented upon in Bermuda as a horrible Barraconda. And the island which has no factories, no railroads, not even a trolley, to say nothing of the minus autos, might naturally be led to believe that here, at last, was a typical Arctic blizzard!

But, up this a-way, not quite 40 hours from Broadway, as Bermuda advertises her onions are, well, we-uns accept a thing like this, and merely call it *winter,* sometimes spelled with a cap "W".

Of course, most folk wish they were, for the time, either in Bermuda, Florida, California, or Fred Seely's Grove Park Inn, down there at Asheville, Nawth-Ca'oline.

Others, like Amundsen, Greely, Peary & Co., who may prefer weather around 70 degrees north, 97 west, are welcome to what the Capitol District now has.

Yet, if they're in business, tobacco line or any other, it's quite likely they'd quickly say the Bermudian-Asheville-Pinehurst combination would eventually induce more trade than the stuff this section is offering for climate during the closing days of 1917.

Perhaps, though, it'll be better. There are actually a few, a very few, shoppers and buyers wading through the snow just to see for themselves what the dealers have to sell in the way of cigars, cigarettes, pipes, tobaccos, and so on, for the Happy-Holidays, now almost in the chimney!

It's some satisfaction to discover *one* busy house. You know who it is? Yes, that's right—it's the Payn Tobacco Co., up there on Broadway, Albany.

They've got just about all they can do to get out the holiday boxes of Anndora cigars. And it's a pretty package, in the enamelled white paper, with the joyous red titles, ribbons, tags.

One item is bothersome, though. That is the present shortage of Private Bond boxes, which makes it almost impossible to issue Christmas editions of the firm's successful six-center in time for the rush of these last few days in the season.

Quiet is the word at the Hotel Ten Eyck, Albany. Most all the business rests expectant upon the coming of the State senators and assemblymen, with their cohorts, on New Year's day.

At the cigar stand, M. J. Canaday is still up in the air on the new stand to the east of the lobby. Workmen have been engaged with changes to the fixtures, while assistant adjutant-general Henry Hotaling wonders if the job will ever be completed.

Meantime, the single bit of cigar excitement at the tall Ten Eyck is the evening banquet. Notwithstanding bloodless Tuesdays, the Ten Eyck kitchens occasionally furnish one of those Eugene Christian eatless dinners, indorsed fully by Bert Ho-over There.

And, at the immediate side of each knife, fork, an' spoon, each gentleman present usually finds one, two, or three of Canaday's American Cabinet cigars, simply to take the curse off the otherwise plain and fancy lobster, a la Saugerties.

You know President McKinley used to smoke just one-half his cigar. But then, the Spanish war was only half a war.

"Wait a minute," requested Fleischmann, as he picked up his grip, "there's a place right here where I don't see any Que Placers. And the Metropolitan Tobacco Co. doesn't want such a condition to exist. So I'll be back again to tell you whether business is better if I land the order."

What if the boys are away from their usual State Capitol jobs? Scott Barton, of the Capitol cigar stand, doesn't worry about the loss of trade from these considerable smokers.

Not much! Because, instead of selling cigarettes at 10 to 20 per cent profit, Scottie is now putting out more candy than ever to the State's substitutes, who are girls.

Still, Brother Barton looks forward to the opening of his Senate floor stand, upstairs, just as soon as the Legislature convenes on January 1. Cigars sell then!

"Did you ever try to keep a drunken cigarmaker on a bench?" inquired Eddie Englebrecht, while he removed the band from an F. & D. perfecto. "Well, it was in my time with Van Slyke & Horton, before I went with Fitzpatrick & Draper, my present house.

"Wallace Horton was alive then," went on Eddie, snitching a light, "and he looked after the factory, as you probably know.

"And, upstairs, we had a fellow who was a pretty good cigar-maker, also a friend of the family.

"But he persisted in trying to corner the crop of Saazer hops, and, at the same time, play kelly-pool with all the bums in town.

"Of course, this got on Mr. Horton's nerves, so he was fired. Then, because his family needed what little money he did bring in, it was my job to get Boss Horton to put the slob back to work.

"This occurred again and again. He was fired and hired so much that I'd meet him going out with his board and knives just about as many times as I'd meet him coming back to work with the roll in his apron.

"And, you can believe me when I say Mr. Horton never saw me come into the office that he didn't say, off-hand like, 'Alright, Eddie, tell the foreman to put him back again.'"

Up there in West Albany at the New York Central shops, so many of the machinists have gone to help their Uncle Sammy that the remaining lads have raised a Christmas fund for each and every one.

Only a very small contrib was requested form the employees, but the amount raised totaled $168.

All of this will be expended in cigarettes, tobaccos, pipes, and so on, packed in individual boxes made, even to the spikes, right in the big car shops under the Watervliet avenue bridge.

"Now that Chesterfield cigarettes are moving with a Fatima-like demand," mentioned A. C. Bente, the Liggett & Myers specialty man, "I think the Duke Branch will find the same trouble with shipments we have had on the other big sellers. While waiting for stock, we'll all take the customary two-weeks' vacation over the holidays."

Smiling as always, cheerfully working over a batch of briar pipes in his North Pearl street headquarters, in Albany, jobber Sam Fulder communicated this:

"No, I won't go out on the road again 'till after January 1, but I'll probably be busy enough right here in the retail store with the holiday rush."

"These here pipes," he went on, "must be put in shape for the Christmas trade. And we've certainly got more than we need to supply the anticipated demand. For our stock is really too large in smokers' articles. Although the sale of pipes and accessories, particularly cigar holders, is very good indeed for the time and date."

'Way down yonder on Broadway, Albany, Manager Bobby Richford, of the Arcade Cigar Co., was extremely busy with his holiday window on Monday, last.

From present indications Bobby expects a fair business for gift goods. But the totals of last year are hardly looked for.

"Standard cigar brands, formerly five, now six-cents," said Gil Thompson, "especially Cincos, Bolds, Havana Ribbons, and Rocky Fords, don't sell with me as they did when the price was just the one nickel."

"And," continued this Clinton Square retailer, "I find that the people of Albany appreciate the old tobacco and cigarettes I'm still selling at the original prices. I bought rather heavily of this material, and I yet have lots of 5 and 10 cent stock on hand."

Some of the Albany newspapermen are having a lot of fun with Tobacconist-Mayor Stevens' patriotic proclamation about soiled and torn American flags.

For it appears that the Mayor issued an especial ukase on the subject of so many dilapidated National flags flying from local poles.

He simply directed the attention of the public to the affair by indicating the careless attitude of numerous families and firms in permitting such worn-out flags to fly from conspicuous positions about the city.

In fact, Hutchins, the Mayor's secretary even went to the bottom of the matter by inquiring of the military authorities about the proper disposal of these flag remnants.

At the State department of the Adjutant General's office they frankly admitted that no one there knew exactly what to do with flags which were no longer fit for display. But they said they'd look it up.

Other military sources here were appealed to with similar result until Hutchins called the naval recruiting officer. Ensign Hambsch was floored at first. Then he discovered, in the regulations, that all worn-out National emblems must be destroyed by burning them without public ceremony.

So all this discussion about the Flag caused much attention in the newspapers. And many torn and weather-beaten Colors were removed by their owners, to quiet criticism.

One item is bothersome, though. That is comment upon the fact that the Mayor himself flew a battered flag from his retail store at Broadway and State.

Whereupon, Manager C. J. Shaxby pulled it in, and removed the staff, also.

This made the critic extremely unhappy. For he immediately wrote to one of the papers ,requesting information relative to the Mayor's intention to replace the old Flag with a new one.

He said "Military-Secretary Shaxby" had hauled the Colors down, and he demanded that a new Standard be erected at once.

While the newspaper which started the racket remarked that it was Mayor Stevens' idea to have the public Flag in the Plaza, opposite the store, serve for all purposes.

(*Continued on page* 26.)

Manila Business Grows

Total Shipments of Manila Cigars—January to September 1917 . . . 153,076,043

Total Shipments to September 1916 . 78,610,569

Increase 74,465,474

Total Shipments of Manila Tobacco—January to September 1917 . . Kilos 2,050,606

Total Shipments to September 1916 Kilos 299,610

Increase 1,750,996

We have on the way to the United States

Cigars . . . 8,800,000

Tobacco, Stripped Filler, 230,000 lbs.

Scraps . . . 93,000 lbs.

HORACE R. KELLY & COMPANY

Importers of Manila Cigars and Manila Tobacco, stripped, booked and barreled

69 Wall Street **New York**

UNITED STATES CIGARETTE MANUFACTURES

Consolidated statement, by districts, showing the number of cigarette factories operated, the quantity of tobacco used, and the number of cigarettes made during the calendar year ended December 31, 1916.

State.	District.	Factories. In business Jan. 1, 1916.	Opened.	Closed.	In business Jan. 1, 1917.	Pounds of tobacco used in making cigarettes. Weighing more than 3 pounds per 1,000. Unstemmed.	Stemmed.	Scrap.	Weighing not more than 3 pounds per 1,000. Unstemmed.	Stemmed.	Scrap.	Cigarettes manufactured. Weighing more than 3 pounds per 1,000.	Weighing not more than 3 pounds per 1,000.
California	1	10	3	7	6	215	288	...	122,988	501,897	4,317	73,730	307,716,325
Do	6	2	..	..	2	...	...	11	12	.....	57	2,500	21,500
Colorado	..	1	..	..	1	...	...	...	59	.....	.....	.....	19,300
Connecticut	..	7	3	4	6	23	12	1	1,913	293	30	10,150	507,509
Florida	..	6	2	1	7	...	...	...	3,966	415	26,473	.....	10,001,659
Georgia	..	1	..	1	..	...	...	...	.....	.....	.....	.....	0
Illinois	1	37	19	25	31	63	320	...	4,616	2,708	323	48,450	1,890,490
Indiana	6	..	1	..	1	...	...	...	1,900	.....	.....	.....	533,800
Louisiana	..	2	..	..	2	...	...	...	.....	87,289	1,908,671	.....	941,571,020
Maryland	..	2	2	2	2	...	...	...	151	.....	13	.....	43,000
Massachusetts	3	32	9	18	23	1,236	41	32	45,656	852	80,152	98,350	18,664,480
Michigan	1	3	6	6	3	300	...	6	.....	78	183	30,700	95,000
Missouri	1	1	..	..	1	...	...	...	.....	11,539	.....	.....	4,759,190
Do	6	1	..	1	..	...	...	...	.....	.....	30	.....	16,000
New Hampshire	..	..	1	..	1	...	...	...	50	40	18	.....	62,000
New Jersey	1	2	1	1	2	...	...	...	.....	33	83	.....	37,160
Do	5	10	3	4	9	350	...	...	1,261,610	3,283,831	61,892	70,250	1,786,824,050
New York	1	33	24	31	26	...	...	...	1,964,916	3,933,097	274,490	.....	2,314,790,410
Do	2	57	16	27	46	13,691	...	5,235	2,244,811	3,974,584	128,547	3,780,565	2,518,949,292
Do	3	96	64	70	90	72,539	789	451	7,891,481	7,882	4,025	17,309,705	2,914,111,701
Do	14	13	6	10	9	426	...	...	1,610	408	70	73,900	682,250
Do	28	1	..	..	1	...	...	...	109	.....	.....	.....	28,200
North Carolina	4	2	..	..	2	...	...	...	772,840	9,035,054	.....	.....	3,940,802,700
Do	5	1	2	1	2	9	...	...	3,113,362	13,439,813	.....	380	6,802,665,240
Ohio	1	1	1	2	..	...	...	...	24	.....	.....	.....	1,000
Oregon	..	1	..	1	..	...	...	...	.....	.....	.....	.....	0
Pennsylvania	1	34	19	26	27	3,195	65	137	277,930	1,258	1,779	688,520	88,877,070
Texas	3	2	0	..	2	...	...	...	92	.....	8	.....	35,860
Virginia	2	5	1	1	5	...	...	...	1,694,484	7,164,305	344,037	.....	3,626,933,505
Do	6	2	0	0	2	...	...	...	26,385	.....	1	.....	9,517,200
Washington	..	2	0	0	2	...	...	57	.....	499	.....	5,500	137,000
Total	..	367	183	239	311	92,047	1,515	5,950	19,431,965	41,445,875	2,835,199	22,192,700	25,290,293,911
Calendar year 1915	..	381	137	151	367	85,163	862	3,465	15,502,448	28,792,028	1,925,911	15,816,210	17,964,348,272
Increase	..	..	46	88	..	6,884	653	2,485	3,929,517	12,653,847	909,288	6,376,490	7,325,945,639
Decrease	..	14	..	..	56	...	...	...	.....	.....	.....	.....	.....

Pounds.

Average quantity of leaf tobacco used per 1,000 large cigarettes..... 4.71
Average quantity of leaf tobacco used per 1,000 small cigarettes..... 3.69

PSYCHOLOGY OF SALES.

Probably in no other direction has the modern storekeeper displayed more ingenuity than in planning sales and making them "draw."

The human mind is so constituted that it likes to think it is getting something for nothing, or almost nothing. Occasionally people will grab at almost any bargain or scheme without a word of complaint or argument. Notice I have said "occasionally."

The department stores, dry-goods stores, clothing stores, and so on, have for a long time worked upon this susceptibility of the public mind, and a complete list of the schemes devised to take advantage of it, laid one on top of the other, would reach up into the air higher than a gun can shoot.

A crowd—that's it. Just a few big buyers won't make a sale. A crowd impresses the public with the bigness and the importance of the opportunity.

Nobody wants to trade in a dull, slow store. Somebody has well said, "the store that hasn't a lot of people in it can't get a lot more people in it."—George Argy in the *Bulletin of Pharmacy.*

Civilian Ammunition

By CLYDE B. WILSON of the Vigilantes.

Do you want to Bust the Kaiser? Then don't bust Business altogether. Here is a Weapon for each who wants to fight: Economize—not at the Expense of your Neighbor; not at the Expense of all Business Activity, But by Sane Sacrifice and Waste Elimination. Buy—don't Squander; Eat—don't Gorge; Starve only the Garbage Can; Save—don't Miserize; Hooverize—don't Radicalize; Optimize—don't Pessimize. Buy Magazines often; Buy Theatre Tickets moderately; Go to War Movies frequently; Let the Wheels turn; but always remember the grim Business that is in the World today. Let all Classes Work and make Money; then We can feed our Allies and our Soldiers, and Buy Liberty Bonds. Now we are coming to the point: We Can Bust the Kaiser wide open with

THIS
TOR
PE
D
O
!

BUSINESS CARDS

CIGAR IMPORTERS
GROSVENOR NICHOLAS & CO.
14-16 South William St.
New York

G. S. NICHOLAS & SON, LTD.
43 Beaver St.
New York

CIGARS RIBBONS
WM. WICKE RIBBON CO.
Woodhaven Ave.
Glendale, New York

CIGARETTE PAPERS
PETER J. SCHWEITZER
Importer of French Papers
109-111 Broad St., New York

CIGARETTES
T. CHALKIADI & CO., INC.
Cigarettes—Haidee and Salaam
128 Water Street. New York

STRAND CIGARETTE CO.
Manufacturers "Strand" Cigarette
17 West 42d St., New York

CORK
BOUCHER CORK & MACHINE CO., INC.
All kinds of Cork
212 West 18th St., New York

HAVANA LEAF DEALERS
TOMAS BENITEZ Y LEON
15 Monte Street, Havana, Cuba
Cable "Tebenitez"

LEON Y. DELGADO
91-93 Consulado St., Havana, Cuba
Cable "Nautilus"

F. EZQUERRO, S EN C.
10 Luz Street, Havana, Cuba
Cable "Pradillo"

GONZALEZ HNO. & CA. S EN C.
39 Dragones St., Havana, Cuba
Cable "Goncelacio"

GUTIERREZ & FOYO
22 Reina Avenue, Havana, Cuba
Cable "Hermogenes"

MIGUEL GUTIERREZ E HIJO
53 Estrella St., Havana, Cuba
Cable "Cosechero"

SUAREZ HERMANOS, S EN C.
110 Rayo Street, Havana, Cuba
Cable "Ansuar"

PESO & CA.
97 Amistad Street, Havana, Cuba
Cable "Peso"

PASTOR SANCHEZ
225 Monte St., Havana, Cuba
Cable "Pastorama"

HUMIDORS
BUBECK & GUERIN
All kinds of Cigar and Cigarette Humidors
161 West 18th St., New York

IMPORTED CIGARS
RAMON "ALLONES"
Thomas F. Healy, Rep. U. S. & Canada
77 Broad St., New York

PARK & TILFORD
Imported Cigars
New York

JOBBERS
METROPOLITAN TOBACCO CO.
134 Grand St.
New York

S. MONDAY & SONS
Jobbers of all kinds of Tobacco Products
34-40 South 1st St., Brooklyn, N. Y.

CHAS. SCHAVRIEN
General Cigar, Cigarette and Tobacco Jobbers
204 West 20th St., New York

LITHOGRAPHERS
ADOLPH FRANKAU & CO., INC.
Cigar Labels and Bands
129 5th Avenue, New York

PASBACH-VOICE LITHO. CO. INC.
Cigar Labels and Bands
Corner 25th St. and 11th Ave., New York

MADE-IN-BOND HAVANA CIGARS
MARCELINO PEREZ & CO.
Clear Havana Cigar Exclusively
12 Duane St., New York

MANILA CIGARS
HORACE R. KELLY & CO.,
Manila Cigars
89 Wall St., New York

THE PHILIPPINE CO., LTD.
American Sales Agent
Bowring & Co., Whitehall Bldg., New York

MANILA LEAF DEALERS
B. CASTELLANO & CO.
Specialty—Manila Tobacco
123 Maiden Lane, New York

MILD HAVANA CIGARS
THE KERN MANUFACTURING CO.
Mfrs. "El Stato" and "Iago" Cigars
152 East 50th St., New York

PIPES
WM. DEMUTH & CO.
"Wellington" Pipes
230 5th Ave., New York

L. & H. STERN, INC.
Manufacturers of Pipes for Jobbing Trade
432 East 10th St., New York

PROTECTIVE PAPER WRAPPING
DIAMOND STATE FIBRE CO.
Glassine Paper Wrapping
Bridgeport, Pennsylvania

SNUFFS
GEORGE W. HELME CO.
111 Fifth Avenue
New York

WEYMAN-BRUTON CO.
1107 Broadway, New York

STEAMSHIPS
PENINSULAR & OCCIDENTAL S. S. CO.
Tampa—Key West—Havana
Jacksonville, Fla.

TIN CONTAINERS
AMERICAN CAN CO.
Tin Cans
120 Broadway, New York

NATIONAL CAN CO.
Tin Cans
Detroit, Michigan

TIN DECORATING CO. OF BALTIMORE
All kinds of Tins
Boston St. and Linwood Ave., Baltimore, Md.

BONE DRY BEVERAGE CO.
NEW YORK
Is about to put on the market a most saleable Non-alcoholic Drink.

The Troubles of Two Partners

A Quarrel Over a Stenographer—An Unsatisfactory Sale—A Warning to Others

(*Copyright, 1917, by Elton J. Buckley.*)

About two years ago, in a certain part of Indiana, two men formed a partnership for the purpose of doing a wholesale business. One was an inside man, the other an outside, and both had a wide acquaintance among the firms they must look to for business. It looked like an ideal team. Each man had saved money and both contributed an equal amount to the firm's capital.

The new firm did business from the start, and in six months was making a little money. In a year it was doing exceedingly well, and gave every prospect of doing better as time went on. When the business was eighteen months old, the partners had their first serious disagreement. It was not about anything connected with the business, but about a girl stenographer in the firm's employ. Both men were married. They fell out very deeply over the thing, and after several weeks of bitter wrangling, during which the business, of course, suffered, each man made the other a proposition to sell his interest, but neither of the propositions was accepted, and a deadlock resulted.

The business was going from bad to worse, when one of the partners went off one day and sold his interest in the firm to another salesman in the same line. The deal involved several thousand dollars, yet both parties decided that they could put it through without counsel—"it was just an ordinary sale"—and they got together in a hotel room and signed the papers which together they had drawn up. The buyer paid half of the purchase price in cash and gave a note for the balance. The seller in this case was the partner who had been at fault regarding the stenographer.

Following the deal, the buyer of the half interest took his papers to the store of the firm and announced to the remaining member of the partnership that he was his partner. How was that? Why, he had just bought out the other man's share. And he showed the paper in corroboration.

The remaining partner did not take kindly to the sale and at once consulted the firm's lawyer as to his rights. He was advised that despite the sale, he was not obliged to accept the new man as partner, that he need not work with him or accept him in any way.

Just here let me explain this most important drawback of partnership. It is well settled that a partner cannot sell his interest in the partnership to a third party unless the remaining member consents. He can sell *something*, but it is merely a half interest (if the seller held a half interest) in the firm's assets which remain after the business is settled up. This is from a leading case:—

> The legal power of a partner to make a transfer of his interest to a third party is unquestioned. The transferee, however, does not become a tenant in common with the other partner in any specific goods, but acquires only the interest his vendor had, which is his share of the residue after the affairs of the firm are settled and the debts paid, including debts due from the firm to a partner. Such a purchase does not make the buyer a partner in the firm without the concurrence of all the partners, either given expressly or implied from conduct.

To illustrate, A and B are partners. They fall out and B sells his share to C. The business cannot go forward with C in it unless A consents. All that C can legally demand, after buying B's share, is that the business be wound up, debts paid, and he be given half the balance. In other words, selling one's share to an outsider without his partner's consent, usually means the destruction of the business. It cannot possibly mean anything else unless the remaining partner agrees.

Now to get back to the Indiana case. The remaining partner served notice on the buyer of the half interest refusing to accept him, and the latter then consulted his own lawyer, who told him the same thing that the other lawyer told his client. He then tried to find the man he had bought from to rescind the deal, but found he had gone to New York with the idea of going to France. He finally found him, but he had spent some of the money and refused to give back the balance on the ground that the deal was bona fide as far as he was concerned.

The buyer then went back to Indiana to see about getting the only thing he could—one-half the assets after the business was wound up. He took proceedings to that end, the business was wound up and its assets sold, as the remaining partner had lost the chance he had had before, of raising the money to take the other half interest over. As would be the case with many businesses were their assets forced to sale, it brought enough to pay back the buyer of the half interest about one-fourth of his money.

This little deal had the following evil results:—

It cost the buyer of the half interest several thousand dollars in cold cash.

It put the remaining partner to much expense, inconvenience and loss.

It practically destroyed a going, profitable business.

It conveys a warning.

Among American men a good pipe is becoming more and more the emblem of peace, comfort and democracy.

It is gratifying to reflect that by far the most of these pipes carry the famous WDC Triangle Trade Mark as a token of quality and worth.

To the Jobbers and Retailers who have helped to place WDC Pipes in the hands and homes of American men, we extend our greetings and best wishes for a Merry Christmas and a Prosperous Year of 1918.

WM. DEMUTH & CO., NEW YORK

EL ARABE

The Reliable Leader

MADE IN
3 POPULAR SIZES

Wentworths . . . 3 for 25 cts.
Coronas . . . . 10 cts. straight
Perfectos . . . . . 2 for 25 cts.

SHADE-GROWN WRAPPED

CUBAN WORKMANSHIP

EL ARABE justifies confidence
EL ARABE accelerates sales
EL ARABE assures dealers' profits

Benito Rovira Co.

311-321 E. 62nd St., New York
Manufacturer of "Good Cigars"



Brief Bits of News from Boston

BOSTON, December 16.—Fire completely distroyed the drug store of Billings & Stover, Harvard Square, Cambridge, Mass., last Sunday. Inventory is now being made, and as soon as the insurance is adjusted the store will be rebuilt.

Fire in the building at Harvard Square, Cambridge, where Leavitt & Pierce, manufacturers of the Cake Box Mixture, are located, caused a smoke damage to the plant. Fortunately they had a large stock of Cake Box Mixture on hand, which will take care of orders until the factory is under way again.

The Wood Pollard Co. will close the store at Dewey Square Store in Boston. They are now disposing of groceries, and other stock at cut prices. The cigars handled by Wood-Pollard Co. will be sold by Walker-Reintel Co. occupying the store on the next corner. Wood-Pollard Co. will continue the store on Causeway street, opposite North Station. The South Station store will be divided into smaller stores.

The American House on Hanover street will be reopened by the former manager, Allen C. Jones, who with his father conducted this historic hostelry. About two years ago this property was sold for investment and plans were made for a large business block to be erected. Mr. Jones will remodel the old hotel and install many new conveniences, adding rooms and space in the famous Rathskeller. Plans are now being worked out so that the hotel can open some time early in February.

Frank Fallon, who, some months ago, joined the Commonwealth Cigar Co. distributors of the El Roi Tans, Preferencias, and Kelley's Bouquet, has resigned and has returned to his old connection with G. W. Faber, Inc., New York City. Frank has many friends in this city.

William McGreenery, the Merchant's Row retailer and jobber, is pushing El Arabe cigar brand, made by the Benito Rovira Co.

Frank D. Ware, who has charge of the manufacturing of Epicure cigarettes, recently visited Nate Ives, the New England representative.

Petitions in bankruptcy are recorded as follows: Royal Restaurant Co., Inc., Sales—Liabilities, $16,162; assets, $7,558, consisting of fixtures $7,258, and stock $300. Herbert E. Brier, druggist and grocer, Malden—Liabilities, $14,058; assets, $12,900, consisting of stock $8,000, fixtures $2,000; debts due, $2,500, and horses and wagon, $400.

REDUCING FAT STEMS

Zero Weather Halts Work on Tobacco in Wisconsin—Employees of General Cigar Co. Come to New York.

EDGERTON, Wis., December 14.—Zero weather that has prevailed so largely during the week has put an end to all activities in the country tending toward preparing the tobacco crop for market. What little has previously been removed from the poles has been stripped out, and nothing further can be accomplished until casing weather again comes. The freezing weather is gradually taking the moisture out of the fat stems, so it is believed there will be but few found in the later stripping. We learn of a few recent sales from first hands of crops that were not under contract, but at prices right up toward the top paid earlier in the season. There is not so much chance of the 1917 crop selling at cheaper figures, whatever occurs at delivery time.

Inquiry for cured leaf is plentiful enough, were local packers able to meet the demands, but only a few have stocks on hand.

The shipments out of storage reach 975 cases and 2 cars of bundles to all points from this market since last report.

Capt. L. W. Pearson, with the American Cigar Co. at Sparta, was a visitor in Edgerton Tuesday.

J. A. Jenson came home from the Ohio tobacco districts Monday evening.

R. J. Presnail, of Montreal, and M. J. Irving, of Hamilton, Ont., both connected with the Tuckett Tobacco Co., have been visiting the local markets of the State in search of cured leaf the past week.

The Government's final crop report of the year places the value of the topacco crop of the country at $207,000,000, the yield at 827 pounds to the acre, and the average price 24.9 cents, as against 14.7 cents in 1916.

Ald. John Dickerson, Van Ness Green and Arthur Shannon, all employees of the General Cigar Co., left for New York Wednesday evening for a conference at the general offices of the company. Mr. Green will spend Christmas at his old home in New Milford, Conn.—*Edgerton Reporter.*

Stein's store in Wall street has not the crowds of other years, but business is larger than last year, as each customer is buying in larger quantities. Two automobiles have been engaged to make deliveries on Saturday and Monday.

Benjamin N. Tevalin will open a cigar and stationery store at 472 Main Street, Middleton, Conn.

Overlooking the Icicles in Chicago

Retailers Don't Depend on "Fair Weather" Friends for Christmas Trade—Proud Cigar Salesmen Seen in Costly Fur Overcoats—The Tom Keene Brand Extensively Advertised in the Daily Papers—Many Stores Have Most Attractive Windows—Simon Lichtenstein Passes

CHICAGO, December 15.—With the coming of the cold weather, dealers are looking forward to better business. It has been very quiet but with Christmas close, the late buying soon will start. Jobbers are not finding any great rush and all report collections very slow.

Quoting Harvey Vreeland, of Benson & Hedges, "Now comes the time to see whether the moths have enjoyed their summer diet of sealskin." The below zero weather which stayed with us for several days made everybody get out furs and hustle to keep warm. Cigar salesmen are there when it comes to fur collars and cuffs.

With much regret is reported the death of Simon Lichtenstein, one of the best known cigar dealers of this city who passed away at his home, Sunday. For many years he conducted two well-known cigar stores located at 186 North Fifth avenue and 300 West Madison street. The funeral, held Tuesday, was largely attended by members of the trade. Mr. Lichtenstein is survived by a widow and two sons, Bert, who managed the retail store, and Ralph, who is city salesman for the jobbing house of Iwan Ries & Co. Simon Litchtenstein's friends were many. He was very popular, a keen merchant and a clean competitor. The business will be continued for the present.

Sig Mayer, the Lozano representative, is at present at headquarters in Tampa, going over matters for next year.

A late visitor was William Seidenberg of Francisco Arango & Co. William Waldmann, the Chicago representative, had him in tow.

When last heard from Sam Paley, M. Friedman and Harry Landfield, were still in Havana. They are expected back in Chicago shortly.

Roman O. Dobler of the sales force of Park & Tilford, came in with the snow storm. R. O. D. finished for this year, says he "can't kick at the business he has done" and he looks for a big increase next year.

Chicago Lodge, No. 4, B. P. O. E., is after holiday business. A neat notice has been sent to all the members stating they can buy their holiday cigars at the club house at jobbers' prices, plus ten per cent.

Steele Wedeles & Co. have sent out a folder to the trade showing the brands, sizes and packings offered for Christmas. Charles the Great, El Verso, Wm. Penn, Blackstone, Dubonnet, Portina, Tarus, Tom Keene and El Prosposo are featured.

Tebbetts & Garland, importers and dealers in fancy groceries, have increased their capital stock from $20,000 to $25,000.

"Everybody will soon be doing it—taking furloughs. That is, everybody but the poor office force," is the way Albert Frietag the stock man for Albert Breitung, puts it. Al is kept busy trying to fill the orders that pile in from stores and the city trade.

"A box of John Ruskin cigars to your soldier boy at camp will be appreciated." That's the way the newspaper ad reads right now on this favorite brand.

E. Regensburg & Sons have sent the trade a new price list of their clear Havana American brand. It lists 62 sizes.

The "Rock Island" has installed electric lights in the 5:53 suburban train. Sister Sue says it would be so much prettier to have Japanese lanterns.

Egyptian Straights, the 100 per cent pure Turkish cigarette, are putting out a new cut-out sign that is most attractive. It shows an Egyptian scene with the Pyramids in the background and scattered around the base ar several Arabs.

A service flag is hanging in the store of Geo. C. Knight; Frank Leach has joined the army and will shortly leave for France.

Harvester, record breakers, and Optimo Captains are big sellers with the house of Clarence Hirschhorn & Co.

Gato Keywesters in the favorita shape sell well in the store of Shoemaker & Co. This size is sold at retail two for fifteen cents.

It is no longer the Berlin Room in the Hotel Bismarck. It has been redecorated and renamed the Colonial Room.

La Preferencia Operas packed ten in a tin box, sell for 50 cents. Dealers find a good sale for this packing.

Col. A. Luebeck is still in the game. A. L. is a booster for the house of Ruhstrat Crowley & Co., and does a big business on Mozart and Charles Denby brands. Everybody knows the "Col." out this way. He has been in the selling game for many years.

A soldier package of Bull Durham tobacco is now for sale. It is all ready for mailing and contains 12 5-cent packages of the "Makin's of a nation." The box is wrapped with fancy paper.

The S. & F. Cigar Co. has bought out the Strauss Cigar Co., at 51st and Prairie avenue, Abe Simon, a well-known south side boy, is a member of the new firm.

Louis Tabak who used to represent the jobbing house of I. Briskin, is now at Camp Grant, Rockford, training for work "over there."

(*Continued on page* 34.)

THE TIN DECORATING CO. OF BALTIMORE

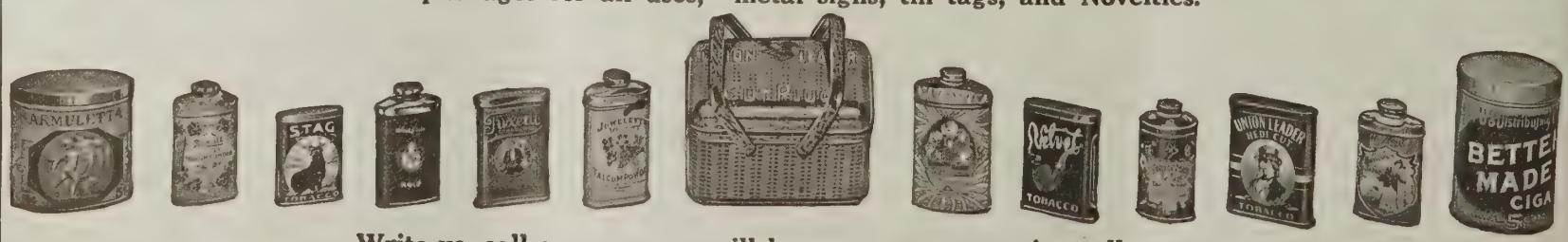
BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.



The Governor General Signs the Decree

In 1781, Vasco, the Governor General of the Philippine Islands, decreed that the government should have control of the production, manufacture and sale of tobacco. By this decree a monopoly was created which remained in operation a hundred years. Due to the strict enforcements of regulations, especially in the earlier period of its operation, the monopoly secured for Philippine tobacco an enviable reputation for quality throughout the world.

Careful supervision of the industry by the American government in the Philippines, together with the enterprise and the business sagacity of Manila manufacturers and importers, is building anew a splendid reputation for Manila cigars.

Boost Manila Business
There Is Money In It

List of Manila Manufacturers and Importers on Application

Manila Ad Agency, 546 West 124th St., New York City

Permanent Export Permits Are Rescinded

Special Permission Now Must Be Obtained for Each Shipment of Cigars or Tobacco from Cuba—Partagas Secures a Big Order from Japan—Requisitions Also by the French Regie—Factories Busy—Leaf Market in Havana Continues to Be Active.

HAVANA, December 14.—A circular letter of the Secretary of the Union of Manufacturers, under date of December 13, announces that permanent permits to all countries are withdrawn again, and special permits must be obtained for each shipment before the goods can be delivered on the docks or put aboard steamers. This new order of the Board of National Defense may cause serious delays in the despatching of cigars and tobacco in the future. It is said that this measure was necessary to prevent blacklisted firms from doing business through third parties.

The leaf market continues fairly active, though the volume of business has been reduced. Remaining stocks for sale no longer admit of transactions so large as heretofore, independent of the prevailing high prices. Sales and pending transactions during the past week are estimated to be between 5,000 and 6,000 bales of leaf.

Weather conditions of late have been more favorable, as it rained in some parts of the Vuelta Abajo, particularly on the north coast, Saturday and Sunday. Present temperature seems to indicate more light showers. Judging from atmospheric conditions at Havana, it seems that the expectations of the vegueros will be realized, and that seedlings will become more plentiful and consequently lower in prices.

RECEIPTS OF LEAF TOBACCO FROM THE COUNTRY.

For two weeks ending December 6, 1917:

	Bales.
Vuelta Abajo	4,726
Semi Vuelta	987
Partido	8,678
Remedios	4,941
Oriente	86
Total	19,418

Since January 1, 1917:

	Bales.
Vuelta Abajo	188,877
Semi Vuelta	12,848
Partido	42,759
Remedios	141,935
Oriente	284
Total	386,703

Regarding the receipts of Partido, it may be explained that the 8,678 bales had come in previously by carts and electric cars and were not reported at the actual time of arrival.

Exports of cigars per steamship Morro Castle totaled 616 cases, containing 3,215,725 cigars, which were consigned to the following countries, viz.: To Great Britain, 1,859,725; United States, 1,086,250; Australia, 99,400; Canada, 60,750; Portugal, 43,500; Argentine Republic, 33,900; British Africa, 25,500; St. Thomas, 5,700, and Brazil, 1,000 cigars.

Exports of leaf tobacco from Havana during the week ending December 1, 1917, totaled 7,545 bales, which were distributed to the following countries, viz.: To all ports of the United States, 5,440; to Canada, 78; to Great Britain, 430; to the Argentine Republic, 1,525, and to Uruguay, 72 bales.

Among the leaf buyers who arrived recently were: Jacob Labe, of John H. Goetze & Co., of New York; Felix Eckerson, of Felix Eckerson & Co., of Philadelphia; Francisco Arango, of Francisco Arango & Co., of Tampa. There are expected tonight or Saturday morning, by the Tampa boat, Angel L. Cuesta, Sr., of Cuesta, Rey & Co., of Tampa, and Leslie Pantin, accompanied by his family.

Marcelino Perez left for New York last Saturday, after having made various purchases of fine Vuelta Abajo vegas for the famous Tuval factory.

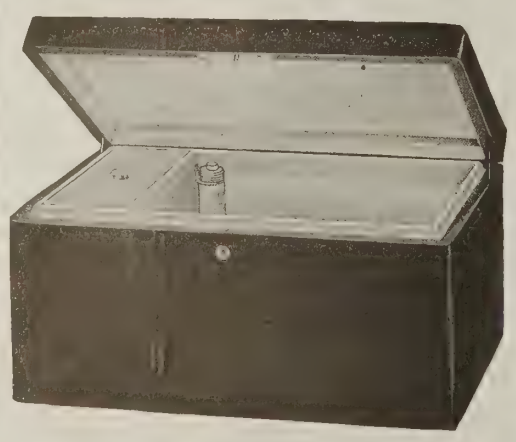
Vivian M. Myers, the vice president of the Cortez Cigar Company, returned to Key West. We hear that he purchased quite extensively of the best vegas of Vuelta Abajo and Partido in the market through Walter Sutter & Co.

Romeo y Julieta factory is very busy, but Don Ramon Arguelles had nothing of any special interest to report.

Partagas received a very fine order from the Bureau of Monopolies, of Japan, amounting to 350,000 cigars, all fine sizes, above $100 per thousand. The French Regie also ordered, besides the 100,000 cigars on hand, to be shipped either this or next month, 90,000 cigars additional for the months of March, April and May. This business, in addition to the other pending orders on hand for Australia, South America and other countries, assures the Partagas factory enough work for its cigarmakers.

Exports of cigars from Havana during the second half of November show an increase of a trifle over 269,000 cigars, compared with the same period of last year. The larger exports to Great Britain of nearly two and one-quarter million cigars were gratifying, although we are still almost thirteen million behind in our exports for the eleven months of 1917, as compared with 1916. The decrease in our shipments of cigars to the United States was more apparent than real, as a million cigars in a fortnight, of less orders to be executed, was more than we had expected during the height of the season.

ROSAM.



No. 522. Capacity 50 Cigars and 100 Cigarettes

HUMIDORS

We have added 10 new numbers to the line.

Please call and see them or write for catalogue.

Bubeck & Guerin, Inc.

161 to 163 West 18th St., New York City



No. 524. Capacity Top 200 Cigarettes and ½ lb. Smoking Tobacco. Drawer 50 Cigars

LA FLOR DE INTAL CIGAR MANUFACTURING CO.

KUENZLE & STRIEFF, INC.

"LA FLOR DE INTAL"
"LA FLOR DE ASINGA"
"LA FLOR DE LAVINAB"
"LA UNION"
"LA FLOR DE CARITAN"
"LA FLOR DE MINANGA"
"EL TAMARINDO"
"LA HONRADEZ"



The cigar exceptional for Quality and Workmanship.

COMPARES FAVORABLY WITH THE WORLD'S BEST.

SIDNEY J. FREEMAN

United States Representative

123 Liberty St. New York

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

A Merry Christmas and A New Year

of Excellent Business Is Our Greeting to the Thousands of Dealers Who Sell the Products of

I. LEWIS CIGAR MFG. CO.
Newark, N. J.
The Largest Independent Cigar Factory in the World

Make It a Big Year with the Cigars That Are the Big Sellers—

FLOR de MELBA
JOHN RUSKIN
COBS
MANILLANETTES

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

Time May Work Changes for the Better

Meanwhile San Francisco Cigar Dealers Are Getting Such Small Change as They Can—Holiday Buying Started Late but Sales for the Season Promise to Be Normal—A Growing Demand for Manilas—The Police Are Helping Eaken Look for Lebow

SAN FRANCISCO, December 12.—The underlying situation in the tobacco business in San Francisco has not changed during the past week. The dealers, apparently, are no nearer unity of action on the prices to be charged for cigars. A majority, at least those who are serving a majority of the public, are charging the new prices, while others, especially those who have small stands and do a relatively small business, are still selling at the old price. By the first of the year all the old stock, even among those who are sticking to the 5-cent charge for $42.50 goods, will be practically exhausted. It is doubtful if these dealers will attempt to maintain the old charge when they have to pay the new price. Some of them may, as an advertisement for more expensive goods, but the general opinion is that if they do they cannot last long, for it is very generally believed here that before April 1 the old-time nickel cigar will be selling for 7 cents. In the meantime this underlying condition is being forgotten to a great extent by the demands of the Christmas trade. San Francisco has had an open and warm winter to date, and even as yet the people hardly realize that Christmas is not two weeks away. Christmas buying in all lines of goods, as well as in cigars, began late this year. The dealers stocked up as early as they could, and a week or two ago some of them were regarding their big stock somewhat ruefully. The past week, however, has seen a considerable increase in buying on the part of the public and it would now appear that the Christmas retail cigar business will be at least normal.

R. H. Manley, coast distributor for El Belmont Cigar, has just returned from an extended trip in the northern part of the State, especially in the region about Eureka, Humboldt Co. While there Mr. Manley appointed Robert Duffy, of Eureka, distributor for Humboldt and Del Norte counties. He says that the retail condition in Eureka is much more favorable than it is in this city. The dealers there are working together for the good of all, and there are practically no price cutters in the northern city. All former three for a quarter cigars sell for ten cents straight and other cigars in proportion. The people are satisfied and dealers are harmonious.

H. H. Manley, distributor of the Chancellor, is visiting the southern part of the State. His son, R. H., says that he is having an exceptional trip. Both the Manleys are having trouble to make deliveries, as the factories of the Chancellor and El Belmont are booked to capacity and oversold.

The Fatima, Chesterfield and Piedmont cigarettes are now being sold in tins of 100.

The Palo cigars, packed ten in a box-like carton, are proving very popular to the Christmas trade. Cigars packed in tens or twelves in the regulation wooden box are off the market here. Twenty-fives are so scarce that they are snapped up as soon as offered.

Mrs. B. Rothfuss has taken over the cigar stand in the Hotel Fielding and is doing a good business in her new venture.

H. L. Judell & Co. report that they have just received a good sized shipment of Fighting Bob cigars from Manila. General business is reported excellent. Three or four times as much as the firm can deliver has been sold, and the salesmen may be called in for a couple of weeks to give the deliveries a chance to catch up with the sales.

John W. Glenn, the Roi Tan king, with Ehrman Bros. & Co., reports a wonderful sale of the Roi Tan cigar. His only difficulty is in getting enough cigars to make deliveries.

Freight conditions on goods to Ehrman Bros. & Co. are reported very much improved. Whereas it formerly took at least two months to get a shipment of goods through, several shipments have recently arrived in approximately thirty days. This speeding up of freight is a source of great satisfaction.

Al Ehrman of the firm of Ehrman Bros. & Co., has recently returned from an extended trip to the East, where he mixed pleasure with business during his stay.

H. S. Solomon, of Ehrman Bros. & Co., is in the southern part of the State, busily sending in orders for Roi Tans and Optimos.

Sam L. Davis, of El Sidelo cigar, is in San Francisco visiting the trade.

M. P. Eaken, manager for the Gunst Cigar store at California and Front, the other morning employed a new bookkeeper named Oscar Lebow. When Lebow went to lunch that day he failed to return and investigation developed that $400 was missing from the cash register. The police are helping Mr. Eaken look for Lebow.

A cash register, fixtures and a vacant room is all burglars left Louis Tiano, who conducted a cigar business at 1800 Powell street, when they left his place of business early the other morning. The missing stock was valued at $300 and the cash register was rifled of $15.

TOBACCO IS SCARCE IN PARIS

"Paris is being denuded of 'tabac' with lightning-like rapidity," says the Paris edition of *The New York Herald*. "Three days ago if one filed to obtain the usual 'paquet à soixante pur la pipe' one strolled to the next tobacco sop and obtained it. Now one visits shop ater shop without obtaining package tobacco, ad perforce is compelled to accept the fearful ose mixtures taken from the depths of counter servoirs.

"In most shops chalked slates inform the pub- that there is no more Maryland cigarettes (rom Kentucky), caporal supérieur or tobacco smoke to be had. If a poilu makes the de- and, however, perhaps madame the 'patronne,' ght find a stray package in the dark regions the rear. Mere civilians on such occasions well to remain mum.

"For tobacco is helping win the war. Said e dealer:

"'Why the crisis? Simply because all the bacco in Paris has been commandeered at the arehouses and shipped off to the front by the n. The poilu must have his tobacco and aris must do without, as she did last winter here coal was concerned, in order to keep e front supplied.'

"Hitherto Brother Poilu has been supplied ith a very strong quality of alleged tobacco r three sous a package. Pipefuls of this exaordinary concoction of ragweed and chicory, hich poilus fraternally gave American soldiers the front are alleged to have put Sammy on s back as completely as if he had attempted smoke a gas bomb. And recently, as one ight have seen in the windows of a Parisian wspaper, this quality of soi-disant tobacco is been sprinkled with trouser buttons, bits of othing, straw and charred bits of wood.

"Brother Poilu howled his non-appreciation and howled long and often. So, rumor has it, Paris tobacco warehouses and docks at Bordeaux laden with Virginia tobacco sent over c. i. f. were denuded overnight and hustled off to the front ahead of howitzer shells and Y. M. C. A. secretaries.

"And so no more Levant, Orient weed, de luxe or Maryland and only a bit of caporal. Cigarette imbibers who hitherto have consumed daily from two packages up to packets of a certain number were allotted only three or four cigarettes at a time yesterday by tobacco dealers. The cigarettes sold two for a sou, four for a big copper.

"'And don't come back for four more!' warned one tobacconist. 'Remember, I know your face, you tête de Bouche!'

"Four of Paris' most famous tobacco shops—at No. 63 quai d'Orsay, No. 23 boulevard des Capucines (tabac de luxe), No. 15 place de la Bourse and No. 157 rue Saint-Honoré—were the centers of excitement recently.

"La Civette's was filled with a mob. One American ambulance boy with a bandaged hand was caught in the crush and assisted out grimacing with pain. The crowd consisted mostly of women, buying everything not nailed against the walls. During the day sign after sign was posted up notifying the public that certain brands were exhausted. One sign read: 'We Have No Tobacco; Try Our Pinard.' Toward nightfall even the cigars began to go, and by the box at that.

"In one quaint little tobacco shop much frequented by English officers there stands over a Dayton (Ohio) cash register a bust of Ben Johnson and beneath the quotation from 'Every Man in His Humor':

"'Odds me,' quoth Ben, 'I marvel what pleasure or felicity they have in taking their roguish tobacco. It is good for nothing but to choke a man and fill him full of smoke and embers.'

"But then the rare Ben never stood in the trenches all day with nothing to do but to smoke, nor did he know what comfort a pull at pipe or fag affords ragged nerves.

"As one tobacconist put it: 'I estimate that the consumption of tobacco has gone up 100 per cent since the commencement of the war. Soldiers in rest billets and in the trenches smoke three and four times as much as they did when engaged in before-the-war pursuits. The crisis is due, I think, both to this extraordinary demand at the front, to the drop in importations and to the fact that many French tobacco planters and cultivators are now at the front.'

"In this connection the *Temps* says: 'In 1914, in Dordogne, there were 9,418 planters who cultivated fields of 3,300 hectares in extent.



STANDARD

MEANS QUALITY AND PROFIT TO YOU

WE ARE THE LARGEST IMPORTERS OF

High Grade Turkish Tobacco in the United States

WE HANDLE ALL KINDS OF CIGARETTE TOBACCO

BUY from the STANDARD

It will improve your cigarettes and in the meantime save you money

WRITE OR PHONE

THE STANDARD COMMERCIAL TOBACCO CO., Inc.

Phones RECTOR 7835, 36, 37, 38

Equitable Building, 120 Broadway, N. Y.

Branches: Greece, Russia, Japan, China

DIAMOND-F
PROTECTIVE PAPERS

Keeping Tobacco Fit

Properly packed packages make a hit with the consumer. Choosing the right protective paper is of great importance. Use Diamond-F Protective Papers and be assured of the best that modern machinery and human hands can produce.

Use Diamond-F Glassine in packing cigars and tobaccos. It keeps *out* impurities and keeps *in* the good flavor. Diamond-F Glassine is transparent. It is free from corrosive compounds and resists grease, oil and air. Buy it bleached, semi-bleached, unbleached, embossed and colored, in sheets, rolls and circles. This paper is made entirely from wood-pulp.

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Diamond-F Quality-Price-Delivery will please you. Let us help you select your papers. Write today for samples.

DIAMOND STATE FIBRE COMPANY
Bridgeport, Pa. (Near Philadelphia)

THE CIGARETTE OF THE PERIOD



THEMELIS
ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.
NEW YORK **MONTREAL, CANADA**

The Trade Advised by the T. M. A.

Regarding Import Licenses.

Secretary Charles Dushkind, who has been in constant communication with the War Trade Board in regard to the President's proclamation prohibiting the importation of tobacco without licenses, reports that in his last interview with the officers in charge he has been assured that the requirement to secure licenses for the importation of tobacco has been dispensed with by the issuance of a general license to the Customs Collectors of the respective ports covering all importations of tobacco from all of the prohibited countries excepting the Dutch East Indies, which includes the Island of Sumatra.

As to the Dutch East Indies, licenses will still be required, but assurance has been given that there will be no difficulty in obtaining such licenses subject only to the question of securing transportation facilities.

No licenses will be required even for tobacco grown in the Dutch East Indies if the tobacco be directly imported from another country.

Mr. Dushkind also states that he has reason to believe that the requirement for licenses in regard to imports from the Dutch East Indies, likewise, will be dispensed with soon.

Trading with the Enemy.

In making such importations, great care should be exercised in selecting the parties that we are trading with in order to guard against a violation of the *Trading With the Enemy Act* by trading with persons, firms, or corporations who are designated by the Government as enemies.

We are advised that the list of names recently published does not include *all* concerns with whom trading is prohibited, and that from day to day other names are added to the list.

It is, therefore, respectfully urged that in any case where the importer is in doubt as to the parties he is trading with, he should apply for a license to the Bureau of Imports, War Trade Board, Bond building, Washington, D. C., or he should write for information concerning the party involved.

"Non-Essential Industries."

In view of the apparent uneasiness due to the unwarranted apprehension that the labor, fuel and transportation situations are likely to bring about the classification of industries into *Essentials* and *Non-Essentials,* and the numerous inquiries that we are receiving asking for information, bearing on that subject, it is deemed advisable to issue the following statement.

While we feel that in the event of such classification being made, tobacco should and probably will, be placed on the list of essential industries, we have every reason to believe that such classification of industries will never come to pass. In fact, it is perfectly apparent from the public statements made by the officials charged with the responsibility of dealing with this subject matter that all propositions along that line have been emphatically turned down by the Government, and that such action is positively not now within the contemplation of the Government.

A few of the statements referred to may be cited, to wit:

In a statement made by Judge Rob S. Lovett, Administrator of the Prio ties Transportation Act, on Decem 4, he said:

"There is nothing in the order t says these less essentials shall not furnished with other cars, and noth which cuts off from them needed r terials. It simply aims to provide the transportation of coal and oth commodities vitally necessary to the v industries the cars most suitable for t purpose.

"Thus, there is no ground for the prehensions of the business man or consumer such as you describe. U mately it may be necessary to go f ther—";

And in an official statement issued N vember 25 Judge Lovett said:

"The report that I am contemplat an order shutting off cars from the au mobile industry is without any foun tion in fact. I said a week ago tha did not have in mind any transportat order treating any industry as non-sential, since Priority Order No. 2 w as far as it seemed to me wise to go dealing with so-called non-essentials transportation orders. That statem still stands."

Among the speakers who addres the Convention of Chairmen of the va ous War Service Committees of United States Chamber of Comme held in Washington yesterday, at wh the T. M. A. was duly represented we

W. S. Gifford, Director of the Cou of National Defense; Daniel Willa Chairman of the War Industries Boa Council of National Defense; Harry Garfield, Fuel Administrator; Edwin Parker, Chairman of the Priorities Co mittee of the War Industries Boa and George N. Peek, Industrial R resentative, War Industries Boa

These gentlemen, together with Ju Lovett, practically constitute the G ernmental machinery that must pass a decide upon priorities and essentials, a it will be interesting to note some their remarks made in the course of th addresses.

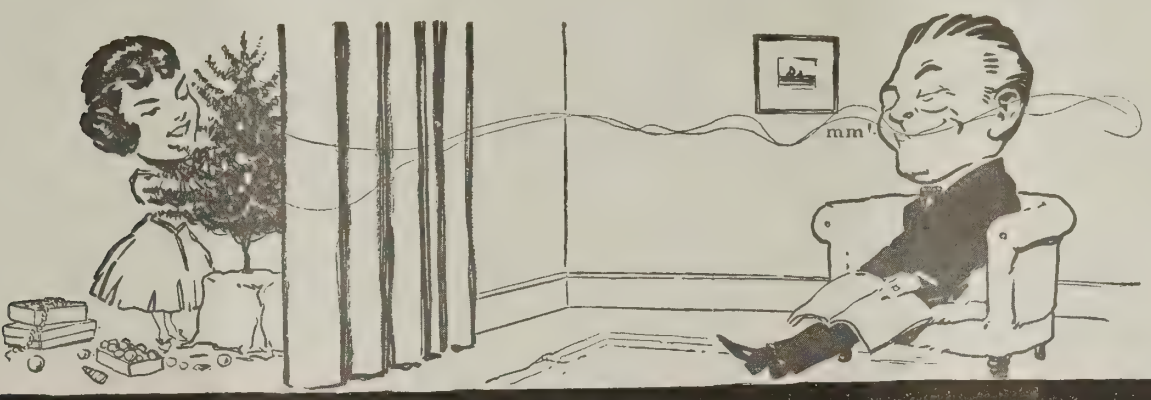
Mr. Gifford said in substance t while it is obvious that some industr are more essential than others, it wo be foolhardy to injure any industry.

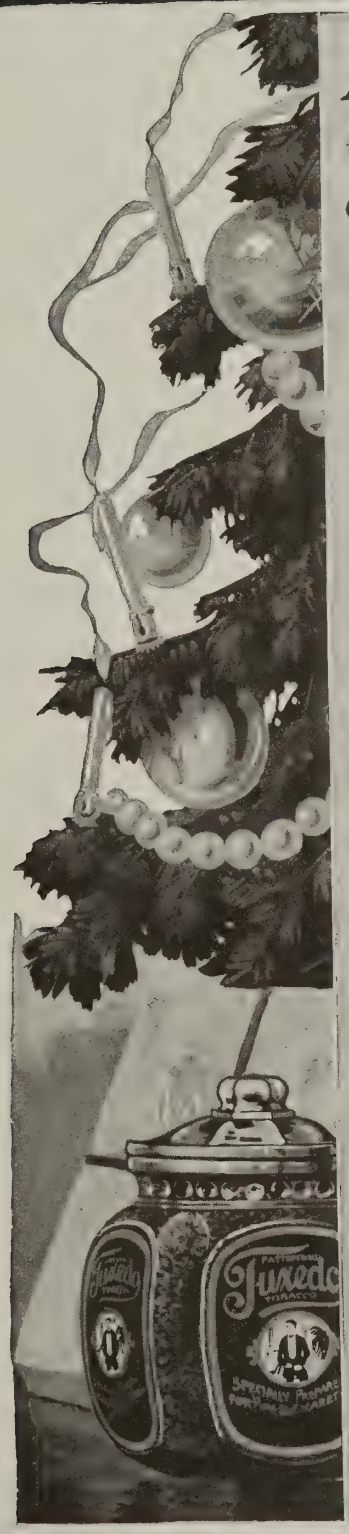
Mr. Willard, supporting the sta ments made by Director Gifford conce ing the wrong impression which has g abroad among the business men of country as to the so-called "non-ess tials," pointed out that some industr are and will be more essential th others in the winning of the war, bu has come to be generally understood Washington that there is no such th as a "non-essential" industry.

Fuel Administrator Garfield said thought had been presented to him t it might be necessary to cut off fuel some industries. A list had been p sented to him of between 500 and industries, in one of which $1,000,000 was represented, and which was calle "non-essential" industry. Dr. Garf said that he had refused to accept responsibility for calling that or other industry "non-essential," and s that *no such list would ever be publish*

Dr. Garfield startled his hearers proposing the idea that there might

(*Continued on page 32.*)





HOW do you know you're going to have a Tree?

"Your Nose Knows"

By the spicy balsam *fragrance* that fills the house. What hearty cheer it proclaims. You just know it's Christmas. No fooling you on that fragrance! Nor can anyone deceive you either on a fine tobacco whose appealing *fragrance* proclaims purity, for—"Your Nose Knows."

There is merry Christmas cheer in the *pure fragrance* of

Tuxedo

The Perfect Tobacco

The rich, ripe Burley leaves of which Tuxedo is made store the sunshine of the Blue Grass region of Old Kentucky and bring cheer and satisfaction to you with every smoke—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"



Guaranteed by

The American Tobacco Co

INCORPORATED

Philadelphia Retailers Defer Proceedings

Important Work Put Over for the January Meeting—But Those Present Had a Most Pleasant Time—The Stress and Rush of Christmas Shopping—Complaints Concerning a Cold Deal—Various Burglaries Reported

PHILADELPHIA, December 18.—It's all wrong, Adolphus, that yarn about the way to a man's heart being through his stomach. You will know it is wrong when we tell you that despite the presence of unattached, free, gratis, for nothing and war-tax-proof eats at the meeting of the new Philadelphia association of tobacco and cigar dealers last week, only twenty-one of the said members turned up, appeared or otherwise made their presence known. But do not gather from that that there is anything of the weak-sister type about this association. With the new members trotted in by the indefatigable boys on the membership committee, the association now has a membership of seventy-five paid-up dealers.

There were all kinds of impromptu speeches at the meeting, but it was generally decided that details had better be left over for the first regular meeting, to be held the second Wednesday in January. Franklin K. Sterner, one of the vice-presidents, was voted out of that job and into that of treasurer, to take the place of Coates Coleman, who has too many other interests to handle it.

"It looks to me," said the new treasurer optimistically, after the meeting, "as if we're finally going to put over this association among Philadelphia dealers. Everything seems promising. At the next meeting we will take up in detail some matters of vital importance to the trade and everything ought to go swimmingly."

Just now most of the Philadelphia dealers are in the throes of the worst Christmas rush they ever knew. It was thought that with the unusually heavy buying winding up about the 15th of November for the boys in the trenches, the Christmas rush would be slightly less of a general mad house. But it didn't work out according to schedule, not by a durn sight.

The M. J. Dalton Co. is coaxing one express company to dig the railroads in the ribs and prod out a lil shipment of ten thousand imported smokes which are badly needed for the said Christmas rush. But the express company, of course, is powerless. Pretty much the same story is being told in every importing house in town.

As for the manufacturers, they also are hard pressed. Many of them are having daily rows with the fuel administrator trying to get enough coal to keep their plants working. So far none has closed down for lack of coal, but some have been dangerously near to a shut down.

As for the retailers, they are having extra troubles—especially the small guys. During the past few weeks Philadelphia has been contributing large sums, unwillingly, to the gentlemen of the burglar tribe. At least a half dozen small cigar stores in outlying sections have been pried open. Burglarizing is becoming as strictly fashionable as pink teas in the best society. The "big guns" apparently work only during the week ends, when most of the big hauls are made.

However, there is some sunshine in the offing. Along comes the Corn Exchange National Bank with a pamphlet telling manufacturers all about the kind of jobs that women can fill better than men. And under the heading of tobacco we find the following:

"The following is a list of processes in which women have, under suitable conditions, been successfully substituted for men during the present national emergency. In some operations it is found desirable to reduce the weights moved by the individual women below those formerly handled by the men they have replaced, and to use smaller trolleys or other receptacles:

1. Leaf damping, liquoring or wetting down, both at machines and at the floor processes.
2. Feeding leaf cutting machines.
3. Packing presses in roll and cake departments.
4. Plug filling and making.
5. Dressing or opening and spreading of cut tobacco.
6. Spinning.
7. Attending cigarette making machines under superintendence of remaining skilled men.
8. Soldering tins.
9. In various kinds of warehouse work, including packing for export.
10. Supervision—as forewomen."

Oscar G. Link, however, has left his berth as manager of the United Store in South Penn Square and has ventured into the haunts of Ryerson W. Jennings, a few doors away. Some weeks ago we had occasion to note the passing from that store of one of A. Schulte's strings, due to a difference of opinion between Mr. Jennings and the Schulte manager as to how a cigar stand should be run. Whether Mr. Link has convinced the said Ryerson that the stand should be separated from the restaurant which Mr. Jennings operates there, or not, we have not learned. It is a good stand, however, and Mr. Link should do well, as he has what the politicians call a "large following."

By way of keeping the record complete, it should be noted that the trouble down in the fifth ward which came to a head when Harry M. Cohen, a cigar dealer, was raided by strong-arm cops, is now in the lime light again.



MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that permits a quick turn-over and a price that provides legitimat profit, Muriel Cigar is one of my best bets. ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

Every step in the wonderful development of Muriel—every new size, every new selling idea—considers first the Retailer's Friendly attitude.

"Quality"—"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

P. LORILLARD COMPANY, Inc.
119 West 40th Street New York

SHARE YOUR SMOKE WITH A FIGHTING MAN

WHEN you smoke Muriel Cigars think of an American fighting man in France who is longing for even a whiff of his favorite tobacco. A carton containing

Stag, Nebo, Union Leader

will be sent by the "Our Boys in France Tobacco Fund," 25 West 44th St., N. Y., on receipt of 25 cents from you! A postcard of thanks will come back to you from the soldier who receives the "joy package." Send your quarter right now.



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

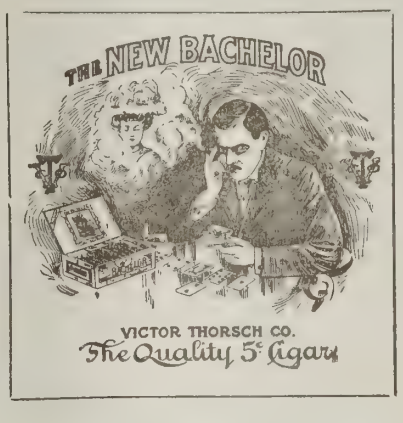
Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK

UP STATE TATTLE

(*Continued from page* 11.)

All this excitement so rattled the boys at the . W. Stevens' store, when they trimmed their 'hristmas windows the other day, that they in-erted the transparent sign in the center panel ackwards, and it looked this way: "SRAGIC."

Undoubtedly, though, what the window man ieant to imply was, that the Flag matter be-ame "TRAGIC"!

Would you accept an order for a half-million igars? Sorry, sir, but it's impossible.

That, or practically that, will soon be the reply rom Boston to Louie Killeen, Schenectady.

For how can Waitt & Bond ship ten to fifteen ousand Totems to Killeen each and every week the serious strike in the Book-an'-bean town oes on as it is?

Then, too, there's the other jobbers in the lectric City to take care of.

Frumkin, Levy, and all the rest of the bunch, ell stacks of Totems. And the retailers also uy Totems in Schenectady like unto the quan-ity of the wives of Brigham Young.

While Blackstones, the big port de salut of the ouse, likewise go to Dorp in flocks even greater han the graduates of the town's Union Univer-ity. Though this other Blackstone law depart-ient of the college is located, rather curiously, n Albany, 17 miles away.

Still, the entire Capitol District, including Schenectady, Troy, and Albany, are all very uch interested in the outcome of this Waitt & Bond cigarmakers' strike in the city where they ometimes have cigar parties as well as tea arties.

George didn't go to Sunday-school! That is, f course, not last Sunday.

Rather, though, did he go to the post-office. To get and give a big bag o' mail in one of those here legal-lookin' portfolios, such as fellers carry who wear them astrachan collared coats, an' who seem to be on their way up Capitol Hill to extract Section 13 from the Poor Food Bill.

Just the same, sonny, George Thompson *is* busy. He's got all that weekly correspondence to attend to every week-end. And you know the number of men he bosses for Liggett & Myers.

"Getting back to business," resumed Paul Wessels, after a short digression upon Robert Burns, Owls and White Owls, "I really believe every dealer will be agreeably surprised by the usual holiday rush during the closing hours of the 23rd and 24th of the month. It's the old, old story, you know, about men letting those things slide, until the last minute compels action."

Can *you* do it? Can you speak five languages? Or can you understand any part of Russian, Polish, German, Yiddish, Italian, and the more popular Yankee-English?

Duker can. He even goes to police court occasionally to help Judge Brady untangle the affairs of such citizens as Czeslaw and Lukaszkiewcz.

And Duker has the nerve to say these Cossack names pronounce as they sound. Maybe he means they spell 'em so smooth so they'll flow like Ezra Kelly's watch-oil, which is made from the lower jaw-bone of a porpoise.

Anyway, A. N. Duker is no chump. Any boy like Duker, who'd rather study this Bolsheviki stuff than play Red Dog, talk wop-wrangle than dance the devil's doom, and try another lesson in dago rather than smoke a smoke—well, such a kid is pretty likely to go up top where his near-namesake, Duke, of the A. T. Co. used to be.

Especially so, on account of the fact Duker is already on first two or three rungs of the ladder, with a firm grip on the 'tother handles just a notch further on.

Because, you quite likely know, this is the chap who puts sugar in the coffee of the Bull Durham demonstrations.

Here, in the Capitol District, Duker spends at least two hours daily with his outfit, silver saucer, cup, bags of Bull, and the rest of the kit which shows smokers just how to sweeten their smokes, pipe or cigarette, with a dash of Durham.

On top of all this extra work, Duker walks 'bout an army march every day, selling Tuxedo and the other products of the American Tobacco Co.'s smoking department.

Particularly does Duker get the "signature of purchaser" on the five-inch line of Form 1600 from those foreigner merchants.

Explanation from Duker, however, soon convinces the imaginative smoker that good ole Bull is absolutely synonymous with sugar, though utterly unlike the sublime sweet.

"That's my hobby," retorted the late Anthony N. Brady, one day, when in the course of talk, a friend challenged the millionaire A. T. Co. promoter about his increasing capital, then over a hundred millions.

Which reminds the friend that Tony Brady, and his estate, had and still have immense holdings in the big concern whose $59,000,000 treasury common is to be issued, as required, up to $50,000,000 in Class B non-voting certificates. Even though the listed quotations on the old stock have shrunk some 80 points from high to date, the Albany interests are not alarmed about the condition of the monster tobacco company, whose current profits are reported very good, indeed.

"Good-bye, Good Roads, I'm going to leave you for a month or two," parted Sheriff William H. Keeler, shaking hands with Auditor Rhoddy Armington, of Keeler's Hotel.

"Down there in Lynnhaven, at my Virginia oyster beds," the Sheriff explained, "my aches and pains seem to leave me. But when I stay

(*Continued on page* 26.)

SHADE-GROWN HAVANA



E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

"THEY LEAD THE LEADERS"

GRAHAM-COURTNEY

MILD HAVANA BLEND

26 SIZES

Acker, Merrall & Condit Company

NEW YORK

HIJA De JOSE GENER

HABANA, CUBA

Manufacturer of HAVANA CIGARS

"HOYO de MONTERREY" "LA ESCEPCION" "EL VINYET"

VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCHY C A. 75th Street & Avenue A.- New York

WM STEINER, SONS & CO.

LITHOGRAPHERS

257-265 WEST 17TH STREET, NEW YORK.
(STEINER BUILDING)

SPECIALTIES { CIGAR LABELS, CARTON BOXES AND EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

HOSPITABLE MT. VERNON

Was Quick to Provide Shelter, Food and Smokes for Soldiers—The Good Work of Mayor Fiske.

Mount Vernon, N. Y., a city patriotic, again did a little "bit" for Uncle Sam last week, when the city officials announced they would be glad to receive 500 recruits from the overflow in New Rochelle, due to congested conditions at Fort Slocum.

The armory at Mt. Vernon was thrown open to the recruits and immediately the Red Cross chapter set to work to supply the men with plenty of food.

Mayor Fiske, who has already sent thousands of cigarettes to men in the service, and who has been termed "The smoking supply master for Mt. Vernon men in the army," made special efforts to provide smokes for the recruits.

From his own humidor, Mayor Fiske presented 500 cigars, also he gave hundreds of cigarettes, paying for them personally.

Realizing that these smokes would last but a short while, Mayor Fiske went to Proctor's Theater, Saturday afternoon and evening, and directed an appeal to the audience for funds to further the work of purchasing smokes for the men. And while the orchestra played "Over There," the girl ushers took up the collections.

Every request made to the Mt. Vernon people, whether to purchase Liberty Bonds, aid the Red Cross or in any other respect to help Uncle Sam, has been answered with speed. And the generous people did not fail on this occasion.

When the collections were counted it was found that $50 had been secured at the afternoon performance and that $195 had been donated at the evening show. With this money many cigars and thousands of cigarettes were bought and given to the men.

As most of the recruits had but little money, the donations of smokes came both as a surprise and as one soldier expressed it, "A Godsend." For five minutes, the men cheered the people of Mt. Vernon, after receiving the welcome smokes.

D. A. SCHULTE DOING HIS BIT.

Not satisfied with having distributed American flags to all who made purchases in his stores, and keeping boxes in the stores for the collection of tobacco certificates for the boys in France, D. A. Schulte, on December 10, turned over 5 per cent of a day's receipts to the Jewish Relief Fund, on another day 5 per cent to the Y. M. C. A. fund, and on a third day 5 per cent of the receipts of his 116 stores to the New York American Christmas Fund.

The Schulte stores are well represented in the service, for up to date twenty-eight men have answered the call to the colors, and twelve more are ready.

UP STATE TATTLE

(*Continued from page* 25.)

here in Albany for the winter I continue to lose weight, and I can't afford, at my age, to throw away 35 pounds as I have done these last few weeks. So good-bye, Rhoddy, be a good boy."

Business at the Maiden Lane Keeler's continues dull, and the cigar stands share the repose. But the evening cabaret brings in enough trade to keep the place bright and lively, even though the Corona Coronas are not moving quite so fast as the D. & D. perfectos.

Now we know! It's quite apparent now just why the glass tops of the cigar counters in the Broadway store of G. W. Van Slyke & Horton have been covered, during the quiet hours, with books and papers.

For Al Fonda has been studying. No, he hasn't been interested in the tobacco culture reports of the Georgia-Florida crop conditions. Nor in the philosophy of Euthydemus and Dionysodorus. Not any of that dope. Plato isn't his teacher.

Because, in Plato's time, what did the chaps in the Greek cigar stores know about airships?

Nothing. So that's why Al Fonda had to look up and wrestle with instructors, in type and paper, who could compete with Glenn Curtiss, Orville Wright, and even little Miss Kate Stinson, who flew up in the air, right over the heretofore non-eagled Tehachapi mountains, down there in the California sunkist movieland.

For, Al Fonda, you should know, has been digging into aviation. Not at San Diego nor Hammondsport, but right here in Albany, with elbows head-deep in the subject between smokes on the Peter Schuyler box covers.

And Al leaves town in a day or so. To be gone 'til the war stops. Of course, he won't go up in one of them there parachutes right away. Of course not!

First off, he'll probably try a tied-to-the-ground balloon. While meantime, Al leaves his buddy, Mike Gorman, the V. S. & H. city salesman, down there in the store to counter the holiday rush.

Perhaps, if things get going too swift, Jim Horton will come downstairs. If he doesn't, Mike may go up in the air, like Al, only without the preparatory study in the books and papers, which have given Al Fonda this opportunity to become the Guynemer of the American Air Service.

THE SMOKER.

George Rosenthal, manager of the United Store at 1 Wall street, and his assistant, William Strauss, are kept on the jump every minute of the day getting out orders.

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice

TWO STANDARDS for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO CO., Richmond, Va.

Shots and Jots

Cuesta, Rey & Co., last week, added 350 bales f leaf to previous purchases made in Havana.

—

Jose Suarez y Co., in Havana, recently ought 250 bales of leaf tobacco for custom- rs.

—

Selgas & Co., of Havana, bought and shipped 00 bales of leaf to the Argentine Republic last veek.

—

Leslie Pantin, of Havana, bought 2,275 bales of all kinds during the past fortnight for American customers.

—

Lakin & Dinkelspiel have leased the store at No. 757 6th avenue, New York, to the United Cigar Stores Co.

—

George Towlerton, at 2007 Shattuck avenue, Berkeley, Cal., has secured a United States Cigar Store agency.

—

R. J. Garcia, in Havana, ten days ago, was a buyer of 500 bales of leaf tobacco, for export to the Argentine Republic.

—

During the past two weeks Mark A. Pollack, Havana, was a buyer of 1,492 bales of leaf, for account of American customers.

—

Allones, Ltd., in Havana last week, were buyers of 1,121 bales of leaf tobacco for the cigarette factory, "La Eminencia."

—

The Cuban Land & Leaf Tobacco Co. purchased 6,030 bales of leaf, of all grades, in Havana, during the past fortnight.

—

Sherman Coe, manager of the cigar department of Acker, Merrall & Condit, is so busy with orders that he scarcely has time to think.

—

A Santaella & Co. are getting more orders for Optimo cigars than they can turn out. All their salesmen are in town for the holidays.

—

Walter Sutter & Co., of Havana, purchased 3,394 bales of leaf tobacco, part of which was stripped fillers in barrels, bought direct in the country.

—

Joseph Weinberg, Harry Shmulewitz and Fannie Weinberg, of Duluth, have incorporated the Minnesota Tobacco Co., with a capital of $25,000.

—

John Moriarity, manager of the Old King Cole Co., has his hands full trying to keep up with the orders. He has just returned from a trip to Tampa.

—

The Strand Cigarette Co. has just installed a new cigarette machine. Orders for cigarettes are flowing in from Washington, Philadelphia, Baltimore and Detroit.

—

A. E. Cameron, having leased the premises formerly occupied by F. R. Hollister in Ilion, N. Y., will fit up the corner store and engage in the cigar business.

—

Calixto Lopez & Co., of Havana, have bought 2,351 bales of leaf, during the past month, mostly Vuelta Abajo, for their cigar and cigarette factories which now are working to capacity.

—

The R. J. Reynolds Tobacco Co. has declared the regular quarterly dividend of three per cent and an extra of two per cent on the common stock; the regular quarterly dividend of one and three-quarter per cent on the preferred stock was also declared. All dividends are payable January 1 to stock of record December 21.

MANILA CIGARS



La Emperatriz

A New Brand in this country but well known in the Philippines.

—

Open Territory

—

Write

HENRY OTTENBERG, Importer, 146 Front St., N. Y.

New OPTIMO

BEST OF THE BEST



BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

ROCKY FORD

HAND MADE →CIGAR← **DELICIOUS FLAVOR**

Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at **PITTSBURGH, PA.**, a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c.—2 for 5c., 3c. each, and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices **PITTSBURGH, PA.**

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY
111 FIFTH AVENUE, NEW YORK

FROM THE FIRING LINE

Personals and Trade Jottings

Victor Thorsch, of T. J. Dunn & Co., left Monday for a business trip to St. Louis.

—

William Catlin, representing T. J. Dunn & Co., has returned to New York for the holidays.

—

Russell Uzzle has opened a cigar store on the corner of Fayetteville and Hatgett streets, Raleigh, N. C.

—

Paul Britcher has purchased the Terminal cigar store, at Center Square and Broadway, Hanover, Pa.

—

Bert Grainger, of the C. H. Grashof Co., jobbers, of Rochester, was in New York last week on business.

—

The Oneida Cigar and Tobacco Co. has made many improvements in its factory at Rhinelander, Wis.

—

Joe Simons, western representative of E. M. Schwarz & Co., has come to New York to spend the holidays.

—

The capital stock of John E. Hughes & Co., leaf tobacco dealers of Danville, Va., has been increased from $500,000 to $1,000,000.

—

Harry Alces, representing Chas. Morris & Co., has returned to New York, from a very successful trip through the Middle West.

—

A petition in bankruptcy has been filed against Noe R. Hirsch, a dealer in drugs and cigars at 1979 Seventh avenue, New York.

—

Accompanied by Mrs. Davis, Fred Davis, of Saml. I. Davis & Co., has gone to California, intending to combine business with pleasure.

—

Percival S. Hill, president of the American Tobacco Co., is out of town for a few days. He will return to New York before Christmas.

—

Charles F. Noyes Co. and Cammann, Voorhees & Floyd have leased a floor at 224 Pearl street, New York, to A. Hussey Leaf Tobacco Co.

—

Directors of the American Tobacco Co. are said to be planning to pay the next dividend in a 6 per cent scrip, exchangeable at par for the new stock to be issued next year.

—

O. Goldberg, S. Ganz and C. Ganz, of 317 East 34th Street, New York, have incorporated the American Pyrophor Co., with a capital of $50,000, to manufacture cigar lighters, etc.

—

M. Schwartz, a well-known salesman formerly employed by the American Tobacco Co. and by the Liggett & Myers Tobacco Co., has joined the sales staff of the Strand Cigarette Co.

—

John T. Bloomer, proprietor of the cigar stand in the Panama Hotel at Oakland, Cal., dropped dead behind his counter Thursday night. Heart disease was the cause of his death.

—

Andrew Lobel, erstwhile assistant to Louis Cahn, secretary of E. M. Schwarz & Co., has been commissioned a 2nd Lieutenant in the U. S. Army. He writes his friends that he is pleased with army life.

—

A. A. Sprague 2d, of the well-known wholesale grocery house of Sprague, Warner & Co., of Chicago, was commissioned a major at the conclusion, recently, of the Second Officers' Training Camp at Fort Sheridan, Ill.

—

B. E. Stith, formerly receiver at the Lexington State Hospital, has taken charge of R. E. & W. D. Cooper's loose floor tobacco house at Hopkinsville, Ky., succeeding Green H. Champlin, who was elected county judge.

—

Said the *Wall Street Journal* on December 15: "There never was a time when tobacco stocks could be purchased on such a high yield basis. Tobacco Products, for instance, is yielding about 14 per cent at the present level."

—

C. C. McKallip & Co. have leased to the Russell Cigar Co. for a term of years for early occupancy the storeroom at Wood street and Sixth avenue, Pittsburgh. The storeroom is one of the most prominent on upper Wood street.

—

Flames which had their origin in the overheated flue of the Joe Ress cigar store caused $50 damage Monday night to the joists and flooring of the first floor of the Joseph Fried clothing store, at Factory and Third streets, Dover, O.

—

The new officers of the Lima, O., Retail Grocers' Association are: President, Edward Benroth; vice president, H. D. Allen; secretary, C. O. Earl; treasurer, J. T. Woolford; executive committee, H. A. Herrett, J. C. Kelly, C. L. Gissott and C. E. Kendall.

—

Imperial Tobacco of Canada's net profits for the year ended September 30, 1917, were $2,455,224, compared with $2,756,619 for the year preceding. Surplus after dividend payments totaled $353,274, and total surplus as of September 30 was $1,328,704.

—

El Arabe brand is being rapidly and successfully placed with the trade throughout Greater New York. More than 600 stores in the metropolis now sell the old favorite in the new shade grown wrappers. And the percentage of repeat orders is unusually large.

—

The American Sumatra Tobacco Co. has sold all of its shade-grown Florida crop and about 75 per cent of its Connecticut crop. The other 25 per cent has been held back partly to have stock to go and come on and partly because the tobacco market continues to favor the seller.

—

S. E. Appelgate, vice president of the Strand Cigarette Co., left Tuesday night on a business trip to Baltimore, Washington and Philadelphia. Strand cigarettes are pushing to the front, and as soon as the machinery in the new factory is in working order a big campaign will be started.

—

The Farmers' Co-operative Tobacco Growers' Association met in Owensboro, Ky. Wednesday, to consider an offer for 8,000,000 pounds of pooled tobacco in Davies, McLean Ohio and Hancock counties. The price offered was not announced prior to the meeting, but it is expected to be around 17 cents a pound.

—

More than $30,000 will be received by Richard Leavell, of Hopkinsville, Ky., for his tobacco crop. He has contracted to deliver his entire crop grown on 110 acres and estimated to be 125,000 pounds. This is a record sale in dark fired tobacco both as to the size of the crop and price paid. It doubtless is one of the biggest ever known in Kentucky.

—

Thieves and robbers have profited to the extent of more than $2,000,000 by their operations in Chicago since the first of last January, according to police figures, made public Monday. This is said to be the largest harvest ever gathered here in a year by criminals. There were 14,000 burglaries of all description, twenty payroll robberies and ten bank robberies.

—

Milton Cohen, southern representative of E. M. Schwarz & Co., arrived in New York, this week, from St. Louis. He reports that business in his territory, during the past year, has been far above the average, especially for Mozarts. Wherever placed, the Mozart brand has been giving excellent satisfaction. Mr. Cohen will begin calling on the trade again after January 15.

—

A total of 305,000 pounds of tobacco were sold in one day last week on three loose-leaf floors in Henderson, Ky. Leaf ranged from $15 to $23, lugs from $12 to $18, and trash from $8 to $12.50. Severe cold weather, with the temperature around zero, kept many buyers off the floors. The average price was a fraction over 14 cents. One house has 250,000 pounds on the floor for sale Tuesday. Heavy snow will prevent large deliveries this week.

—

The management of Oppenheimer's cigar store at Battle Creek, Mich., has passed into the hands of Earl Watson, one of the oldest and most tried men in the Oppenheimer employ; Cloyd Smith, who was manager for the last three years, resigned to go into business for himself. Smith has opened a cigar stand in the City Bank Building. Watson was with the Oppenheimer company in Saginaw for 10 years. He went to Battle Creek two years ago as assistant manager of the store.

At the regular meeting of Oneida Cigarmakers' Union, No. 12, held Monday night in the Trades Assembly Hall at Oneida, N. Y., officers were elected for the ensuing year as follows: President, Joseph Robyns; vice president, Louis Reussow; Louis Ritter, corresponding secretary; De Verne Bender, recording secretary; Ernest Hunter, financial secretary. W. R. Ferguson declined a renomination for the office of president, he having served local 12 for the past 16 years as its presiding officer.

—

The highest price ever paid for a crop of tobacco in southern Lancaster County, Pa., was paid last week by Charles Hess, secretary of the Lancaster County Tobacco Growers' Corporation, who gave John Thompson, of Bart Township, thirty cents a pound through for seven acres, the tobacco to be delivered when shipped at the company's warehouse in Lancaster. The wrapper goods of another crop in another part of the county were sold for thirty-two cents a pound, but as the lower grades sold far below that figures, the price of the crop was less than Thompson's.

—

Two young robbers locked five men in a cigar store at State and Congress streets, Chicago, Wednesday evening a week ago, and escaped with $50, leaving the keys in the door so the police could liberate the prisoners. As the robbers stepped inside one drew a revolver and told the clerk, William C. Rose: "If any customers come in and you open your mouth I'll kill you." James R. Starr, of 17 North La Salle street; John McGinnis and two other men entered and were held up, but not robbed. Then the robbers took Rose's keys and locked the door.

—

The strikes of the employes of the Mi Carmen and the Kindling Cigar Manufacturing companies, in Milwaukee, which had been lingering for over six weeks, were adjusted Monday. The increases demanded by the workers in both factories were granted by the manufacturers, and range from 5 to 7 per cent. The workers feel that another big point has been gained in the settlement; they are assured better working conditions. The Kindling Co. will install electric fixtures and better the sanitary conditions in the factory. All of the workers of the factory have been taken back, with the exception of several strike leaders.

—

The sales of leaf tobacco in South Boston, Va., during the month of November were 3,642,601 pounds, which sold for $229,093.94, the average being $33.74 per 100 pounds. The sales for November, 1916, were 4,553,193 pounds, for $900,033.39, the average being $19.77 per 100 pounds. The sales for this season up to date were 13,260,512 pounds, which brought $4,090,182.45, or an average of $30.74 per 100 pounds. The sales for the same period of last year were 10,652,321 pounds, bringing $1,880,969.49. Increases this year over last: 2,608,191 pounds; amount, $2,209,212.96; average, $13.18 per 100 pounds.

—

Demands of cigarmakers for an increase in the wage scale of $1 for 1,000 cigars have been met by five Green Bay, Wis., manufacturers, and refused by two manufacturers. A half dozen men, out of twenty-four workers actually employed by shop proprietors, are not at work yet, according to the best available information. Union shops owned by Arthur A. Basche, Jacob Reis, Jacob Gigler, Louis Vilim and A. P. Van Schyndle are being operated, it is said. Union shops owned by John Huerth and Gus Schmidt are idle. Non-union shops are not affected by the workers' demands. The wage scale that has been in effect was $9 per 1,000 cigars of the five-cent variety; $13.14 per 1,000 for the ten-cent variety. The new scale presented by the union men to the proprietors calls for an additional $1 on both grades.

—

Robert E. Lane sold eleven cases of Partagas to B. Wasserman Co. last week, and two cases to M. J. Dalton Co.

DECORATED METAL BOXES

FOR TRADE CANCO MARK CIGARS

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

"PARTAGAS"

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

All Progressive Dealers Read TOBACCO

WE OFFER {Quality / Service} TO THE TRADE

The Finest Grades of

IMPORTED HAVANA CIGARS

SOLE AGENTS FOR

B. MURATTI, SONS & CO., Limited

LONDON, MANCHESTER AND CONSTANTINOPLE

TURKISH TOBACCO GROWERS and CIGARETTE MANUFACTURERS

G. S. NICHOLAS & SON, Ltd.

43 Beaver Street

NEW YORK TEL. BROAD 5221

FABRICA DE TABACOS EXQUISITOS

SAN FELICE.

OUR SAN FELICE CIGAR IS GUARANTEED TO CONTAIN THE CHOICEST HAVANA FILLER

WE LEAD

Manufactured FOR GENTLEMEN OF GOOD TASTE.

SAN FELICE
The Peer of 6 cent cigars

OTHERS FOLLOW.

$1000.00 TO ANY MAN PROVING THIS CIGAR NOT TO CONTAIN THE HIGHEST GRADE HAVANA FILLER

REGISTERED IN U.S. PATENT OFFICE
The Deisel-Wemmer Co. Lima, O. U. S. A.

INFRINGEMENTS UPON ABOVE BRAND WILL BE PROSECUTED BY LAW.

Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Offi
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.

DEPT. A

GRAVELY'S
CELEBRATED
Chewing Plug

BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.

P.B. Gravely Tobacco Co. DANVILLE, VA. ESTABLISHED 1831

Notes and Quotes

F. Q. Doble has opened a fruit and tobacco store at 5 Blue Hill avenue, Roxbury, Mass.

—

J. B. Rovira, of the Benito Rovira Co., went to Boston, Tuesday, on a business trip.

—

D. Emil Klein, of E. M. Schwarz & Co., leaves for Havana on a buying trip January 1.

—

Henry Reisenberg, western representative of E. Popper & Co., will remain in New York during the holidays.

—

Al Korn, star salesman for S. H. Furgatch & Co., returned to New York, Saturday, coming direct from Chicago.

—

Charles Greenfielder & Sons, cigar jobbers have leased the store room and basement at 312 East Fifth street, Cincinnati.

—

Blakeslee & Snyder, of Buffalo and Lang & Co., of Portland, Ore., are featuring the seven cent cigar, made by E. Popper & Co.

—

Mortimer Regensburg, of E. Regensburg & Sons, is in Connecticut looking over the tobacco situation. He will return in a few days.

—

R. S. Williams, erstwhile supervisor of the cigarette department of the American Tobacco Co., at Richmond, Va., is now training as an aviator in the United States army.

Thieves entered the grocery store of William Miller, at Third and Plum streets, Cincinnati, one day last week and made off with 1,400 cigars, 400 stogies and 400 cigarettes.

—

The Farmers' Co-operative Tobacco Growers' Association will control 10,000,000 pounds of tobacco, according to a statement issued by President Gregory, of the Association, at Owensboro, Ky., last week.

—

Soaring prices of tobacco reached a new high point in Louisville during the past week, when the sale of 103 hogsheads of old burley of the colony type at 40 cents a pound for a total of more than $40,000 was reported.

—

Maurice Willard, formerly of Willard Bros., and an old-timer in the wholesale and retail cigar business in San Francisco, grown tired of an idle life, has opened an insurance brokerage office in San Francisco. Willard retired from the cigar business more than a year ago.

—

Arthur Meyer, agent for the Preferred Havana Tobacco Co., returned last week from a trip to Utah, Los Angeles, etc. Business is good in the State of Utah, though the removal of the slot machines from cigar stores in Salt Lake City has made things rather quiet there.—*San Francisco Grocer.*

—

Louis Markel expects to leave for Honolulu shortly after Christmas to accept a position as salesman with the M. A. Gunst branch on the Islands. Markel has been relief man in San Francisco for some years and has a host of friends around the St. Francis and at other stands where he has worked.

—

A membership campaign recently launched promises to bring the retail tobacco dealers of Cincinnati into closer relationship with the wholesalers and manufacturers than ever before and a number of movements are under consideration for adoption by the Cincinnati Cigar and Tobacco Merchants Association after the first of the year.

—

Alexander B. Dick, who has charge of "Our Boys in France Tobacco Fund," is working on some new plans that should give a big boost to the weekly receipts. As time passes, more and more persons are becoming interested in efforts to keep soldiers supplied with tobacco. It has taken a long time to arouse some to the necessity of sending tobacco over to the men in the trenches, but once aroused these tardy folks will make up for lost time.

—

Joseph W. Robinson, widely known wholesale and retail tobacco dealer and the oldest of Malden Square merchants, died at the Malden Hospital December 11 from paralysis, aged 84 years. He suffered a shock in the previous day in his tobacco store in Malden Square. He was born in Hingham, a graduate of Derby Academy, and had lived in Malden 65 years. He was the oldest member of Middlesex Lodge of Odd Fellows and Malden Lodge of Elks. He leaves a son, James O. Robinson, who succeeds him in the business.—*Boston Advertiser*

Now Whittier "Hands It" to Howe

A Discourse on Price Stabilization—And Comment on the Statement Issued by the National Retail Drygoods Association—A Characteristic Interview with the Secretary of the American Fair Trade League

WASHINGTON, December 15.—Action on the Stephens Standard Price Bill early in the new year was confidently predicted here today by Edmond A. Whittier, secretary-treasurer of the American Fair Trade League. When asked for a reply to the statement issued by the National Retail Dry Goods Association concerning the recent complaints filed by the Federal Trade Commission against the Mishawaka Woolen Co. and the Cudahy Packing Co., he said: "It is difficult to comment frankly on Secretary Howe's statement without seeming harsh, but it is certainly unfortunate that anyone should permit himself to discuss so complex a question as the public policy of price stabilization without being sure of his facts and stating them fairly.

"For instance, Howe is quoted as saying: 'The fact that advocates of price maintenance are seeking a new law is in itself evidence that the present law (the Clayton act) prevents their doing what they would like to do without laying themselves open to prosecution.' This certainly indicts Mr. Howe's intelligence, or his sincerity, for everybody else knows, even if he does not that the Stephens Bill was introduced and actively supported in Congress a year before the Clayton act was drawn. Moreover, it will be difficult for Mr. Howe to find anything in the Clayton act which even remotely involves the Stephens Bill stabilization principle for the prevention of predatory price cutting. Rather, the whole theory of the Clayton act is believed to support that principle and to eliminate cut throat competition and unfair discrimination.

"Again, if Howe's statement was based on actual knowledge of present Governmental activities, he would not permit himself to say: 'Price-fixing is in the air. The Government fixes the maximum price at which goods shall be sold, whereas our price-fixing, trade mark friends desire even more authority than the Government possesses.' "He would know," continued Whittier, "that the chief 'price-fixing' authority, Food Administrator Hoover, has repeatedly stated that the fixing of maximum prices has been unsuccessful in nearly all other countries but that the fixing of minimum prices, to curb and eliminate price-cutters, has proved beneficial and a necessary safeguard and encouragement to production. To accomplish this the Government, through Mr. Hoover, has already fixed a minimum price on wheat.

"All of Mr. Hoover's argument and work has been in the direction of price stabilization, which seems so distasteful to Mr. Howe and his price-cutting friends that he entirely avoids discussing it. All that the Stephens Bill seeks is a guarantee to producers and distributors of a living wage and to consumers of a competition in excellence between rival manufacturers.

"There are some things that Mr. Howe does know that he has failed to tell us, although we have asked him repeatedly. For example, he has, on several occasions, and after his attention was called to the error, made the deliberate statement that retailers were overwhelmingly opposed to price maintenance and has so far ignored our challenge to name even two hundred and fifty such merchants in the whole country out of the total of the two million or more. Mr. Howe does not represent, in my opinion, the sentiment of even a majority of his own association, but rather the attitude of a sensational price-cutting minority who are jealous of their present privilege of using standard goods as advertising bait to lure the public to buy other merchandise. That, possibly, is why he doesn't want to talk about one subject which he perfectly well understands."

Damage estimated at $2,000 was done by a fire which destroyed the cigar factory owned by Louis Schreiner, in West Duluth, Minn., at 9:30 o'clock Wednesday, a week ago. There was partial insurance. The building was a combined factory and warehouse located at 5416 Ramsey street.

Yahn & McDonnell, of Philadelphia, are ordering 5,000 cigars every ten days from the Old King Cole Co. A. W. Haines, of Baltimore, is using 25,000 a month. Jos. Snyder & Co., of Buffalo, use about 6,000 a month.

The "United" Store at 1 Wall street established a record for a single day's sale, Saturday; receipts totalling $12,000 were recorded by the cash register.

A SURE WINNER
EL CAVALO
MILD HAVANA CIGAR
An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.
HERMAN BAUM
62-70 BARCLAY STREET NEW YORK

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.
CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.

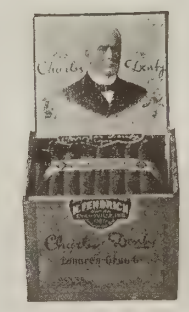
El Leon Invincibles
Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
JOSEPH P. MANNING CO.
BOSTON, MASS.





A. WINTER, President M. WINTER, Sec'y and Treas.
PINZON
HAVANA CIGARS
BONDED FACTORY
M. PEREZ CO.
168 Water Street New York
Factory: Key West, Fla.
Warehouse: Industria 114, Havana, Cuba

Charles Denby
THE CIGAR THAT BUILDS AND HOLDS ITS TRADE



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars.

The "CHARLES DENBY" satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH Evansville, Ind.
Makers of Good Cigars for Over 67 Years

WM. GLACCUM & SONS, Inc.
Established 1872
MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

YOUNG MAN, TWENTY-EIGHT, WISHES POSITION as stock, order and shipping clerk in cigar factory. Having had eight years' experience. Good knowledge of Brooklyn trade. Address Brooklyn, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN will be open for engagement Dec. 20th for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

MIDDLE AGED MAN who has been in the tobacco business twenty years and understands every branch of cigar manufacture, has been superintendent of large factory in New York, wishes to get out of the factory and into sales or office work. Speaks Spanish, German, Italian, Russian, and numerous dialects. Address B. F. W., care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

T. M. A. ADVICES

(*Continued from page 22*)

combined action by agreement in each industry with the purpose of reducing the consumption of coal and said he would be glad to make such an arrangement if the business men present wished to do so. He gave figures to show that coal is being produced and supplied to all industries in larger quantities than in normal times, but that the United States is still 50,000,000 tons short of the unusual demand. These figures led him to suggest willing, co-operative conservation as the only method by which American business can get out of the hole it is in for want of coal.

Mr. Peek spoke of the necessity of co-operation between the Industries Board and the manufacturers. *No industry,* he said, *will be classified as non-essential,* but he said there are, however, many non-essential portions in some industries,—odd sizes and styles,—and that cutting down these non-essential portions will strengthen industry and prove beneficial to the Government and the public at large.

While it is thus perfectly apparent that there is no likelihood of classifying industries into essentials and non-essentials, it must, nevertheless, be remembered that the fuel and transportation situatons may render it necessary for the Government from time to time to issue priority orders as has been done in the past, givng preference and priority in the supply or transportation of coal or in the use of freight cars or other transportation mediums to what may be termed *war essentials.*. Such orders, however, do not preclude other industries from securing fuel or transportation. They simply mean that such other industries must fall in line and wait their turn after the war essentials have been supplied.

Thus, while all industries other than those engaged in manufacturing or producing war essentials may from time to time suffer a shortage in fuel or delay in transportation, there is really no ground for any apprehension that there may be a classification of industries into essentials and non-essentials.

WOULD REDUCE CONGRESSMEN'S SALARIES.

WASHINGTON, December 17.—A bill to reduce salaries of Senators and Representatives from $7,500 to $5,000 during the war was introduced today by Senator Kenyon of Iowa and referred to the Appropriations Committee.

INVITATION TO MAKE TRACKS.

Samuel McGowan, paymaster general of the navy, became disgusted one day at the number of men in Washington seeking bombproof war jobs.

"The town is overrun," he remarked sarcastically, "with men having flat feet and great executive ability."

AND HE GOT A ROBERT BURNS.

Franklin P. Adams, famous humorist and newspaper colyumist, is wearing a captain's uniform and devoting himself to the so-called Intelligence Section of the Army War College in Washington.

"And I like it so well," insists Adams, "that I hate to think of ever doing anything else."

F. P. A. now limits himself to one jolt a day. The morning after his assignment to army duty he approached the first major he happened to see and inquired of him if he cared to contribute anything to the soldiers' tobacco fund. "Certainly. Certainly," agreed the major.

"Then," suggested Adams, standing at attention, "I wish you would let me have one of your cigars."—*Collier's Weekly.*



Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York

The Flower of Tobacco

well cured and skilfully used has maintained




MI FAVORITA

at the forefront of all brands




The Park and Tilford Standard is the warrant of their excellent quality

MI FAVORITA CIGAR CO., Inc.
KEY WEST, FLA. 529-549 West 42nd St., NEW YORK

Cable Address: Karnak, New York Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.
DIRECT IMPORTERS OF HAVANA CIGARS
14-16 SOUTH WILLIAM STREET - - - - NEW YORK

Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew.	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St. New York

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in All the World's Markets

U. S. REPRESENTATIVE
WM. T. TAYLOR - 140 East 34th Street, New York

Waldorf-Astoria
Segar Company, Ltd.

WALDORF-ASTORIA,
Clear Havana
SEGARS
Tampa made in all popular sizes

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York

THE PRICE OF A SACK OF TOBACCO.

The article printed by The Houston *Press*, Saturday, showing an apparent hold-up by a retailer on a sack of Bull Durham tobacco, has raised considerable rumpus among tobacco men in Houston. Jobbers explained to *The Press* some of the reasons why prices are so much higher than they were a few weeks ago.

The case of the sack of Bull Durham which sold for six cents, when the American Tobacco Co. had put a note in the inside saying it should be retailed at five cents, calls for more explanation. The amount of tobacco in the Bull Durham sack has been reduced from one ounce to seven-eighths of an ounce.

This new size sack is made to sell at five cents with the war tax covered. In other words, the tax is taken out of the tobacco. The dealer who charged six cents for this new sized sack made an extra cent profit which can not be charged to the manufacturer.

Until the larger sacks are disposed of they will have to sell at six cents. But in the meanwhile there is no excuse for charging six cents for the small sacks. The purchaser can tell what size he is getting by looking on the government stamp, where the weight is printed.—*Houston Press.*

ANTICIPATE YOUR WANTS.

The railroads of New England have recently revised their freight schedules so that many towns that heretofore have enjoyed daily service have now been reduced to three, and in some cases two deliveries a week.

Many local express companies have discontinued business during the past month, partly due to excessive rates which their clients could not afford to pay and in other cases where the railroad charges were prohibitive. Added to this, different lines of business have been obliged to discontinue salesmen, partly due to their forces being depleted by the draft, and also shortage of merchandise.

The railroad situation is becoming more desperate every day and to those of our friends who wish to keep their stock in good order we advise them strongly to anticipate their wants well in advance, allowing for delays in delivery.—*Manco Record.*

HAVANA CIGAR EXPORTS

Exports of cigars from Havana during the second half of November, 1917, compared with the same period of 1916, were as follows:

Great Britain	3,286,830 cigars
United States	2,291,125 "
Spain	374,000 "
Canada	235,500 "
Australia	64,000 "
Bolivia	29,000 "
Egypt	28,600 "
Argentine Republic	28,500 "
French Africa	24,700 "
Gibraltar	17,250 "
British East Indies	8,600 "
Brazil	7,500 "
Panama	5,500 "
China	4,050 "
Mexico	3,650 "
French West Indies	2,000 "
Dutch West Indies	2,000 "
Costa Rica	400 "
Total from November 16 to November 30, 1917	6,413,205 "
Total from November 16 to November 30, 1916	6,143,352 "
Increase during the second half of November, 1917	269,853 "
Total from January 1 to November 30, 1916	109,859,641 "
Total from January 1 to November 30, 1917	99,396,165 "
Decrease during the first eleven months of 1917	10,463,476 "

Increases during the second half of November, 1917, compared with the same period of 1916:

Great Britain	2,247,410 cigars
Spain	137,800 "
Bolivia	29,000 "
French Africa	24,700 "
Gibraltar	17,250 "
Total	2,456,160 "

Decreases during the second half of November, 1917, compared with the same period of 1916:

United States	1,055,833 cigars
France	877,725 "
Chile	69,000 "
Norway	59,589 "
Canada	52,010 "
Australia	43,500 "
Uruguay	26,150 "
Total	2,183,807 "

Says *Collier's:* "There never was a better Christmas gift (better both for giver and receiver) than War-Savings Stamps and Thrift Stamps. The ante can start at 25 cents and go along anywhere up to $82.40, which would be a card full of the five-dollar kind. Santa Claus has always been more or less of a side partner of Uncle Sam. Why not?

A Cigar of Reputation

REAL FABRICA DE TABACOS PUNCH R.E. HABANA J. VALLE Y CA.

28 Rayo Street

UNITED STATES REPRESENTATIVE
August Kuttnauer
235 5th AVE., NEW YORK
Telephone, 5633 Madison Square

Proprietor
Manuel Lopez
HABANA, CUBA

E. C. McCullough & Co.
IMPORTERS OF
MANILA TOBACCO and CIGARS
20 Broad Street
New York, N. Y.

COMPETENCIA
CARL UPMANN
MANUFACTURER OF
FINE CIGARS.
406-408 E. 59TH ST.
· NEW YORK ·

By Special Appointment
To the Late King Edward VII
Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

CHICAGO CHEER

(*Continued from page* 16.)

When Lou comes back his position will be open for him with his old house.

Fritz Schoepke, who conducts a big buffet at 212 South Clark street, is running strong on Lucius and Hansel & Gretel cigars. A big window display is showing off both these sellers.

John Christian says "Girls and billiard balls kiss each other with about the same degree of feeling." John is doing a land office business with the brands controlled by his house, Steele Wedeles & Co. He has a large following with the down town trade.

Frank Braynard, manager of G. W. Faber, Inc., leaves on the 24th for a visit to the New York House of Faber.

Myer Bernstein, a cigar dealer of Rockford, Ill., paid Chicago a visit this week.

James Steenbock, of Grosvenor, Nicholas & Co., New York, has finished for this year.

I. Briskin, former head of I. Briskin, the jobbing house, who disappeared last August, has been located in Los Angeles, Cal. It is reported that he has wandered all over the country in the last four months. At present he is suffering from mental troubles and will remain on the coast until he has recovered.

I. R. Cohn, who recently opened at 50 West Lake street, is showing a fine Cuesta Rey display. Harvester, San Alto, Cyrilla, Robert Burns, Tom Moore and other popular lines are to be found in his cases.

A neat counter sign has been delivered to the trade bearing the ad of the Wellington pipe.

Jose Vila, packed five in a mahogany box and selling at 75 cents, is going well with many dealers. The cigars contained in the box are the regular londres size.

Very attractive Christmas windows are seen in the following stores: Best Russell chain; Shoemaker & Co.; Dolan Segar Shop, Wengler & Mandell, A. Schulte chain, United Cigar Stores, Monroe Cigar Co., F. Couthoui, L. Widducks, Fred L. Wells, Ed. Kirsch, Lilienfeld Brothers, James H. Wells, Harmon Cigar Co. chain, Schermerhorn & Co., and the stores of Albert Breitung.

Walter Tobin now carries a full line of Pera cigarettes.

Clayton Keffer, manager of the Hamilton Club, is showing the members a fine line of imported cigars. Several brands in many sizes are on display.

Joe Hayden is a proud daddy these days. Joe's son who joined the army is now a first lieutenant. Hayden is the cigar manager of the Chicago Athletic Club, whose main brand is the well-known Cherry Circle clear Havana cigar.

Tom Keenes are featured by an army of dealers. The newspapers are carrying big "Keene" ads at present.

Franklin's Club House have advanced in price. They now go to the trade at $36.00 less two per cent. H. B. Franklin Co. are the manufacturers.

Chas. Barker Co., the south side jobbers, are placing Rustic bough Havana style stogies with the trade. They retail two for five cents.

Sight Drafts are being offered for a short time only in the Schermerhorn stores for five cents each.

Iwan Reis & Co., 104 North Fifth avenue, are showing Romeo Garcia mild Havana cigars. Business is good with Reis & Co.

Looks as though the dealer of cigars is in for a new license since the city is so short of cash. They are going to put on a lot of new taxes. The latest report is that the tax on cigarettes will be $100 or $200 per year.

Arthur Ford, better known as "Art," is getting up a mammoth minstrel show. Talent is taken from the Rookery building, and Ford is connected with the Breitung's store in this building. The proceeds will go to the tobacco fund for the Sammies. Art is going to ride astride ye ancient bicycle doing tricks as his part of the programme.

James Wells, the druggist, is boosting Dulce. A big window display of this brand is seen at his Jackson and Fifth avenue drug store.

Constitutional prohibition was defeated in e October election in Iowa by 932 votes. The o ficial canvass of the votes, just completed, g the "wets" much cause for rejoicing.

Well, John, since you are very seldom r resented I thought I might as well let rest of the bunch know that you are still existence. "Ohio Flats" are selling bigger th ever with the local trade and John Colk is the cause of it. John is one of those r quiet boys who gets there without a lot noise.

Harmon Cigar Co.'s store, No. 3, at 1 South Dearborn street, is showing a big wind of Romeo Garcia rough and ready short smok They retail at ten for 25 cents.

Lucius, Hansel & Gretel and Flor de Me del are big sellers here. H. L. H.

HERBERT E. LOMBARD PASSES.

Herbert E. Lombard died at his home, 19 Commonwealth avenue, Brighton, Mass., Tue day, from a complication of troubles wi which for two or three years he had been a flicted. He leaves a wife and one daughte Mrs. Albert R. Ellison. He was born in Lowe and was 64 years of age. For many years H conducted a printing business, at one time Lombard & Caustic, and at another time as t Harvard Printing Co. He conducted a cig store in Boston after retiring from the printin business. Since giving up business for himse quite a number of years back, he had been s perintendent of the Central Square branch the Metropolitan Coal Co. He was obliged t relinquish that position three or four week ago owing to the condition of his health. M Lombard was a brother of Major Walter H Lombard, and his father was Nathan C. Lom bard, for several years a member of the boar of aldermen. Mr. Lombard, like his brothe was interested in military affairs. He was a one time captain of the Sixth company, Coas Artillery, and served in the Spanish war. H was a member of Amicable Lodge, F. & A. M and the Odd Fellows.

PERFECTO GARCIA & BROS.

Manufacturers of Superior Quality

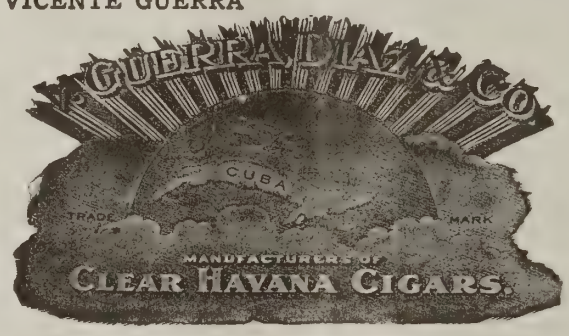


HAVANA CIGARS



Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

VICENTE GUERRA



FRANK R. DIAZ

La Flor De V. Guerra Diaz & Co.

La Copiosa

La Mega

Artemo

TAMPA, FLA.

Corral, Wodiska y Ca.,

MAKERS OF

HAVANA CIGARS

Julia Marlowe, La Sedora, La Duse, Mannatio, Etc.

Tampa, Fla.

El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

F. LOZANO, SON & CO.

U. S. BONDED MANUFACTURERS

HAVANA CIGARS

F. LOZANO
FLOR DE NARVEZ
VICLO

TRADE MARK

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

OFFICE & FACTORY TAMPA, FLA.

N. Y. OFFICE, 437 FIFTH AVE., N. Y.

A Mild Aromatic Smoke



S. PALO Y CA.

SIMON BATT CO., Prop.

Office and Factory: Nos. 469-471 Broome Street, New York

L. KEHLMANN CO.

229-239 WEST 28TH STREET
NEW YORK CITY

PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXIV. No. 11. NEW YORK, DECEMBER 27, 1917. PER ANNUM, $2.00 SIX MONTHS, $1.00

Oscar S. Veit Passes Away

Oscar S. Veit, for the past four years connected with Gans Bros., died last week at 201 West 107th street, New York, and was buried Sunday in Salem Fields, Cypress Hills. Mr. Veit leaves a widow and two married daughters, Mrs. Albert G. Gans, Mrs. A. Sherwin, and a son, Bob Veit.

Mr. Veit was a past president of the Salesmen Association, an active members of the Independent Retailers' Association, and belonged to the Masonic Order. His lodge and all branches of the tobacco trade were well represented at the funeral.

He began his career as a cigar maker. Later he purchased a factory and went into business for himself.

Prior to going with Gans Bros., Mr. Veit was with Bondy & Lederer for a number of years, and then represented Roy Straus & Co., the Tampa firm, when they had a New York office.

Speaking of the deceased, J. M. Gans said that Veit was the most conscientious salesman he had ever known. It was nothing unusual for Veit to work seven days a week. He took a keen delight in work, and was never willing to let up until he had produced results.

Oscar Veit was an entertaining speaker always. His speeches frequently were the chief feature of many trade meetings. In his leisure he wrote a great deal of poetry. Gans Bros. have lost a valuable employe and the trade will miss an active, friendly and most sincere worker for the common good.

Norfolk Tobacco Plant Burned

The British-American Tobacco Co. had a plant in Norfolk, Va., destroyed by fire on December 16, with an estimated loss of $500,000. All the machinery in the place was put out of commission, and a large stock of cigarettes ready to be shipped to China were destroyed. The fire was caused by crossed wires.

The company did not own the buildings, which formerly were an old paper mill, but had rented them. Work has already been started on a new plant, but for the present the three hundred and fifty employes are out of employment.

"Chopping Up Our Country"

A PLEA FOR THE REPEAL OF A PERNICIOUS LAW

By Rex Beach

This new postal rate upon magazines and periodicals will make the cost of transportation to subscribers in various sections of the United States almost prohibitory. Most of the great publishing houses are in New York, Philadelphia or Boston. A few are in Chicago and other parts of the Middle West; a few on the Coast. No longer will magazines and periodicals sell for the same price in the West and South as in the East, for the War Revenue Bill increases the postal rate no less than nine hundred per cent for those western and southern sections of the United States.

Magazine publishers have never protested and do not now protest against any proposed war taxes that affect all businesses alike. They are willing and anxious to pay any excess profits taxes, income taxes—any and all that Congress sees fit to levy. Many of them have offered to give all of their profits while the war lasts. This Zone Postage Law, under the guise of tax raising, unfairly singles out a certain percentage of publishers to be specially taxed—a class already heavily burdened. It demands of them not a five per cent tax on their profits, not a sixty per cent tax on their excess profits during war times, *but more than all the profits which these publishers derive from all sources whatsoever!*

America is approaching a crisis that will test her strength, her courage, her solidarity; a crisis upon which may hinge her destiny and the destiny of the world. Now, above all times, you, Mr. General Reader, must be assured of a free and an independent press, for this is your war. Your son's life, your own existence is in the scales. Our great newspapers and our national magazines are the finest, the cleanest in the world. They constitute the greatest force for good, the greatest medium of education that we possess. They are the cement that holds us together. Any attempt to throttle those magazines and newspapers is a matter of such sinister importance that I, for one, do not believe you will tolerate it.

Do you want to see your favorite magazine destroyed forever as a result of a vindictive effort to punish it for its fearless defense of your rights? That is what will happen unless the Zone Rate Bill is repealed or greatly modified at the next session of Congress. Some few magazines will survive in case it is not repealed—those which are strong enough to absorb into their general overhead expense the tremendous increase in postal rates. The influence of those few magazines will be strengthened, a monopoly will be created, but the majority will go under and never come up. *Do you want to see that?*

The Constitution of the United States was drafted with the announced purpose of fostering the Arts and Sciences. Under it, America has built up a literature to be proud of and has developed a body of honest, honorable, self-supporting men and women who live by their pens. When Congress destroys the magazines of America it destroys the men and women who make those magazines, who help to mold the thought of the nation and who help you to interpret the many problems of our complex existence. Do you wish to see the writers of America destroyed? That is what will happen when the Zone Postal Rate goes into effect, for we writers—the most of us—derive the largest part of our living from the periodicals. Without them, few of us could survive.

Do you realize what a large part the periodicals and the writers of America are playing in the conduct of this war? They have brought it home to us, they have welded us to our Allies. Without propaganda we could not fight. All are doing not only their bit, but their utmost, and the power of their printed words is incalculable. What of our two Liberty Loans, not to speak of those to come? In floating the first and second loan the government sought publicity; and it was given. We authors gave freely of our time, our energy, to promote the sale of bonds, and articles from our pens appeared as reading matter, not as advertising copy, in all the publications of America. Newspapers and magazines gave freely of their space, they devoted their highest talents to the cause.

All of this was done without charge. That

the government should ask this assistance merely proves that it needs the aid of the far-reaching arm of the magazines and periodicals. Nevertheless, while it is calling for that aid it deliberately paralyzes that strong arm by this Zone Rate. What process of reasoning lies behind such legislation?

This is no time to divide America, to create zones, to draw boundary lines that separate one state, one territory from another. If ever the East needed to know the trend of thought in the West, now is the time. If divisions and sub-divisions in our country are to occur, surely that should be postponed until we have passed the present crisis. Maine must know about Wisconsin; California must hear news from Georgia. Yet how, except through the thundering presses of the land, is the trend of our national thought to be disseminated?

If this Bill is allowed to stand, a burden will be placed upon the backs of magazines of national circulation so heavy that few will be able to bear it. Even farm journals, the women's papers, and trade papers of many kinds will be forced out of business. In seeking unwisely to gain greater revenue by an increase in postal rates, less revenue will accrue, for the periodicals through their mere existence open up endless avenues for governmental profit and taxation. They *are*, therefore other things are.

Numerous efforts have been made in the past radically to increase second-class postal rates. Commissions were provided by Congress to study the problems involved. They reported against the "Zone System."

In an interview given on the occasion of the last effort to increase the postal rates on the advertising sections of magazines, Woodrow Wilson, then Governor of New Jersey, was quoted as saying:

"It must be that those who are proposing this change of rates do not comprehend the effect it would have. A tax upon the business of the more widely circulated magazines and periodicals would be a tax upon their means of living and performing their functions.

"They obtain their circulation by means of their direct appeal to the popular thought. Their circulation attracts advertisers. Their advertisements enable them to pay their writers and to enlarge their enterprise and influence.

"This proposed new postal rate would be a direct tax, and a very serious one, upon the formation and expression of opinion—its more deliberate formation and expression just at a time when opinion is concerning itself actively and effectively with the deepest problems of our politics and our social life.

"To make such a change now, whatever its intentions in the minds of those who propose it, would be to attack and embarrass the free processes of opinion. Surely sober second thought will prevent any such mischievous blunder."

The Zone Postal Tax was jammed through Congress without due consideration, and is now a law. Unless it is repealed or modified, it means destruction to magazines and to authors, it spells a widespread ruin to many allied businesses, and it deeply affects you and your welfare.

You are intimately concerned, for the problem belongs to all of us. The remedy is in your hands. Telegraph or write your Congressman, urging him to use his influence to do away with the iniquitous Zone System as applied to second-class matter.

CUBAN CROP ASSURANCES

More Tobacco Comes Out

HAVANA, December 21.—Activity in the leaf market has continued unabated, but stocks of leaf for sale in the open market are now so much reduced, one cannot expect from now on to see big purchases, such as have been made during the past month or two. Transactions during the past two weeks were even larger than anticipated, as according to the declarations of leaf dealers, only very reduced supplies were, purchasable. However, as it always happens, when prices are high, hidden stocks turn up unexpectedly from the country. The receipts from the country are still fairly large, owing to the scarcity of labor. The several packings have continued longer than usual.

Last week's report referred to the drought in the country. But since it has rained sufficiently in Santa Clara province, the Remedios crop may be considered assured, and the yield is likely to be larger than last year. The grounds were in excellent condition, and according to the statement of one large planter, packer and buyer of this class of leaf for the American market, we may count upon a good quality of leaf in the year to come, unless unforseen conditions arise. If there were any surplus stocks in the market, a reaction in prices might occur, but there are none to speak of now. Prices paid for the first seedlings were higher than ever. Upon the later transplantings will depend, in part at least, the cost of production later on, and thus create a lower average.

As far as Vuelta Abajo is concerned, the outlook is not much improved yet, except on the North Coast, where they had had rains, but the Tierra Llana districts were suffering from drought, according to the latest reports. As the rains have been from the northeast, they did not reach the lowlands in the Vuelta Abajo, south of the mountain ranges. It would be a calamity if the Tierra Llana districts did not produce a fairly large crop this year. However, as we have had showers and drizzling rains here in Havana for nearly the entire time during the past week, we have not lost hope yet that matters may improve in the Vuelta Abajo ere long.

The Partido crop may be considered secure from any further harm, as rains have fallen. One planter, who had made his transplantings upon well fertilized fields, and under cheesecloth during the second half of October, is going to commence cutting the ripe leaves by the end of this month. His farm is an exception, as cutting in general in the Partido section may not take place until the second half of January.

Exports of cigars, per S. S. Mexico, totaled 529 cases,, containing 2,731,122 cigars, which were consigned to the following countries, viz: To Great Britain, 1,672,480; to the United States, 864,625; to Uruguay, 71,692; to Canada, 54,000; to British Africa, 30,000; to the Argentine Republic, 22,100; to Gibraltar, 10,000; to Bermuda, 4,225, and to Egypt, 2,000 cigars.

Exports of leaf tobacco from Havana during the week ending December 8th, 1917, totaled 6,255 bales, which were distributed to the following countries, viz: To all ports of the United States, 4,298; to Canada, 876; to Great Britain, 68; to Uruguay, 273, and to Chile, 740 bales.

Among the leaf buyers who arrived this week were: Angel L. Cuesta, Sr., of Cuesta, Rey & Co., and Manuel Garcia, of Perfecto Garcia & Bros., both of Tampa, and Marco Fleishman, of S. Rossin & Sons, of New York.

Leslie Pantin, the Portuguese Consul-General, did not arrive on Saturday evening, as the train from New York to Key West had been delayed again, and only got here on Sunday morning. He was accompanied by his family.

Otto Eisenlohr & Bros., Inc., had purchased, during the stay of Louis H. Eisenlohr, in our city, 2,200 bales of second capaduras of Remedios, and some 300 barrels of stripped fillers.

Hijo de Diego Montero bought 2,063 bales of leaf tobacco for export to the Argentine Republic and Uruguay, in the last two weeks.

Walter Sutter & Co. reported their purchases of leaf, for account of their customers, during the past fortnight, to have been 4,471 bales, partly bought in town, and partly in the country.

Leslie Pantin secured another 1,795 bales of leaf, for account of his customers, in the past two weeks.

The Cuban Land & Leaf Tobacco Company added 1,225 bales of tobacco to its former large holdings.

Hinsdale Smith & Co. were buyers of 1,213 bales of Vuelta Abajo and Remedios leaf, during Ted Smith's stay in Havana.

Sobrinos de A. Gonzalez bought 1,105 bales of leaf for export to the Argentine Republic and Chile lately.

Romeo y Julieta purchased 575 bales of Vuelta Abajo vegas, which had not been grown by the irrigation system.

Allones, Ltd., purchased and shipped 902 bales of leaf to the Argentine Republic in the last two weeks.

Mark A. Pollack bought 494 bales of leaf, for account of clients.

Starlight Bros. managed to procure about 500 bales of prime Remedios leaf.

Jose Suarez & Co. received 287 bales of leaf, on previous contracts, for account of customers.

Principal sellers were: Aixala & Co., 2,712 bales of Vuelta Abajo and Remedios; Tomas Benitez Leon, 2,160; Herrera, Calmet & Co., 950; Muniz & Gonzalez, 900; F. Ezquerro, 725; Jose F. Rocha, 684; Gutierrez & Foyo, 610; Pastor Sanchez, 560; Jose C. Puenter & Co., 550; Muniz Hermanos, 486; Suarez Hermanos, 472; Peso & Co., 380; Selgas & Co., 221, and Leon & Delgado, 190 bales of leaf tobacco.

Most of the factories in Havana still are busy on English orders. The holiday orders for the United States have been filled already, although quantities of current sizes remain there to be dispatched. Besides, the factories have unfilled orders yet for Spain, France, South America, Australia, South Africa and other minor countries. So far no prolongation on the outstanding British orders appears probable.

Romeo y Julieta is working in splendid shape for Great Britain and other countries. Don Pepin intended to leave Spain yesterday, bound for Havana.

Partagas is doing great work right along and, having also good orders, after the end of this month, may keep on working as heretofore.

Punch, Belinda, Hoyo de Monterrey, Calixto Lopez & Co., Por Larranaga, Ramon Allones, La Corona, and C. E. Beck & Co. are all busy.

C. del Peso & Co., the new owners of Flor de Tomas Gutierrez, are making excellent progress. Their cigars are fully up to the standard of "Vuelta Abajo" factories. They have purchased much fine tobacco from the Vuelta Abajo.

ROSAM.

W. A. Hollingsworth, the Woolworth cigarist, will enlarge his store in the building by cutting through to Vesey street, much more than doubling his present capacity. New humidors, showcase and a special pipe department will be added. Mr. Hollingsworth intends to have the finest cigar store in the country. All the plans are ready and about January 15, 1918, will be the opening date. His Christmas trade has been a big surprise to him, enormous amounts of cigars were sold.



Harry Tenney and One Day's Royalty

Harry Tenney, a popular New York song writer, knows what it is to be out a cigarette, and he thinks that unless every one does his bit the boys in trenches may run out of smokes just when they need them most. But rdless of what others do, Tenney is going to do his little bit, and he has nged with his publishers, Jos. W. Stern & Co., to donate 25% of his lties from his latest song, "Send Back Dear Daddy to Me," to the "Our in France" tobacco fund.

Receiving money from a song of this kind is very different from getting nue from a song published by a fund or an individual, as Tenney's song is le at all five and ten cent stores, department stores, and other music counters iis country and Canada, as well as being featured by headliners in the leville world.

The photograph, taken in the Strand Cigarette factory, shows the cigarettes one day's royalty from Tenney's song will send to boys in the trenches.

Big Business of the Five and Ten Cent Stores

e appeal to the small economics of life by the five and ten cent stores is irresist- ays *American Industries*. "Regardless of sons taught by these institutions in past ve regard them as most valuable adjuncts life to which the American must submit during the next few years. They teach n in thrift and offer opportunities for al economics of the right kind that are catered to in no other way. Savings and thrift campaigns are the order of the day. We are told that the war can be successfully carried on only by the exercise of the most rigid economy and by diverting our savings to the cause of war. The 'five and tens' are going to be a wonderful help in doing this."

The very nature of the business and the appeal to the smallest of coinage assures this type of enterprise a stability uninfluenced by depressions. It assures it added stability in periods like this, when people are compelled to economize, when failure to economize is regarded as an unpatriotic act. During the period of the war these stores should be doubly popular.

The four largest five and ten cent stores, the Woolworth, Kresge, Kress and McCrory, operate altogether 1,270 separate stores widely distributed. Some idea of the magnitude and continued growth of their business may be had by an inspection of the following table:

Year.	Woolworth.	Kresge.	Kress.	McCrory.	Total.
1914	$69,619,669	$16,097,571	$11,897,929	$4,929,164	$102,544,333
1915	75,995,774	20,943,300	12,429,590	5,613,987	114,982,651
1916	87,350,000	26,175,000	15,325,844	6,449,349	135,300,193
Total					$352,827,174

Altogether, these four corporations handled, in the foregoing three years, an amount of money equal to 7,056,543,480 nickels, or 3,528,271,740 dimes. Some conception of this volume of coins may be had from the fact that the total coinage of these pieces by the mints of the United States in a single year is but about 30,000,000 nickels and 6,500,000 dimes, and that there is now in circulation in the entire country but approximately 750,000,000 nickels.

The manager of a chain of tea and coffee stores once was heard to remark that if he could make a net profit of a cent on every sale he would be making a profit beyond his wildest dreams. We presume the "five and tens" are satisfied with far less profit, indeed there is nothing startling about the profits they do report, nothing like a cent a sale. War profits are not for these corporations. They seem to seek the consistent profits that conservative merchants depend upon, whatever the season or state of trade, war or peace.

Nor has the business reached its maximum growth for, in point of fact, it is still very youthful. Ten years hence it should, with the increase in population and through constant expansion in the number of stores, double its present sales since it is a business that holds a strong appeal to economizing purses of millions of thrifty men and women.

AT THE PISTOL'S POINT

About $80 in Cash Was Taken From a United Cigar Store in Milwaukee—Two Robbers Got Away.

Two men held up the United Cigar store, Third and State streets, Milwaukee, Friday night, forced the clerk into a back room at the point of a revolver, took about $80 from the cash register and made their escape.

The holdup occurred at 9 o'clock and within plain view of pedestrians. The store is situated so that a full view of the interior can be had through the windows from both streets.

There were no customers in the store when the men entered. Both walked up to the counter and asked to see the telephone directory. One of the men went towards the directory which lay on the end of the counter while the other pointed a gun at the head of Louis Heup, the clerk, and told him to hold up his hands. He then ordered Heup to back into a room at the rear of the store and held him there while his accomplice took the money from the cash register.

As soon as the robbers left Heup telephoned to the police department. He claims to have recognized one of the men, and furnished descriptions of both to the police.

One manufacturer says "the price of shade grown wrappers make clear Havana popular."

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TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, DECEMBER 27, 1917.

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AS THE YEAR CLOSES

Gains and losses, joy and sorrow, benefit and trouble, good fortune and disappointment, in some measure, we all had during the year about to close. If 1917 was not entirely lucky, the year brought many things to be thankful for; even a pessimist will admit that worse could have happened.

In the tobacco trade, only a few, perhaps, have made "big money." Yet, in the various divisions of the industry, the number of failures was surprisingly small.

The chief complaint is high prices. But the demand for cigars, cigarettes, smoking tobacco and snuff never has been greater or more urgent. Making sales is the least of a manufacturer's difficulties, today. And there is a much larger amount of money in circulation. Reports, everywhere, are made concerning a scarcity of labor. Yet outputs are increased and practically all important factories are operating to capacity.

Because our country is at war, determined to achieve victory at any cost, business is being brought down to a war basis. All must expect to pay high taxes, everyone should be prepared to make patriotic sacrifices.

Concerning Coal Production

That the present coal shortage in the United States is due to causes other than lack of output, is indicated in a compilation made by the National City Bank of New York, which estimates an output of 1917 greater than in any earlier year and shows that the United States actually produces nearly 45 per cent. of the coal of the world. In 1860 we were producing less than 10 per cent of the world's coal output; in 1870, 15 per cent.; in 1880, 21 per cent.; in 1890, 34 per cent; in 1910, 43 per cent.; in 1916, 44 per cent., and the 1917 record when completed will probably show our share of the world's output fully 45 per cent.

The coal production of the United States grew less than a half million short tons in 1830 to 2,000,000 tons in 1840; 15,000,000 in 1860; 71,000,000 in 1880; 158,000,000 in 1890; 270,000,000 in 1900; 502,000,000 in 1910; 590,000,000 in 1916, and estimated at 650,000,000 short tons in 1917.

Pennsylvania is by far the largest coal producing state, her total output aggregating nearly 250,000,000 tons against about 80,000,000 in West Virginia, 60,000,000 in Illinois, 23,000,000 in Ohio, 21,000,000 in Kentucky, 17,000,000 in Indiana and 15,000,000 in Alabama. Practically all of the anthracite coal produced in the United States is mined in the state of Pennsylvania, where it forms about one-third of the total output. Present indications are that the anthracite production of 1917 will aggregate about 100,000,000 short tons out of a total coal production of approximately 650,000,000 tons in the entire United States.

The United States has been for many the world's largest producer of coal. In the year preceding the war and the latest no year for world production, the United S produced 570,000,000 short tons against 000,000 in Great Britain; 306,000,000 in many; 60,000,000 in Austria-Hungary; 45 000 in France; 36,000,000 in Russia; 25 000 in Belgium and 24,000,000 in Japan. total world product of that year was 1,478 000 tons, our share of that total being app mately 38 per cent. In 1916 our share o world's product was about 44 per cent. a 1917 will presumably approximate 45 per

The United States is quite naturally the est coal producer of the world. Accordi the bank's statement its coal supply far ex that of any other country, her estimated s being 3,527,000,000,000 short tons against 000,000,000 in Great Britain, the next la producer; 164,000,000,000 in Germany, ranks third as a coal producer. C supply ranks next to that of the U States and is estimated at 1,500,000,0 short tons, or less than half our own China's output of coal is extremely sm trifle of 15,432,000 tons in 1913, accordi the bank's statement. So large is our s that according to the Geological Surve quantity of coal produced from the min the United States since coal mining beg century ago, is but about one-half of 1 per of the original supply, the entire output o mines from the beginning of coal mini 1800 to the end of 1917 having been 12,00 000 tons out of an estimated supply of 3 000,000,000.

Notwithstanding the fact that we have the world's largest supply and are als world's largest producer of coal, our e are much less than those of certain other tries having a much smaller supply. Britain's coal exports in 1913, the latest n year, amounted to 82,000,000 short ton Germany's about 37,000,000 short tons, the United States in the fiscal year 191 ported but about 23,000,000 short tons. the beginning of the war, however, ou exports have shown a slight increase, b been in 1917 about 20 per cent. more th 1913, while those of Great Britain mea declined and those of Germany were, of c confined to trade with the adjacent n countries. The total value of coal ex from the United States in the fiscal yea was $83,000,000 against $65,000,000 in of this $85,000,000 worth exported in 1917 000,000 went to Canada, $5,000,000 to about $7,000,000 to South America and 000 to Italy.

The quantity of coal consumed on the of the world by vessels engaged in interna trade and the navies of the various count estimated by the bank at about 75,000,00 per annum, valued at approximately $25 000, these figures relating to conditions p ing the war. The total quantity at the p time is doubtless materially less, both by of the reduction in the number of vesse gaged in ocean transportation and the f fact that many of the vessels are now us for fuel instead of coal.

Team Work Wins

It ain't the guns nor armament
Nor funds that they can pay,
But the close cooperation
That makes them win the day.

It ain't the individuals
Nor the army as a whole,
But the everlastin' team work
Of every bloomin' soul.

—*Kipling.*

SKETCHING A CUBAN SECRETARY

By J. V. Knight.

l' have attained at the age of twenty-seven osition he fills so creditably as Private itary to the President of Cuba is only one e achievements of Senor Eusebio S. Azpi- who has been in New York for the past ght on a business mission for the Cuban rnment. Secretary Azpiazu has been n for many years among his intimates as e wire." Now, due to the close alliance een Cuba and the United States in de- e and commercial activities, Secretary izu is much in the public eye, and is im- ing his kinetic and efficient personality all with whom he comes in contact.

is an attribute of General Mario Garcia cal which students of Latin-American af- have noted for many years, that the Presi- has a genius for selecting as his aides the persons in the right places. The construc- achievements of the various Cuban Govern- departments are not alone to be credited e Cabinet of Cuba, but are the lengthened ow of General Menocal himself.

hen it is realized that much of the bur- of the execution of Cuba's mammoth na- l programme has been assumed and borne ecretary Azpiazu, a fair idea is afforded is scope and capacity for doing big things, g them quickly and doing them right. As ral Menocal is known as much for his evements in engineering and the sugar in- ry as for his statesmanship and wisdom as a's executive, so his private secretary simi- is well versed in the technique not only of ernmental affairs, but of the sugar industry other big business undertaking with which ral Menocal has so long been identified.

rior to his incumbency in the Presidential ce, Secretary Azpiazu served as confidential and private secretary to General Meno- when the latter was the active administrator he Cuban-American Sugar Company on the d republic. He knows sugar and the sugar stry as do few men of his age. The same city which he puts into the execution of his for the Presidencia has enabled Secretary iazu before his twenty-seventh birthday to l up some strong personal investments in sugar industry, which, his friends believe, eventually align him with that class of an planters who have gained wealth and e in the markets of the world.

ecretary Azpiazu, while a Cuban, received education in the United States, and speaks nish, French and English with equal . His friends sometimes wonder whether he ot think simultaneously in three languages ell. Certainly his duties fail to reveal any dicap in his use of one language or the r.

st as President Menocal expects and in- ably obtains from his aides a full measure ervice, so, as is usually the case with men arge affairs who possess his fortunate fac- , President Menocal rewards his subordi- s in kind. Youth has been no handicap to etary Azpiazu in rising to his present posi- tion. If the achievements, as has been stated, of the Cuban Government in the past five years are the lengthened shadow of General Menocal, Secretary Azpiazu, through his close relations with the Presidencia, is almost a human shadow of General Menocal himself.

While many of the weighty problems of the Cuban Presidencia are, of course, handled by the courtly and capable "Grand Old Man" of Cuba, Dr. Rafael Montoro, the Secretary of the Presidencia, the work of Secretary Azpiazu nevertheless is of the highest importance. He has the faculty more than any other Latin-American in the public eye of sensing the heart of a business problem and getting it disposed of with the greatest possible dispatch and efficiency.

His reports and his official correspondence are classics in graceful Spanish or brief English. Secretary Azpiazu is a gifted writer, and his contributions have appeared in many media, both in Cuba and in the United States. He is also known as a trade and technical authority



EUSEBIO S. ASPIAZU
Secretary to the President of Cuba

on sugar, but when he is transacting the business of his office his concise and capacious methods waste neither verbiage nor time. It is then a case of:

"Sir: say it: stop."

Secretary Azpiazu has never affected the posture, so common in Latin-America, of deep statesmanship. He prefers to be known through the achievements of his chief, and certainly there could be no fairer criterion in passing judgment upon this extraordinary young man.

Secretary Azpiazu, who has been stopping at the Ritz-Carlton, was accompanied on his most recent trip by Senora Fausta Azpiazu, who is known as one of the most beautiful of the younger matrons in Havana society. There are two little Azpiazus—a son and a daughter. Secretary and Senora Azpiazu this year occupied a summer cottage near Harwichport, on Cape Cod, and he will shortly occupy his new residence near the country club in the environs of Havana, which has been in the course of construction.

To one who comprehends today the marvelous development and still greater opportunities in the Pearl of the Antilles, prescience is not needed to read in Secretary Azpiazu's future a great and full measure of success which he has deservedly won. As in other countries, so in Latin-America, this is the age of the young man. No greater incentive to youthful ambition could be cited than the record and the achievements of Senor Eusebio S. Azpiazu.

Indianapolis Items

Indianapolis, December 20.—Christmas being but a few days off, the Retailer here is straining every point to obtain his usual allotment of holiday trade. With much larger stocks than ever before on hand his prospects are not too encouraging. The tremendous amounts paid out, *and justly so,* for Liberty Bonds, Saving Stamps, Red Cross, all more important than cigars, are compelling people to do away with their usual donations to their employees, friends, etc. The big raise in prices for all necessities also has a tendency to remind people that economy must be exercised, and that the cigar retailer must abide by the inevitable, considering the loss of his regular holiday trade as another little bit done for his country. His immediate loss will, no doubt, be made up after the holidays by better business, since smokers who receive cigars as gifts will not stop smoking, but will buy their own cigars in a regular way. When the year is up, Mr. Retailer will find his cash receipts as large as usual for December.

Jobbers in this city, after loading the retailers up with tremendous stocks, preaching advances in price of all cigars, tobaccos, pipes and cigarettes, have made unusual efforts to sell their goods to the consumer, which has not been taken to very kindly by the retailers, and the jobbers no doubt will feel the effect of their actions in the near future. Considering that this eventful year was better than jobbers anticipated, it is surprising that Mr. Jobber is not content.

In closing this year, both jobbers and retailers may look forward to good business next year. Fort Benjamin Harrison, our Senators maintain, will be the camp for over forty thousand sodiers during 1918.

The cigar store windows this year have certainly been treated well, and have not been outdone by any department or other stores, particularly the chain stores of the Deschler Co. House of Crane and the Schatz Importation Co. carry magnificent displays of holiday cigars, pipes and smokers' novelties.

The Liberty Guards (Home Guards of Indiana) are now forming at the request of our Governor. Cigar men who have enlisted so far are Max Schatz and Fred Pixley.

The Cinco cigar, under the able management of William Eisenlohr, a resident of this city again, is meeting with great success as a "six cents" proposition.

Antonio & Cleopatra in fine holiday packings, Tuval of Marcelinow Perez & Co. Perfecto Garcias, Corinas and other sterling brands, are well represented in windows and fine cases.

Traveling men are evidently off the road at present.

News of Mr. Lasker's connection with the house of Perfecto Garcia & Bros. was received here with pleasure by the friends of both. We hope that Mr. Lasker will include Indianapolis in his territory and that we may see him here.

Volunteer.

Our Insular Cigar and Tobacco Fxports

WASHINGTON, D. C., Dec. 24.—The Chief of the Bureau of Insular Affairs in his annual report to the Secretary of War gives the following figures on Porto Rican export of cigars and leaf tobacco.

CIGAR EXPORTS.

Twelve Months Ending June—	Total. Thousands.	Total. Dollars.	Total. Dollars Per M.	United States. Thousands.	United States. Dollars.	United States. Dollars Per M.
1908	406,273	3,414,140	32.13	105,917	3,407,747	32.17
1909	142,088	4,383,893	30.85	141,537	4,375,657	30.92
1910	149,746	4,480,030	29.92	149,469	4,473,123	29.93
1911	174,484	5,355,223	30.69	174,246	5,349,626	30.70
1912	169,765	5,086,711	29.96	169,484	5,077,976	29,96
1913	165,768	5,800,686	35.04	165,524	5,800,162	35.04
1914	162,022	5,597,276	34.68	161,093	5,592,803	34.70
1915	170,264	6,016,122	35.33	169,562	6,006,680	35.42
1916	157,174	5,531,535	35.19	156,996	5,528,496	35.21
1917	205,308	7,843,010	38.20	204,863	7,834,983	38.24

LEAF TOBACCO EXPORTS.

Twelve Months Ending June—	Total. Pounds.	Total. Dollars.	Total. Cents Per Pound.	United States. Thousands.	United States. Dollars.	United States. Cents Per Pound.
1908	4,581,668	1,635,579	35.70	4,228,708	1,582,559	37.42
1909	3,063,761	1,123,579	36.67	3,063,761	1,123,579	36.67
1910	2,975,133	1,141,304	38.36	2,924,175	1,137,529	38.90
1911	3,509,501	1,444,901	41.17	3,495,544	1,443,215	41.29
1912	4,680,781	2,228,125	47.60	4,680,781	2,228,125	47.60
1913	7,075,681	3,021,059	42.70	6,952,467	3,006,854	43.25
1914	9,244,490	3,206,610	34.69	6,308,227	2,961,614	46.95
1915	7,268,823	2,971,748	42.26	7,035,777	2,954,804	43.42
1916	6,767,478	2,864,552	42.33	6,705,823	2,857,036	42.62
1917	8,111,765	3,604,539	44.44	7,958,439	3,583,052	45.02

Also is supplied the following table showing the export of leaf tobacco from the Philippines:

LEAF TOBACCO EXPORTS.

Twelve Months Ending June—	Total. Pounds.	Total. Dollars.	Total. Cents Per Pound.	United States. Thousands.	United States. Dollars.	United States. Cents Per Pound.
1907	23,587,247	1,576,874	6.69	.....	.....	.....
1908	24,927,663	1,708,756	6.85	.....	.....	.....
1909	20,909,597	1,532,086	7.33	12,172	1,669	13.71
1910	21,408,412	1,555,870	7.27	7,436	1,507	20.27
1911	26,935,055	1,810,639	6.72	5,611	744	13.26
1912	30,837,978	2,173,998	7.05	88,636	12,517	14.12
1913	28,088,987	1,854,776	6.60	9,888	2,259	22.85
1914	28,848,165	1,757,824	6.09	45,598	4,612	10.11
1915	24,136,034	1,527,106	6.33	87,384	10,096	11.55
1916	39,168,094	2,827,657	7.22	1,028,267	118,653	11.54

A KINK IN THE LAW

Makes It Advisable to Have a Special Factory for "Our Boys in France Tobacco Fund."

In line with the remarkably generous response to appeals made by "Our Boys in France Tobacco Fund" is the patriotism displayed in the recent announcement that the various tobacco companies will prepare a special factory to aid the movement.

This move is made necessary by the law which prohibits the packing of tobacco and cigarettes in the same building. After long negotiation with the officials at Washington arranagements were made to establish the factory under the supervision of internal revenue officers. The rent and overhead cost of the "tobacco fund plant" are being borne entirely by the various tobacco companies. The salaries of the government officials devoting their attention to the necessary revenue work are also paid by the "smoke-makers," among whom are the American Tobacco Co., Liggett and Myers Tobacco Co., P. Lorillard Co., R. J. Reynolds Tobacco Co., and Tobacco Products Corporation.

A SIX MONTHS RAILWAY RECORD.

"Approximately complete statistics of freight movement during the first six months after the United States entered the war, hat is, April to September inclusive, which have been compiled by the Bureau of Railway Economics for the Railroad War Board, disclose that in that period the railways not only handled far more traffic than in any earlier six months of their history, but also as much as in any entire year prior to 1907," says the *Railway Age Gazette* in its current issue. "It will be recalled that the years 1906 and 1907 marked the climax of a long period of rapid increase of railroad business which resulted in the longest and most acute congestion of traffic and 'shortage' of cars ever known until recent months. It is therefore not without significance that in the first six months of 1917, after the country entered the war, the railways handled as much freight as they did in the entire year 1906.

"In 1915 the railways handled only 30 per cent more freight than in 1906, while in 1917 they are handling approximately 100 per cent more than they did in 1906. These facts illustrate not only the enormous increase which has occurred in railway freight business during the past 11 years, but also how swiftly the bulk of the increase has come within the last two years.

"The total number of tons of freight handled one mile in the six months April to September by Class I roads, handling about 95 per cent of the freight traffic of roads of that class, was 204,702,861,865. This in an increase of 14 per cent over the freight business handled by the same roads in the same months of 1916. The increase in the average tons hauled per car was from 24.8 tons to 27 tons, or 9 per cent and the increase in the average tons hauled per train was from 626 tons to 675 tons or 7.8 per cent.

"It is interesting, as indicating the increase in the efficiency of railroad operation which has occurred since 1906, to note that in that year the average freight trainload was only 344 tons as compared with the record of 675 tons per train made in the months April to September. If the railroads had moved the traffic of these six months of 1917 in the same average trainload as they handled the freight of 1906, they would have had to render in these six months about 96 per cent more freight train service than they actually did render. They ran freight trains 330,000,000 miles in that six months. On the basis of the trainload of 1906 they would have had to run them about 645,000,000 miles.

SALESMEN OFF THE ROAD?—ADVERTISE!

Lessened trade in those lines affected by war conditions, and temporary complete cessation of trade in some lines, due to the difficulty of obtaining deliveries, lack of raw materials, etc., has caused many sales managers to reduce their forces. In a number of lines traveling salesmen have been recalled to the home office.

Under such circumstances some sales managers have questioned the advisability of advertising, when there was "no business." The advertising manager who finds this attitude prevailing, in spite of his well-grounded belief in correct advertising principles, oftentimes is allowed to continue his trade paper schedules under protest, with the possibility constantly present that cancellation of advertising contracts will be ordered at any moment, even though he should advise against it. In such a situation it may well be contended, and with good reason, that business conditions of this kind make the continuation of trade paper advertising even more necessary than usual.—*Class.*

"REMEMBER IT'S MONDAY?"

Sure They Did and Every One Had a Splend Time at the Annual Dinner.

S. Monday & Sons gave their annual dine to their employes and factory representative of brands they distribute. The spread was lai in the Blue Room of the Ritz Restaurant at Nevins street, Brooklyn. The dinner was at tended by a happy, optimistic crowd, "Joe an "Moe" kept their eyes peeled to see that no on wanted for anything, not even the press repre sentatives, who always look forward to havin a good time at Monday's feasts.

S. Monday & Sons being the largest inde pendent manufacturers of little cigars, with their well-known 1860 and other brands so much in demand, circumstances abundantl justified holding the feast in the Blue Fou where pretty girls from the Ritz cabaret ca from time to time to entertain them with sing

Of course, speeches were made and busi was discussed. All present were very enth astic about the prospects for the coming ea and in spite of the fact that this has bee banner year, "Joe" and "Moe," and in ac every one at the board, declared that next ye will see all records broken.

This get together idea at the end of the ye is a mighty fine thing, for it tends to make th business a family affair, and has each emplo feeling that the bosses look upon him as some thing more than a mere machine calculated t grind out so much business a month. "Joe and "Moe" on occasion emphasize goodfe lowship, which after all is said and done ra just as much to a man as the almighty dolla The guests at the dinner were:

Sig. Fresleben, Ed. Johnson, Jul. A. Wirth eimer, Max Berliner, David Davis, Jos Packer, Harry Dallet, Harry Panetz, Alfre Boll, Louis Mendelson, R. Warso, J. H. Jon ner, P. M. Forristall representing Wa Bond, Ed. Bearant representing R. G. Sul va Jack Heiser representing H. Traiser & Co Chas. Hilkenback representing the U. S. To bacco Co., Ph. Munter, Max Cohen, Jos Monday, Moses Monday, Barnett Wolff an Moe Cohen, Geo. Petri, Wm. May, Jo Condon of the shipping department.

Harry M. Duys, of H. Duys & Co., Inc., an secretary and treasurer of the Sumatra To bacco Import Corporation, who sailed fro Vancouver on November 22 on the Empress Russia, en route for Java and Sumatra, bu contemplates stopping at Manila for a po visit.

To each and all a "Happy New Year."

EDWARDS ANSWERS

Questions Concerning the Payment of Internal Revenue Taxes—Things that Shouldn't Be Ignored.

Collector of Internal Revenue Edwards has proposed this catechism as an aid to income tax payers:

Am I required to render a personal income tax return for the year 1917? A. Yes. If unmarried, with an income of $1,000 or more; if married with an income of $2,000 or more.

Where should my personal return for the year 1917 be filed? A. With the collector of the district in which is your legal residence.

When may my 1917 return be filed with a collector? A. Any day after December 31, 1917, and not later than March 1, 1918.

Will failure to file my return within the time prescribed make me liable to the penalty? A. Yes, to one of not less than $20 or more than $1,000, and you will be liable to 50 per cent. additional tax.

May an extension of time beyond March 1, 1918, be obtained? A. Yes, if you are unable to file because of illness or absence from home you may, on request, get a thirty day extension.

Would a personal return rendered by an agent be accepted? A. If a taxpayer, because of illness, absence or non-residence, is unable to render a personal return, he may appoint an agent. The agent then assumes responsibility for making a correct return.

May a husband and wife, living together, and each receiving independent incomes, render separate returns? A. Yes; if each receives an income of $1,000 or more. If the income of either is less than $1,000, and the combined income is $2,000 or more, a joint return should be rendered.

If husband and wife render joint return, is the additional tax assessed against that return based upon the aggregate amount of income shown? A. No. The normal income tax will be assessed the aggregate whether separate or joint returns are rendered, but the additional income taxes are only assessed against the separate income of each.

Is a married man entitled to a personal exemption of $2,000 and $400 additional exemption on account of two dependent children, whose total net income does not exceed $2,400, but does equal or exceed $2,000, required to render a return? A. Yes. While he is not required to pay a tax, he is required to render a return if his net income equals or exceeds $2,000.

TO USE DUTCH SHIPS

By Agreement the United States Acquires 88 Merchant Vessels Which Will Be Employed Immediately.

WASHINGTON, December 23.—All Dutch ships in American ports since last spring will be taken over immediately by the Shipping Board and sent to sea. Most of them are in the North River at New York.

An amicable agreement to this effect has been reached by the Netherlands mission, the State Department and the Export and Shipping Boards.

In anticipation of the speedy signing of the agreement the steamers strung out along the North River have been coaled.

They will take their grain over to Belgium. Another part of the Dutch fleet will be sent to Java for sugar. Some of the ships will be loaned to England.

The addition of the Dutch fleet in American waters to American shipping constitutes, according to officials of the Shipping Board today, the largest quota of ships, with one exception—the German and Austrian—acquired by the United States since the shipping programme got under way. The Dutch fleet totals 88 ships, with a tonnage of about 350,000. The German and Austrian ships taken over, repaired and put in service total to date 45.

Taxes on 3 for 10 Cent Cigars

The perplexing question as to whether cigars retailing at 3 for 10c. or 10 for 35c. should be taxed under Class A at $3.00 per M, or under Class B at $4.00 per M has at last been definitely settled.

In the official decision, handed down by the Commissioner of Internal Revenue, it is said:

"If the only actual retail price in the case of cigars sold only in **packages** or **bundles** is for the **lot**, the nearest approach to the actual price of a single cigar is the price of the **package** or bundle divided by the number of cigars therein.

"**If there is no retail price of a single cigar,** the law does not permit the Government to substitute a hypothetical figure or price therefor. It must accordingly be concluded that the regulations are incorrect in this respect, and that the rate of tax on cigars which are sold at retail only at the rate of 3 for 10c., or 10 for 35c., and which are not sold singly, is $3.00 per thousand and **not $4.00 per thousand.**

"However, if cigars are **not** put up in packages or bundles, even though they have an established price per **lot,** it may be assumed that they are also sold at retail singly, and the price of a single cigar may be determined by dividing the price of the **lot** by the number of cigars therein and **adding such fraction of a cent as will make a price in integral cents."**

The Commissioner thus modifies his former decision reported by us in our Bulletin No. A of December 10 in which he held that

"cigars which are sold only by the **box** and never retailed in less quantities, the rate of tax is to be determined by dividing the box price by the number of cigars packed therein."

Under the present decision the cigars need not be packed in boxes. If they are done up in **lots** in the form of **packages** or mere **bundles,** the $3.00 tax will apply.

In issuing advices to the trade, regarding the Commissioner's decision, Secretary Dushkind of the T. M. A. said: "We must apologize for the one day's delay in issuing this bulletin which is inconsistent with the high standard of efficiency that we are endeavoring to live up to, the delay being due entirely to the poor railroad facilities. The decision was signed by the Commissioner on Friday at about 5 P. M., but the train bringing our Secretary from Washington instead of reaching New York about 7 A. M. Saturday, did not arrive until Saturday afternoon, and hence this Bulletin could not be issued until today."

CIGARETTE MANUFACTURING IN HONGKONG.

George E. Anderson, American Consul-General at Hongkong, reports that there has been a steady development of cigarette making in Hongkong this year. The industry is chiefly represented by the large modern factory of the Canton Nanyang Bros. Tobacco Co., which has steadily enlarged its plant and output, and during the year has occupied a large additional building. Its consumption of American leaf tobacco has increased from about 450 tierces and hogsheads of tobacco monthly a year ago, to about 500 tierces and hogsheads. The amount was 400 tierces and hogsheads two years ago, and 300 three years ago. It is now consuming about 11,000 pounds of Chinese tobacco a month, compared with 10,000 pounds monthly a year ago, and is turning out 5,000,000 cigarettes a day, compared with 4,500,000 a day a year ago.

"The concern is making its own cigarette tins, and is giving every attention to equipping its factory along the most modern American lines. Ever since the beginning of the war it has had more or less difficulty in obtaining suitable paper for cigarettes, but at present this difficulty is less insistent than it has been.

"The success of this Hongkong factory is in some respects unusually significant. It has been built up as an independent concern, has had to face the competition of a large organization, has gone through the usual cigarette 'war,' and has steadily developed in spite of all opposition. It is at present manufacturing 10 grades of cigarettes. Its chief line is a paper packet containing 10 cigarettes and a bamboo holder which is retailed for 5 cents local currency or about 3.4 cents gold at present exchange."

The Danville, Ky., tobacco market sold a total of 453,000 pounds of tobacco during the opening week at a floor average of $31.59 per hundred. This is the highest average ever made in Danville.

When Carroll's Luck Came

Though Pittsburgh may boast of being his birthplace, Earl Carroll is not identified with steel production. Neither is he associated with the manufacture of stogies. His name does not appear on the roster of multimillionaires who were proteges of "Andy" Carnegie. No oil, coal, coke or iron ore "interests" acclaim Carroll as a captain of industry. He is not a master of transportation, a genius in engineering, nor a wizard in the application of electricity. Only rivals, awed and envious, would assert that Carroll was implicated in any development of natural gas. Having, perhaps, a typical Pittsburgher's thirst for adventure, not lacking courage nor capable of being intimidated by adversity, he faced the music and eventually bracketed romance with finance high enough to attract great attention. Making himself a celebrity, proving his right to consideration, he was in the position to live in the midst of great comfort. Then, voluntarily, he forsook luxury, he exchanged ease for the privations of the field, he thrust aside opportunities to earn $100,000 a year, preferring instead to take the pay of a private in the ranks.

When Earl Carroll was a youngster, he had an idea that he could be a playwright. But his folks thought that he had better be a carpenter or anything that would enable him to cross the threshhold, Saturday night, with a pay envelope in his pocket. Hoping to settle the argument, Earl started to write a play. However, with the play half finished, young Carroll compromised with his parents by taking a job at six dollars a week as a program boy in a Pittsburgh theater.

Such identification with dramatic art was not entirely satisfying. The allurements of program peddling were outclassed by a desire to travel. Having developed wanderlust, Carroll soon was "on his way," going West.

Not having the cash requisite to make traveling swift and comfortable, Carroll worked along the lines of least resistance for a time, and finally he found himself in San Francisco. To the youthful newcomer whose ambitions yet were vague and indefinite, California seemed to be void of opportunity. But, through the Golden Gate, beyond the ocean, was the glamor and the lure of the Orient. Crossing the Pacific in a manner cheap rather than prideful, Carroll arrived in Manila. Almost, so soon as he landed, he tried to induce a capitalist to erect a vaudeville house.

Thus attempting to promote a theatrical enterprise, the young Pittsburgher wasted time and breath. Whether the man of money was timid or the arguments presented did not appeal strongly, one need not state, now. Suffice to say that Carroll ascertained, later, that there wasn't the ghost of a chance of putting the deal through.

Discouraged and hungry, he sought employment in an odoriferous restaurant in that part of Manila known as Quiapo. "Slinging hash" and washing dishes, kept busy about 16 hours a day, he had no high thoughts concerning the nobility of toil. He hated menial labor. But, the one redeeming feature of the situation was an opportunity to eat. The restaurant owner took notice. Not as a generous host who deems that an extra quantity of food consumed is a sincere compliment, attesting the excellence of the table. Rather did the proprietor argue that the new employe was eating up profits. Following a discussion concerning the value of victuals and service, Carroll found himself out of a job.



Mr. and Mrs. Earl Carroll in Camp

Less enthusiastic regarding Manila then, he was tempted to ascertain if fame and fortune were waiting for him in Hongkong. Working his way, occasionally averting wrath by singing ditties to the ship's cook, he made the voyage. In Hongkong he was offered the position of reporter on an English journal that accused itself of being a daily newspaper. The pay was scant and the tenure of office very uncertain. Few read the daily and scarcely anyone advertised in it, so in a short time it happened that Carroll was at liberty to obtain work elsewhere.

Reaching Shanghai, he entered the Chinese Imperial customs service. Assigned to duty temporarily, he contrasted the smallness of the pay with the exacting nature of the work required of him. He was promised a raise, but he failed to appreciate the possibilities of "squeeze," of the kind practiced on the China coast, in the old days. Others obtained "good money." On Carroll, besides additional labor, was thrust advice that he didn't care to take. Consequently an unimportant vacancy occurred in the Chinese Imperial customs service at Shanghai. Earl Carroll had stowed himself away on a steamer bound for Manila. His provisions for the voyage were in a small satchel that he carried.

Without a ticket, or the money to buy one, he was discovered aboard the vessel, the second day. The captain of that steamer had no pity on stowaways. Chased down into the fireroom, Carroll had to pay his way by shoveling coal. How near sheol, the fireroom of a steamer in the tropics is, only those who have been there can tell. Carroll endured the ordeal.

As the steamer came to anchor in Manila Bay, Carroll leaped overboard and swam ashore, preferring the peril from sharks in the water to the torment of the fireroom.

From the Philippines, eventually, he got back to the United States. After many adventures Carroll landed in New York. He still had the idea that he could be a playwright. He finished a play, took it to several managers, yet none would give him a hearing. Playwriting ceased to look like profitable business, so he decided to write popular songs, having heard of fortunes that others had made in a short time. He composed one hundred songs. No publisher wanted them. Persisting, he started on his second century. Needing help, a New York publisher gave Carroll a job at ten dollars a week.

Carroll surprised the publisher by writing "Isle D'Amour." Encouraged and placed in the way of becoming rich, Carroll collaborated with Enrico Caruso and wrote the words for "Dreams of Long Ago." He followed this with "Dreaming."

In spite of a thousand setbacks, Carroll made good. Oliver Morosco heard of him and gave him a chance to write the songs for "So Long Letty." What Carroll did for the show is common knowledge. With "So Long Letty" playing to packed houses, Carroll set to work on "Canary Cottage" and turned out a second winner. He wrote words and music, although he cannot tell one note from another. He hums tunes to his pianist who jots them down.

When "Canary Cottage" was on the road for several months, Carroll's royalty amounted to $1,000 a week. Taking some of his wealth he built a bungalow on top of the Godfrey build-

ing, at Forty-ninth street and Seventh avenue, New York. The cozy home, perched on the roof of the skyscraper cost upwards of $30,000.

Prior to building the most expensive bungalow in New York, Carroll was married to Mlle. Marcelle. In the great moving picture entitled "A Daughter of the Gods," Mlle. Marcelle had an important part. Also she was an admired member of the company that produced "A Successful Calamity."

Happily married and practically assured of earning $100,000 by his work during the year, Earl Carroll didn't make excuses or wait, when the nation needed fighting men. He volunteered, enlisting as a private in an infantry regiment. Afterward, he was transferred to the aviation service.

His wife, who has been active in Red Cross work, plans to go to France, there to do what she can to aid in caring for the wounded.

READY FOR A ROSE TIP CAMPAIGN.

Harry Noble, the new sales manager for the Themelis Bros. Co., is planning a campaign, both active and extensive, to begin after the first of the year. New arrangements make it practicable to increase greatly the manufacture of the famous Rose Tip cigarettes and special efforts will be put forth also on the new Themelis brand which will retail for 20 cents the pack. Noble will take charge of eastern territory, while George Themelis will be busy developing trade in the west. The demand for Themelis Rose Tips never was better, and now that it becomes possible to supply distributors with greater quantities, the outlook is indeed roseate.

A Revolutionary Suit

"The suit brought against Colgate & Co., the well-known manufacturers of soaps, etc., goes further than any other suit I know about, which grows out of an effort on the part of a manufacturer to keep his product from being cut," writes the editor of the *Modern Merchant*. "Colgate & Co. are being attacked in Virginia because they refused to sell their products to firms whom they knew would cut the price. This the Government contends is illegal interference with competition.

"The importance of this suit is in the fact that apparently through it the Government is endeavoring to revoke the fundamental rule of trade, several times affirmed by the United States Supreme Court, that a seller of ordinary merchandise such as soaps, can choose his own customers. The Government now wants the courts to tell Colgate & Co. that they cannot, after all, choose their customers, in that they must not refuse to sell solely for the reason that the would-be buyer will cut the price. Of course, if a manufacturer is forbidden to refuse, he is obliged to sell, but unless the rule is laid down that a seller must sell everybody who comes forward with the money, how could a verdict such as the Government asks for in this case, be enforced? Suppose the court upholds the Government's contention and tells Colgate & Co. that they must not refuse to sell a buyer merely because he would cut the price. As long as any vestige of the old rule allowing choice of one's customers remains, Colgate & Co. would simply need to say: 'Very well, we won't refuse for that reason any longer. We will refuse to sell this concern not because it would cut our price—oh, no!—but because we don't like the paint on its store front. Or because we don't like the name of the street on which it does business.' And so on and so on. There is only one way to get around this, and that is to abolish the rule of choice entirely and say to every dealer with goods to sell, 'You must sell to *anybody* who offers the money.' Will the Government or the courts do that? Never in this world, and that is why I predict that this case, so far as the part of it above discussed is concerned, will never get anywhere. Of course, if Colgate & Co., in addition to refusing to sell cutters themselves, *have also compelled their distributors to refuse to sell them,* that is a different proposition, and two recent cases have been decided that that is illegal."



MISS ELLEN MACGREGOR

A Scottish Lassie Who Smokes Cigarettes

Of the thousands of British women who have volunteered for war work in France, not a few are driving ambulances. The Scottish lassie shown in the picture is one of the most skilful and daring of these drivers. To get the wounded away to places of safety, she takes the risks of battle quite as quickly as any man driving an ambulance in that sector. Several times, almost miraculously, she escaped being blown to pieces by exploding shells. Twice, recently, she has been "cited" for especially brave and devoted service.

Not Comic for Hotel Men

After a generation of prosperity, during which the hotel man was urged to contrive everything expensive and artificial in his service, the American public, now suddenly converted to economy over night, turns upon him and blames him for his waste and extravagance.

This is rather comic. But not for the hotel man. He finds himself a pivot in the sudden right-about-face on food conservation, and with so many problems of his own that it is not fair to make him the scapegoat for the public's own extravagance.

Pointing out food waste in the average hotel is easy, and everybody's doing it. There are some unmistakable stupidities, such as serving both wheat bread and corn bread and permitting guests to fill themselves with white rolls before the corn bread is passed around or providing corn bread and then compelling the waiters to be stingy with it when there is plenty of corn, and true conservation consists in letting guests eat all they possibly can, thus automatically cutting down on other food. But these inconsistencies are often due to difficulties with hotel workers, who are scarce and green. Another form of waste which is being pointed out in hotels everywhere is that of the garbage can—plates going back to the kitchen with uneaten remnants of nourishing food. The public sees that happening every day and criticizes the hotel man and seldom stops to think.

Two bodies of experts are now at work upon this problem of correctly gauging the public appetite, so that it will order no more than it can eat, and eat all that it orders. The hotel men are trying to gauge it, but can only strike averages. The public itself must furnish the best standard, each individual ordering his lunch or dinner with the knowledge that food is really scarce, and that his saving is a direct contribution to winning the war. Nor is the hotel man the only pivot in this great national transformation from extravagance to economy. The grocer, the butcher and the baker find themselves confronted by the same difficulties and subject to criticism. As food conservation develops the public must be brought to see its shortcomings, an explanation job—a job for writers and editors. JAMES H. COLLINS.

WALTZ KING PLAYS SANTA CLAUS.

Frederick Knight Logan, composer of "Missouri Waltz," played the part of Santa Claus to about twenty-five poor kiddies in the Majestic Hotel on Christmas morning. In the ballroom he distributed clothes, shoes, toys, and baskets of food. At the end of the ceremony, Mr. Logan on discovering one little fellow weighted down with more than he could carry with comfort, tucked a kiddie kar under one arm and a basket under another and led the urchin to the car.

In the afternoon Mr. Logan journeyed to Coney Island with a party of friends, where he acted as judge for Stauch's annual dancing contest, which was won by Private E. Beck and Miss M. Murray. Throughout the contest the orchestra played Mr. Logan's "Missouri Waltz."



The Governor General Signs the Decree

In 1781, Vasco, the Governor General of the Philippine Islands, decreed that the government should have control of the production, manufacture and sale of tobacco. By this decree a monopoly was created which remained in operation a hundred years. Due to the strict enforcements of regulations, especially in the earlier period of its operation, the monopoly secured for Philippine tobacco an enviable reputation for quality throughout the world.

Careful supervision of the industry by the American government in the Philippines, together with the enterprise and the business sagacity of Manila manufacturers and importers, is building anew a splendid reputation for Manila cigars.

Boost Manila Business
There Is Money In It

List of Manila Manufacturers and Importers on Application

Manila Ad Agency, 546 West 124th St., New York City

SOLDIERS' PAY COMPARED WITH DEALER'S PROFITS

Calculations and Accounts from Up State.

New York State Capitol District,
December 24, 1917.

Ivan Russiavitch gets a penny-a-day for his soldiering service. No matter whether Czar Nick Romanoff or Lenine-Trotsky pays the man, he only has 32 cents coming to him each month when the Treasury is solvent!

And, in Austria, where business is better, each private in the ranks gets 73 cents a month! This is 2½ cents daily is only half as bad as Jean Franco's $1.50 per every thirty days.

But Jean's French Government really allows something more than this nickel each day when the soldier is on active duty.

While Germany, where you're supposed to be shot for $1.65 each month, is almost as liberal as its ally, Turkey, who think $11 the year is enough for common troopers!

Japan, though, makes a dollar go even farther. For she pays $8 annually to each private. But in Italy they think $5.83 is what they can afford to pay monthly.

Tommy Atkins seems happy with his $7.60 every four weeks. Though on foreign service Tommy gets just a trifle additional, besides more liberal allowances in grog, tobacco, an' extrees.

So what do you know about the American Soldier? Because, even an ordinary private receives $33 monthly while on the trench front. And, if he's got a first-class badge, he gets $36.60 instead!

That's $41 a year more than a Russian colonel gets! Well, well, well! Uncle Sam appears to have a bunch of high-priced men on the line, but they're worth it, you bet, else why would they collect, individually, just about twice as much as all the other fighting men put together?

But the point of the matter is this: When all the various units of the Rainbow, Sunset and the thousand other divisions arrive in France they spend money.

It has even been estimated that they'll spend an average of $500 per man per year. Something like five billion dollars, if you please!

Sure, a mere bag-o-shells. Still, that same bag-o-billions, spent abroad, is exactly what's worrying lots of merchants in the good old U. S. A. These business men, patriotic to the core, want the boys to have it, and they want the boys to spend it.

But they hate like the deuce to see so much good money going Over There when the ninety million folk still at home are strainin' their eyes an' backs to cheer up the diminishin' business Over Here!

Do you think it would be all right to ask the overseas brigades to buy nothing but American made goods Over There?

Labor unions demand much loyalty. Why shouldn't the Union of the United States of America demand similar support?

Even the retail trade would eventually prosper under such conditions of purchase. For, with the help of the big quality-brand manufacturers, through distribution to jobbers and retailers, the home boys would soon become mail-order buyers from their old favorite town store.

It's no more trouble to parcel-post to France or England than it is to deliver around the corner. Montgomery-Ward-Sears-Roebuck do it all over the world. And your tobacconist can just as easily ship his cigars, cigarettes, tobacco and pipes.

If he doesn't, the Sheriff of Nottingham, or some other neighborly fellow from Robin Hood's barn will shortly put a jazz band in his establishment to play a No Sale accompaniment on the dusty piano keys of the N. C. R.

Two new chain systems are soon to open shop in the Capitol District, it is announced. Albany has been selected as the wedge for at least two branches of the A. Schulte cigar stores.

One of the links will be on Broadway, and the other on South Pearl street. Openings will will probably occur in the Spring, just so soon as leases can be arranged for the two sites now indicated in the retail business center.

No one seems to know much about the other chain's details. But it is apparent that the Owl Drug Co. is getting ready to do business in this State's hub.

Newspaper advertisements of the Owl's trade-mark have recently appeared in local papers. And some dealers say the big Pacific Coast concern will open retail stores in this vicinity very shortly, with their customary lines of cigars and drugs.

Retailers here who subscribe for the Mutual-Profit Coupon Corporation certificates and coupons were glad to get a big batch of specimen posters for soldier kits and holiday display.

In their letter on the subject, the Mutual people remark: "Lack of adequate poster service is one of the worst handicaps the average dealer has to contend with. Snappy posters are the life of trade, but how can an independent dealer compete with chain stores when ten posters would cost him as much as a thousand posters would cost his competitor?

"So we are pleased to announce that hereafter we will be able to supply our customers with Schulte posters in addition to the regular Mutual posters. Some of the Schulte posters announce special deals, and not all of these deals may suit your purpose, but we believe most of them can be used to your advantage, and that many of them will help to bring you extra business."

When Fred Friday filed his petition in bankruptcy last week, he admitted liabilities of $18,805. For assets, Friday claims a $1,000 equity in his hotel property. Also $2,000 worth of fixtures in the Amsterdam hostelry.

Among the varied creditors are the B. Payn's Sons Tobacco Co., of Albany, and Aschoff Brothers, of Amsterdam, who have a $162 account. Papers were entered in the Federal Court at Utica.

"How much hay do you want to buy at $25 the ton?" briskly invited Gil Thompson, the Clinton Square cigarist, Albany. "Because I have a barnful to sell at the market price. No samples to show, for it's just grass hay, to be delivered, as Francis Bannerman always quotes, 'as is.'"

Some big Christmas, what? With all the slippery snow carefully removed from the roof, chimney wide open, socks, in five sizes, dangling from the proper pins on the mantel shelf!

Five sizes is right! Look yourself! For Mike Connors has got to play fat-man-in-a-red-suit for all five of his kids, else there'll be right there in the Connors' household exactly what Hashimura Togo calls an "Hon. Holiday."

You can bet your red-topped boots that's why Mike has been seen considerably, of late, in the Albany stores on Pearl and State streets, where things are sold besides cigars—perhaps they're toys!

Anyway, business around the Hampton Hotel has lately been such that the cigar stand could reasonably let Mike off for an hour or so, while he shopped about for those amusin' boats an' trains an' animals, which even a cigar manager has been known to show little boys an' girls the clock-and-key ideas to make 'em work!

"All out Owls" announced Paul Wessels, the Capitol District book-and-grip man for the General Cigar Co., New York. "Boxes appear to be the difficulty. Transportation has been ragged, too. But I have all my orders rushed through by express, so the delay there is only occasional. Quite likely our M. A. Gunst branch will be in better shape on packages after the holiday commotion."

In another week Albany will permit its local affairs to be dissolved from the tobacco business for the first time in several years.

For it was just about eight years ago that James B. McEwan first became Mayor of Albany. And the late Senator-Mayor was associated with the Payn Tobacco Co., on Broadway.

Then, after a term in the Common Council as Alderman and President, Mayor Joseph W. Stevens succeeded McEwan. So, for four years more the town has been governed by the State street tobacconist.

Now, to signalize his retirement from the city service, Mayor Stevens has given a dinner, at his Lake avenue home, and then various officials of his administration, including several political friends, assembled at the Mayor's residence to regretfully part from their colleague.

After January fist, Mayor Stevens will devote his attention to his Commissionership on the Catskill Condemnation Board of the Schoharie watershed. Manager C. J. Shaxby will continue to operate the retail and wholesale business in cigars at State and Broadway.

"Merrie Christmas," greeted Sir Arthur Dixon, K. C. B. "This is my final trip for the year on the Falk Tobacco products. However, it is not yet too late for the shipment of your additional holiday requirements on Tareyton, Vintage, Serene, or any of the other tobaccos of our New York and Richmond factories. Express delivery will arrive in season for your last minute business."

Department stores pay their window dressers excellent wages, as a rule. For these big business houses realize the importance of tremendous display.

Cigar stores, on the other hand, frequently permit the window work to go to grass. Even here in the Capitol District, where modern cigar retailers are numerous, the druggists usually surpass the real cigarmen in their cigar displays.

But there are exceptions. And the most conspicuous of all are the two immense windows of the Dearstyne Brothers Tobacco Co., South Pearl and Division streets, Albany.

Now, for the holidays, the Dearstynes have presented windows which every cigar dealer should see. They are wonderful!

In the South Pearl street front, Manager Will Dearstyne has assembled pipes. *Pipes!* PIPES! Probably never before in this vicinity have so many gross and varieties of pipes been displayed together in one spot!

On the bottom, shelves, sides, extensions, wherever you look, you see pipes in shapes and styles you never before thought of! And every single line in the lot is marked. Marked plainly with just the thing the buyer looks for —the *price!*

C. P. F. pipes, especially the war-kit packs, are featured. While, to remove the monotony of the showing in just this one line of goods, the Dearstynes have arranged for the suggestion of a few cigar brands here and there.

Also cigar and cigarette holders. Cigar and cigarette cases. Pouches. Every accessory for a smoker is on view, all attractively and seasonably contrasted with the red and white of winter's colors.

Then, in the corner window, the Dearstyne display is banked from floor to roof with cigars! All the brands you ever heard of! In decorated packages of tens, fortieths, twentieths, tenths, and every other way, including the boite nature souvenir assortment of Que Placers for $6.

Merely to indicate the extent of the line up, suppose you glance over this list of offerings in the Dearstyne window:

Admiration, Muriel, Gato, La Muna, Gerad, Rocky Ford, Roig, Body Guard, Seal Skin, Rex Armas, Dearstyne Perfecto, Pigaback. And all piled up to the tin roof, remember, in sufficient quantity to stock an ordinary jobber!

Inside, the retail forces commanded by Ed. and Will D. have been increased, for the week, by Fred, Frank, Charlie, Al. Gunn and even the boys from the wholesale shipping room.

"Tramp, tramp, tramp, the boys are marching.
Cheer up, comrade, and be gay!"

Do you hear them coming? Our army? Don't you hear the ground tremble? And don't you feel the cheer?

You should. For all the general, colonels, majors, captains, lieutenants, sergeants, corporals, privates, even the cooks, of Colonel Fred Well's big Republican Army are on their way to the Capitol District!

It's the Col. Wells' brigade from the 17th Kings district, somewhere in Brooklyn. For the Colonel has been re-elected to the State Assembly.

And he brings with him, to Albany, not merely the title of a military command, but the actual record of 41 years' service as private-to-lieutenant-colonel of the 23d Regiment, N. G., N. Y.

Disqualified from active field soldiering, Colonel Wells still has a patriotic duty to perform in the approaching Legislature.

Because, from his past performances in that body, his fellow members know that Fred never allows a slur to be cast upon the Flag. This, last session, was a frequent occurrence from one of the socialist members.

And the Army? Well, that tramp you hear of the oncoming comrades is the quite natural result of Fred Wells' business. Which, you ought to know, is cigars. While the rank and file of generals-to-privates are right there on the boxes—front marks!

Everything was frozen! Even the fire-whistle! And the hydrants! And the firemen, too!

That's why Bill Powers, over in Ilion, had a $7,000 fire last Sunday night, which almost completly destroyed his building.

Hot ashes in the cellar were the direct cause of the blaze. But the frosty condition of the alarm, water, men, and so on, resulted in the destruction of the cigar business, the restaurant, and the homes of two families overhead.

"After to-day," confided George Thompson, while looping up that $10,000 fur and astrachan coat of his, "I hope I won't see a time-table or a train of cars for two weeks! For I've been on the double trot trying to straighten out Fatima and other Liggett & Myers brand shipments to jobbers for the last several busy weeks. And I'm now going home to New York just to see what the holiday vacation will do for me in the way of change in the subject."

From their New York office, at 212 Fifth avenue, the same Liggett & Myers Tobacco Co. writes the trade about the transportation delay on Piedmonts, Chesterfields and Fatimas.

They also say: "We are now ready, and are gradually distributing the new 5, 10, 15-cent packages. It is not our intention to make any exchanges of old stock, but you will have no trouble in disposing of your present 10s and 20s if you will establish 6, 11, and 16-cent prices.

"These prices will enable you to be on even terms with any sort of competition, and will tend to preserve your volume, and foster the growth of the business.

"We are sure that it is not your wish to create any impression with your retail trade that any advantage is being taken of an unusual situation, and we know your influence will be exerted on the side of that which is right and fair."

It is understood that Jimmie Horan is sitting up in bed occasionally. He has been on the hospital pneumonia list since he was obliged to quit his Broadway, Albany, store with a severe cold.

Social, athletic, political, fraternal, religious, and all sorts of Capitol District organizations composed of the younger men are going out of business 'til the end of the war.

One of the latest to go is the Matthew P. Flood Association, of the South End, Albany. This club was named for Mat Flood, who used to sell cigars and things in his store downtown.

Now, however, Mat and his brother Will are both at Camp Devens. Johnny and Jimmie Flood are still here, but may put on their war paint any day.

So many members of the association have also gone into service that the organization has decided to suspend, like many others.

THE SMOKER.

Tampa's Cigar Industry

Described by a Woman

Cast your glance southward until it rests on Tampa, a town that was a few years ago a sleepy hamlet sprawled in the sands of the gulf coast. It is now a progressive little city of 70,000 population half of which derives revenue directly from a single manufacturing interest.

"The city that makes all the rest of the world smoke!" This was the significant slogan on Tampa's last civic post cards.

Something over 300 cigar factories are now located in this Florida town, with more than 20,000 Latins, that is, Spaniards, Cubans and Italians engaged in them. A quarter of a million dollars is the weekly payroll of these factories, a million cigars per diem the output—sufficient annually to belt the globe, with enough fragrant perfectos left over to give a smoker, inviting the entire fourth estate of America.

Tampa's big industry was indeed snatched bodily from another country. These are "clear Havanas" and par excellence, that the Florida factories produce—Spanish handmade "cigarros," fashioned from start to finish each by an expert craftsman.

It is pleasant to record that no class of manual laborers on the globe perform their daily work under more sanitary and agreeable conditions than the cigar operatives in this semi-tropical American city.

Again, no class of workers whose occupation involves so little of personal hazard receives wages to compare with those prevailing in the Tampa factories.

The miner, toiling in subterranean midnights, with danger dogging each step, earns from a half to two-thirds the wages of these easy-going cigarmakers. The printer's work presupposes, besides his technical training, a good rudimentary education and a far higher grade of native intelligence than that required in this manufacing. Yet the printer works for much less money than is paid to the Tampa operatives, among whom—alas!—illiteracy prevails in the rank and file.

The average pay drawn by the skilled craftsman, under whose nimble fingers the finest Havanas evolve, is from $25 to $40 per week, while that of the least skilled, whose work is confined to cheaper grades, runs from $12 to $20.

For the individual records established by expert, topmost grade regalia workmen, well, it suffices to say that many a shirtsleeved man on the bench today is earning more than the average run of college "professors." As the work is altogether "piece work," the craftsman is absolutely master of his hours, also, and many of them scorn to spend more than six or seven hours per diem in the factory. A perquisite worth taking into account is the allowance of of eight cigars a day to each workman for his own smoking—or, perchance, bartering!

Many of the girls and women on the benches acquire wonderful skill also. In the majority of cases the women work only three or four hours per diem for Latin women are not noted for persistent industry. Their wages run exactly as the men's in proportion to skill and output. The banding is done wholly by girls and is aesthetic and easy work, remarkably well paid.

The cigar factories are not located in Tampa proper, but in the suburbs, West Tampa and Ybor City, each a little Havana itself, where, on the streets, in the theaters, coffee houses, as well as from the porticos of the cottage homes, you will hear only Spanish spoken.

For foreigners, these people have remained, not only in political allegiance, but in speech, customs, mode of living, even their diversions, a gayety loving people. Undeniably craving constant excitement and pleasure, they spend their money as easily as they earn it. They support many clubs, owning the handsome edifices in which they house, and so liberal in their patronage of the theater, that there are more playhouses in Ybor and West Tampa than proportionately in the city itself. Lovers of music, color and motion, they crowd their clubs in the evenings, attired gaily and expensively, dancing and singing and playing games far into the night.

Exactly 98 years ago the grandfather of the present King of Spain sold us this tight little peninsula for $5,000,000. If it were still on the market at that price the Florida cigar manufacturers who have remained Alfonso's subjects might buy it back for him by parting with but one-fifth of one year's income from the industry.

But indeed the Spanish monarch did receive a few months ago quite a wonderful gift from these people of his in the far land once ruled by his fathers. One of the leading houses of Tampa, Cuesta, Rey & Co., sent him a box of their famous brand "White Heather." The cigars all made by the hand of Manuel Ferrer, the prince of cigarmakers on this continent, were of an especially fine size and each had its special brand bearing the royal initial. The box itself was a marvel of inlaid work in wood, every variety of wood in Cuba being used and each bit at highest polish and some quite marvelously hand-carved.—Leonora Beck Ellis in the *Utica Globe*.

Does Early Closing Pay?

Drug stores keep open longer hours than other stores. They are expected to do so. In the cities there is no thought of their reducing the open hours to any great extent. Perhaps the public would object if they did.

But in the average town and in the smaller villages there is a more or less constant agitation in favor of the earlier closing of all stores, including the drug stores.

There is more jealousy among the various stores in the smaller town, and the grocer who has some cigar trade hates to close up evenings and leave the drug store open and likely to get some of his cigar customers away from him.

The jeweler sees fountain-pen trade that he wants going to the druggist if the latter keeps open evenings and he does not. The cigar store will not close up and leave the drug store open. The result of all this is that the business men in all lines may bring pressure to bear upon the druggist, claiming that he is the obstacle standing in the way of early closing all along the line.

The druggist's clerks perhaps think they are having it a good deal harder than clerks in adjoining stores because they have to work longer hours. The poor druggist gets it from all sides. —*Bulletin of Pharmacy*.

Naturals Sell Easier Than Any Other Cigarette

Because they are not only the best known and most liked cigarettes today—
But also because they have been the best known and most liked cigarettes for a quarter of a century.

Feature Naturals in Your Store

SCHINASI BROS.

NATURAL EGYPTIAN CIGARETTES



The Best
Turkish
Tobacco

FIFTEEN
CENTS

For a quarter of a Century, made in
The Schinasi way-the Quality way.

U. S. Industrial, Commercial and Financial Record of 1917

The changes in industrial and commercial conditions in the United States resulting from war activities are illustrated by a series of statistical statements, compiled by the National City Bank of New York, showing conditions of production, industry and commerce in the United States in 1917, compared with the preceding years and especially with 1913, the year which preceded the war. These compilations are, wherever possible, official figures, those of the year just ending, 1917, being necessarily estimates for the closing months of the year, but based upon official figures for such part of the year as are available in governmental or other official reports.

In foreign commerce the year 1917, of course, far exceeds in value of merchandise imported or exported, that of any earlier year. Total imports for the full calendar year 1917, according to the bank's statement, are 60 per cent. greater in value than in 1913, and exports of domestic products 150 per cent. greater in value than those of 1913. The total foreign trade of the country is estimated in very round terms at $9,000,000,000 in 1917 against $4,250,000,000 in 1913, the total of imports and exports combined being thus more than double in 1917 that of 1913.

In manufacturing materials imported and manufactures exported the growth has been even greater than that shown by the figures of total trade. Imports of raw manufacturing material in 1917 are more than double those of 1913 and exports of manufactures are three and one-half times as much as in 1913. Foodstuffs imported are nearly twice as great in stated value in 1917 as in 1913, and foodstuffs exported are two and one-half times as much in stated value as in 1913.

That these large increases are due in a considerable degree to higher prices is evidenced by the fact that the raw stilk imports of September, 1917, were at the rate of $5.59 per pound, against $3.43 per pound in September of 1913; raw cotton, chiefly Egyptian, 42c. per pound in September, 1917, against 17c. in September, 1913; manila hemp, $322 per ton, against $210 per ton; cattle hides 27c. per pound, against 19c.; goatskins, 42c. per pound, against 26c., and clothing wool, 46c. per pound, against 24c. in the corresponding month of 1913. On the export side the contrast is equally striking, wheat exports in September, 1917, having averaged $2.32 per bushel, against 94c. in September, 1913; corn, $1.96 per bushel, against 78c. in the corresponding month of 1913; steel billets, $84 per ton, against $21; sole leather, 59c. per pound, against 26c.; raw cotton, 25c. per pound, against 13c., and refined sugar, 7c. per pound, against 4c. in September, 1913.

Trade with the grand divisions of the world shows equally startling changes. Imports from Europe dropped from 865 million dollars in 1913 to 560 million dollars in 1917, while those from South America increased from 198 million dollars in 1913 to 580 million dollars in 1917, and those from Asia increased from 281 million dollars to 740 million dollars, and from North America from 390 million dollars to 860 million dollars. Exports to Europe jumped from 1,500 million dollars in 1913 to 4,110 million dollars in 1917; to North America from 601 million dollars in 1913 to 1,210 million dollars in 1917; to South America from 147 million dollars in 1913 to 310 million dollars in 1917.

Imports from Europe are actually less than those from North America, South America or Asia, while prior to 1916 Europe always headed the list of grand divisions supplying our imports.

Production of the staple articles of food and manufacturing materials shows also large increases with a very few exceptions, notably wheat and cotton, and even in these the value of the 1917 product is, by reason of high prices, far greater than that of 1913. Corn production is more than 3 billion bushels against less than 2½ billion bushels in 1913; sugar, 2¼ billion pounds against 1¾ billions in 1913; coal approximately 650 million short tons against 560 millions in 1913; pig iron over 38 million long tons against 31 millions in 1913 and copper more than 800 thousand long tons against 546 thousands in 1913. The total value of mineral products is set down at approximately 4 billion dollars in 1917 against less than 2½ billion dollars in 1913, and the wealth production on farms in 1917, according to the Department of Agriculture figures, 21 billion dollars against slightly less than 10 billion dollars in 1913.

The result of this tremendous increase in production, and especially in the value of the product, is shown in the fact that the total money in circulation increased from $3,363,738,000 July 1, 1913, to $4,880,560,000 on July 1, 1917, an increase of nearly 50 per cent., and individual deposits in all banks, national, state, savings and trust companies increased from $17,745,764,000 in 1913 to about $26,000,000,000 in 1917.

The Cleveland Retail Cigar Merchants' Association plans to raise $50,000 for the Red Cross war fund. The association has 250 members, but efforts will be made to induce a majority of 1,370 dealers in the city to join. A dance and a series of smokers will be used in raising funds.

THE
NEW BACHELOR

The Quality



5-Cent Cigar

T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City

Here, sir, is the new "toasted" cigarette

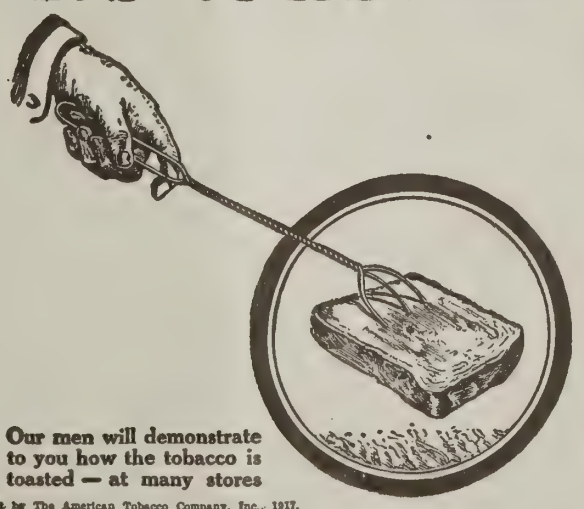
LUCKY Strike, it's called. And just exactly as you prefer 95% of your food cooked, you will now prefer your tobacco toasted.

Cooking (toasting, broiling, roasting) makes things delicious, appetizing, and savory, because it develops flavor. You don't eat raw steak or drink raw coffee. You like toast better than bread—especially fresh buttered toast.

We toast the Burley tobacco for Lucky Strike cigarettes to develop the utmost Burley flavor and seal it in, so it's always there for you. That's what toasting does.

You're in for a new flavor when you join the Lucky Strike Smoke circle—with the real Burley cigarette.

It's toasted



Our men will demonstrate to you how the tobacco is toasted — at many stores

Copyright by The American Tobacco Company, Inc., 1917.

How to open the package
Tear off part of the top only, as shown

Cigarettes in paper packages of 20 are carried more handily this way, and keep better; less likely to spill into your pocket



20 *for* **10c**

If your dealer does not carry them, send $1 for a carton of 10 packages to The American Tobacco Co., N.Y. City

Guaranteed by
The American Tobacco Co.
INCORPORATED

"One of the advertisements in the big LUCKY STRIKE newspaper campaign—the national magazines, bill boards and street cars are telling the same story to millions of smokers everywhere."

Chicago Jobbers Are Flooded with Orders

Unexpectedly Large Demands for Cigars Received During Christmas Week—Retailers Report Good Holiday Trade—Many Policemen Detailed to Guard Cigar Stores—Hansel & Gretel Representative Resigns to Enter the Suit and Cloak Business—The Freight and Express Situation Has Everyone Guessing—Mystery Associated with the Death of Lucius B. Berdan, Millionaire Grocer of Toledo, Who Died Suddenly in His Room in the Auditorium Hotel.

CHICAGO, December 21.—The cigar holiday business is now in full swing. While it was slow in coming, it is now on for fair, and everybody is kept on the jump. Owing to the small supplies of special holiday packings, such as 40ths and 80ths, the jobbers had to do a lot of cutting down on orders to supply their trade, even regular packings of 20ths are short and no order is being delivered to retailers in full. The country trade got busy the last few days and flooded Chicago jobbers with hurry-up orders which, of course, had to be turned down. They are working hard on the 6 cent cigars, but, so far, outside of a few popular brands that formerly sold at a nickel, very little headway has been made. There are still on the market many brands that are selling for a jitney, and until these are boosted in price, the 6 cent seller won't amount to much. General conditions are only fair. Collections are poor, and all the jobbers and local factories are tightening up on credits. Next year, it is reported, no dealer will be allowed credit over thirty days.

Albert Falk, of the Falk Tobacco Co., of New York and Richmond, was a recent visitor here.

Those two Americus boosters, C. W. McFarland and Frank Patton, of Francisco Torre y Cia, are now at Tampa headquarters.

A. M. Goehring, western salesmanager for Balbin Bros., Inc., left December 20, for Tampa to confer with the "higher-ups" at headquarters, for his 1918 campaign.

None other than Jack W. Dunnet, manager of Noyes Bros. & Cutler's cigar department, paid Chicago a visit early in the month. His house sells a world of Garcia Grande cigars.

Jose Garcia has returned from a visit to the Perfecto Garcia & Bros. factory at Tampa. Jose has just closed the biggest year in the firm's history.

Jacob Sutter, of Jacob Sutter & Sons, Chicago leaf dealers, has returned from a business trip to New York.

The next meeting of the Chicago Cigar Dealers' Association takes place the first week in January and meetings will be held regularly the first week in each month.

Walter Webb, the Mozart factory man, has left us until after the holiday season. Walter will spend the Yuletide at his home in Philadelphia.

Another cigar man has joined Uncle Sam's fighting force. Ned Berriman, son of Ed. Berriman, left last week for Columbus Barracks. He is going to get the Kaiser.

The Tampa-Cuba Cigar Co., of Tampa, is placing two new 5 cent cigars with the drug trade. A short smoke called "Little Sammies" and a Cuban smoker under the title of Big Sammies, are the latest from this factory.

The Clayton Cigar Co. have added a line of Dutch Masters at their five retail stores. The brand has started off well.

Several hundred members of the first ward's "winter colony" rushed from saloons, lodging houses and flops a few days ago, and engaged in a free-for-all scramble when $15,000 worth of cigars, cigarettes and tobacco, representing the holiday stock of the United Cigar Store 501 South State street, was destroyed by fire. That portion of the stock not consumed by the blaze was picked up by the "hobo" element of the ward, who turned out at first call of the fire department.

The United last week turned over to the *Daily News* tobacco fund a check for $563.95, which brings the total contributed to the fund by patrons of the United Cigar Stores up to $6,247.79. The money received from the United Stores comes from coupons and certificates deposited in boxes in the stores by the patrons.

"Porkless Saturday" starts in Chicago tomorrow. Last week all the big clubs cut all pork products from their menus. Someone has suggested "tobaccoless day." We hope not, for out in this wild and woolly west we enjoy our weed.

The Mi Favorita brand is sold by the Hotel Brevoort and the Marco Cigar Co.

Sig. Meyer is expected back from Tampa in a few days. Dealers here are looking for some new sizes to be put out by F. Lazano Sons for next year. Lozanos are staples in this market.

First Deputy Westbrook has made a special detail of 125 policemen to protect United Cigar Stores from robbers. The men are to report to the different stores in the different police precincts. The action of the first deputy was taken following a report that he received from a secret source that holdup men were planning a big raid on the United Stores. One of the company's stores at State and Congress streets was held up last Thursday night.

"The ideal wife and the ideal husband are two of a kind that never make a pair," Harry Gray avers.

The big Christmas Fund benefit in the Schulte chain of nine loop stores took place on Monday, December 17; 5 cents out of every dollar taken in was given to the *Chicago Examiner's* Fund to be sent for food and good things for Chicago's poor children.

In Springfield, Ill., the patrons of the Illinois Traction System are receiving change in postage stamps instead of coppers. A scarcity of pennies is given as the reason.

Harry L. Harris, of Harris-Schwarz & Co., is getting ready to leave for his annual visit to New York headquarters. Romeo-Garcia mild Havanas get a big play here and are sold in all sections of the city.

Van Bibber, the little gem in packages of 10, is selling well at 25 cents.

Our popular jobber and retailer, Sol Bernstein, of Bernstein & Schey, is going to help Uncle Sam. Sol was presented with a bouncing baby girl recently. He is going to make a Red Cross nurse out of her. He has two sons whom he is going to break in as soldiers. Congratulations, Sol., you are doing fine.

The Mission Bar on Madison street has a swell Melechrino display in its window. Ed Rutz, who owns this well-known buffet, does a big cigar business and carries a large line of the best known brands.

A great many window displays of Union Leader tobacco are now brightening up the windows of the west side cigar dealers.

In the Best & Russell stores a miniature pipe factory has been on display. It shows several pipe machines showing how the celebrated "Chesterfield" pipes of Kaufman Brothers & Bondy are made. Small machines run by electricity with metal figures of men at work on each machine.

Cohn & La Vella, the owners of the Astor Bar on Clark street, do well with the Gato brand. Fred Oakes, of E. H. Gato & Co., is the reason for it.

Many dealers are selling Charles Denbys at 6 cents. While the price is still $37.50 some have figured it out that they will go into the $43 class soon, so they beat their competitors to it.

The freight and express question has everybody guessing. It takes weeks now to get goods from eastern points and all you hear is kicks and more kicks. There are a lot of cigarette, tobacco and cigar brands that are big sellers here and are hard to get on account of the delayed delivery and it does not look as if matters will improve any for some time to come. "Tough Luck."

Mortimer Scanlan, pioneer confectioner of Chicago, died at his home a few days ago. He came to Chicago in 1851 when the city had a population of only 34,500. He was the first traveling salesman out of Chicago.

Lucius B. Berdan, millionaire grocer and partner of Berdan & Co., of Toledo, Ohio, passed away at his room in the Auditorium Hotel last week, while visiting Chicago. Much mystery is attached to the death of Mr. Berdan, who was 57 years old.

John Dolan, popular cigarist and owner of the Dolan Segar Shop, has done his bit for Uncle Sam. His two sons, John, Jr., and Clarence, have both enlisted in the Quartermaster's Department, and are now with the army. John, Jr., for many years was connected with his father in the cigar business and is very well known to the trade.

Paul Alberty has resigned as general representative for the Hansel & Gretel factory. He leaves the cigar field January 1 to enter the ladies' suit and cloak business.

The Christmas packing of Fatimas, 100 in a fancy enameled tin box, were sold by a number of dealers. They sold for 80 cents the box.

Seth Laycock, who represents J. C. Neuman Co., of Cleveland, sported around town. Seth was smoking 60 cent Demitrino cigarrettes, the imported kind. Just finished an extensive selling campaign through Iowa on his "John Carver" 7 cent cigar, which is handled by Warfield Pratt Howell Co., of Des Moines, for the state. Judge Wright and El Baton cigars are now 6 cents. S. L. was handing it out strong to our friend Fred Oakes when I saw him.

Steele Wedeles Co. run a page ad in the evening papers this week on Tom Keenes.

The boys are "all in" and the heavy rush has not come yet. They will be glad when the 24th has gone by.

The Twentieth Century Limited was late; $3.24 was refunded to each of the passengers one day this week. They turned the money, $437.56, over to the Red Cross. For mercy's sake, oh, Weatherman, a little more snow on the Century's tracks. H. L. H.

A Question of Time Saving

Roy Stewart, Triangle western star, and Bill Patton, a "regular" cowboy, who is included in the star's supporting cast, were having a neat argument one day last week, about the value of a closed and open face watch. The argument started when Stewart found it took him a second and a half to get the time and return the watch to his pocket. Stewart owns a closed face time indicator. Patton, owner of an open face watch, performed the operation in half a second.

Said Patton: "Now, in using your watch you lose at least twelve seconds a day, 84 in a week and—well, figure it out for yourself." As the argument subsided, Stewart drew out a ready-made cigarette and Patton took out the "makin's" and started to roll his own. A loud laugh was heard from the people who had listened to the argument on time saving, but Patton doesn't yet realize the joke was on him.


EL ROI-TAN
EL ROI-TAN
EL ROI-TAN
AMBASSADORES
ROI-TAN
ROI-TAN
ROI-TAN

Big Increase in Exports of Cigarettes

The Most Noticeable Feature of United States Tobacco Trade with Other Countries —Fluctuations Attested by Statistics—Shipments Dispatched and Received During September—The Official Figures.

WASHINGTON, December 22.—The returns of the Department of Commerce, covering the domestic and foreign commerce of the United States for the month of September, show total importations of 236,196,898, as against $164,038,614 for the same month in 1916. On the other hand, the exports show a decrease from $514,924,134 in September, 1916, to $456,005,947 for September last. For the nine months ending with September the import values were $2,282,794,503, as against $1,831,174,503 for the corresponding nine months of 1916 and the exports an increase from $3,950,426,079 in the first nine months of 1916, to $4,607,377,085 for the nine months of the present year.

Imports of tobacco show marked increases as compared with the corresponding importations of 1916. For example, in September of last year the quantity of leaf suitable for cigar wrappers imported was 324,389 pounds valued at $378,093; in September last it was reported as amounting to 646,801 pounds at $878,512. For the nine months, however, there was a decrease in quantity from 5,447,500 to 4,821,037 pounds, accompanied by a decrease in value from $8,067,172 to $6,210,453. The returns for the month show no importations from the Netherlands, from which source we received 266,791 pounds in September of last year. The receipts from Canada and Cuba remain practically the same as last year, with 637,198 pounds imported from "other countries" at a total value of $859,773.

The importations of all other leaf tobacco increased from 3,649,643 pounds at $1,400,343 in September, 1916, to 4,443,181 pounds at $2,098,292 during last September. The importations from Greece increased from 501,141 pounds at $186,144 to 1,168,098 pounds at $854,820; the United Kingdom, from which we received 39,147 pounds in September of last year dropped out this year. Mexico, also, is practically eliminated, the receipts from that source only amounting to 834 pounds at $1,175, as compared with 361,512 pounds at $36,196 in September of last year. Cuba showed a decrease in quantity from 1,437,193 to 1,235,910 pounds, accompanied by an increase in value from $918,821 to $973,539. From "other countries" the importations were 2,038,339 pounds at a value of $268,758, as against 1,310,650 pounds at $242,897 in September of last year.

Cigars, cheroots and cigarettes totaled 367,477 pounds at $582,170, as compared with 191,270 pounds at $398,589 in September, 1916. The figures for September last included 332,322 pounds of cigars and cheroots at $361,842 from the Philippines and 1,376 pounds of cigarettes at $1,263 from the same source; 32,574 pounds of cigars and cheroots at $214,168, and 1,205 pounds of cigarettes at $4,896 from all other sources.

In addition to the foregoing we imported $17,096 of other classes of manufactured tobaccos, as against $5,001 in 1916. The foregoing figures show total import value for manufactured tobaccos of all kinds imported during the month of $599,266, as against $403,590 for the corresponding month of 1916. The total value of manufactured tobaccos imported during the nine months of the present year is reported at $5,206,046, as against $3,745,974 last year.

Turning our attention to the exports we find that those of unmanufactured leaf tobacco show a decrease for the month, as compared with 1916, from 49,414,890 pounds at $6,601,551 to 21,789,103 pounds at $3,687,350 The greatest decline was in the exports to Great Britain, which only amounted to 2,522,324 pounds at $640,405, as compared with 318,074,944 pounds at $2,994,885 last year. This threw France into the lead as a source of consumption of American manufactured leaf, although it was a reduction from 13,281,716 pounds at $1,336,113 for September, 1916, to 9,181,632 pounds at $1,220,141 in September last. The second largest market was found in Spain, to which we exported 2,522,324 pounds at $374,471, and was a marked increase over that country's importations in September, 1916, of 1,685,024 pounds at $165,299. Another market which is showing rapid improvement is that of British West Africa, to which we shipped 2,253,739 pounds at $373,175, as compared with 1,295,761 pounds at $170,839 last year. Other markets showing an increase are Portugal, from 83,570 pounds at $9,688 to 113,500 pounds at $19,211; Switzerland, from 22,590 pounds at $3,762 to 639,411 pounds at $92,518; Argentina, from 52,141 pounds at $7,006 to 108,285 pounds at $14,525; China, from 738,535 pounds at $81,857 to 760,642 pounds at $163,776; French Africa, from 442,874 pounds at $33,448 to 459,178 pounds at $81,478.

The most marked decreases for the month, in addition to those already referred to, are Denmark, which has dropped entirely out of the maket; Italy, with a decrease from 1,751,216 pounds at $177,740 to 1,106,186 pounds at $138,593; The Netherlands, to which we exported in September of last year 5,827,301 pounds, and to which we did not ship a single pound during last September; Norway, from 706,130 pounds at $84,504 to 34,905 pounds at $6,224; Sweden also drops out, as against almost half a million pounds in September of last year; Canada from 884,952 pounds at $181,839 to 579,242 pounds at $154,880; Mexico, from 336,546 pounds at $32,016 to 10,376 at $3,741; Hongkong from 927,814 pounds at $182,545 to 310,334 pounds at $97,300.

Our exportations of stems and trimmings are conspicuous by their entire elimination for the month, as compared with exports of 1,254,279 pounds in September of last year, and a decrease for the nine months from 5,002,566 pounds at $161,041 to 221,380 pounds at $13,874.

Our exportations of cigarettes are steadily on the increase. For the month there is an increase from 441,011,000 at $740,815 to 502,637,000 at $987,804. For the first nine months of 1915 the total exports of cigarettes amounted to 1,617,468,000 at $2,550,490, for the nine months of 1916 there was an increase to 2,691,879,000 at $4,596,766, and for the past nine months to 4,684,934,000 at $9,034,065. The exports for the month included 10,226,000 at $22,309, as against 6,025,000 at $16,936 to Panama; 395,728,000 at $793,609, as against 96,000,000 at $201,103 last year; other countries, 28,383,000 at $72,290, as against 10,336,000 at $25,637; the countries showing up with decreased importations of American cigarettes are Straits Settlements from 230,000,000 at $325,660 to 56,850,000 at $78,733, and Siam, from 97,750,000 at $171,479 to 11,450,000 at $20,863.

Cigars and cheroots exports show a decrease from 303,000 at $6,424 to 96,000 at $2,356; plug tobacco also shows a decrease from 510,312 pounds at $136,926 to 241,900 pounds at $72,309; smoking tobacco exportations were only reported at 122,315 pounds at $67,685, as compared with 437,023 pounds $175,672 in September, 1916, and all oth manufactures show a decreased export valu from $43,417 to $11,426.

The total value of all manufactured tobacc exported during the month was reported $1,141,580, as against a total of $1,103,254 f September, 1916.

THE CRY OF "WOLF."

From various parts of the country the cr has gone up that retail cigar dealers are e deavoring to "hold up" the public, by reaso of the advance in prices right after the wa tax went into effect. The public seems t think that the tax was the only reason fc an advance in prices, and as the tax was b a fraction of the advance, they cannot se the justification for the increase. For thi condition of the public mind the retailers hav in many cases themselves to blame. Perhap the retailer's clerk is more to blame than th "boss." But it was so easy when a custome asked for a reason for the advance in price to lay it to the war tax, without further ex planation, that many did so, and let it go a that. As a matter of fact, as we have hithert pointed out, the war tax was but an inciden Manufacturers had been waiting for month for Congress to fix the tax, in order to rear range prices which would have been increase without the tax, owing to the advance in th cost of everything entering into the produc tion of tobacco products. Instead of waitin until the tax was decided upon, they shoul have made one advance several months ag and a second advance when the war tax wa added. If they had done this, the main ad vance by the retailer would have been mad last July instead of in November, and the there would have been another advance i November. But most retailers stood losse themselves rather than "make two bites of a cherry," and for weeks sold cigars whic formerly cost them $35, but which had bee advanced to $37.50, at the old price of fiv cents. But when the price went to $43 it wa no longer possible to continue the old price Certainly no fair-minded man would expect a retailer to pay four and three-tenths cent for a cigar and sell it for five cents. The re tailer is today getting only a legitimate mar gin of profit, and if all would take the pain to explain the situation fully to the customer instead of contenting themselves with the idl remark that "it is the war tax," there woul be less "hollering."—*Cigar and Tobacco Journal.*

LA VIGNE BUSY AGAIN

Agent of American Fair Trade League Causes Arrest of a Department Store Proprietor in Washington.

WASHINGTON, December 22, 1917.—Moses Goldenberg, proprietor of the Department Store at Seventh and K street, Washington, and responsible for the conduct and management of the business conducted under the name of Goldenberg's, was arrested and gave bond in the sum of $500 today on a charge of violating the Act of Congress approved May 29, 1916, to prevent fraudulent advertising in the District of Columbia.

The complainant in the case is C. E. LaVigne, field representative of the American Fair Trade League. Mr. LaVigne made his complaint to United States Attorney John E. Laskey. Mr. Laskey placed the matter in the hands of Assistant United States Attorney Ralph Given, and the warrant was served by Detective E. W. Boyle.

This is not the first arrest to be made under the false advertising law, but only continued activity in the national campaign of the American Fair Trade League against the use of misleading and deceptive statements to foist inferior merchandise upon the consumer.

A Dozen Facts and Suggestions From a Successful Cigarette Manufacturer to the Progressive Retailer:

1. As the Turkish cigarette has now become one of your principal assets in the retail business, always feature *Quality*.
2. Be convinced that QUALITY has proved itself in the brand you intend to feature.
3. After you have selected a winning brand, concentrate on that brand, and talk it to your customer.
4. By satisfying your customers with QUALITY, you not only please them, but also hold their trade.
5. Cigarette sales are not "secure business" for the retailer when based only upon the medium of advertising.
6. Every package of MELACHRINO cigarettes sold by you, **sells many more for you**—gratis.
7. MELACHRINO cigarettes have the acknowledged approval of QUALITY from **all** experts of Turkish tobacco.
8. MELACHRINO quality will always live—when advertised brands cease to sell.
9. MELACHRINO cigarettes, unlike any other brands, are **big** sellers in **all** the markets of the world.
10. Measure your profits by QUALITY—the same as you will measure your volume of cigarette sales by featuring MELACHRINO.
11. Keep your MELACHRINO cigarettes attractively displayed at all times on your shelves and counters and in your windows and watch your cigarette sales grow.
12. All retailers crave high class custom. MELACHRINO cigarettes will bring it to your store.

M. MELACHRINO & CO.

1790 BROADWAY NEW YORK

The Greeters Meet in Springfield, Mass.

Elaborate Program Arranged for the Hotel Clerks' Convention—Holiday Business in Boston Exceeded Expectations—McCarthy Anticipated a Sugar Shortage—No "Advance Dope" on Cigar Prices—Drug Stores That Didn't Succeed

Boston, December 22.—Having expended $300,000 improving the Hotel Brunswick, Manager L. C. Prior announces that the formal opening will be held New Year's eve.

War will not put a damper on New Year's celebrations in the various Boston hotels, if the plans already formulated are carried out. Many of the leading hostelries have sent out invitations for New Year festivities.

Many Boston "Greeters" are planning to attend the New England convention of that organization in Springfield, December 28 and 29. Headquarters will be at the Kimball, but there will also be meetings and entertainment at the Worthy. The elaborate program includes a typical Greeter banquet.

Emile F. Coulon, proprietor of the Hotel Victoria, plans to install a cafe in his hotel, to be known as "The Cave." He does not state that the new restaurant will resemble those used by primitive man, but does say he will have a grill in sight of all guests.

While J. J. McCarthy of the Quincy House was traveling through the beet sugar country during the early autumn, he wired his brother to buy a large quantity of sugar. The result has been that McCarthy has been able to not only help individuals to get sugar during shortage, but has also assisted several Boston hotels in their time of need. McCarthy bought the sugar long before there was any indication of a shortage in this section of the country.

L. C. Prior, of the Lenox and Brunswick, has been appointed by Louis K. Liggett, chairman of the hotel division of the Red Cross 10,000,000 membership drive.

It is safe to say that holiday business in Boston will exceed expectations, going ahead of 1916.

Cigarettes and tobacco in large packings were demanded. Pipes ran second, and cigars were a poor third. The real rush did not start until Saturday, and Monday. Then it came, and came fast.

Popular brand cigars in 40's were cleaned out practically before Saturday. This was on account of the factories being on a strike.

This was a fine year to clean up odds and ends, and I cannot remember when the trade, both retailer and jobber, was so cleaned up as they are at present.

Now the next important topic in our section is what is the local manufacturer going to charge for their brands since the new schedule of labor went into effect. Much speculation and wild guesses are being indulged in, but we will know what will be done when these firms send out their price lists. No real "advance dope" on this situation can be obtained.

Quite a few drug stores in and around Boston have gone out of business, being unable to continue at the small profit now shown in merchandise handled the past month.

Report is that the jobbers are trying to get all their accounts on a ten day basis, not 30-60-90 and 120 days. How this will succeed is problematical; it's a fine arrangement if it works, but as Bobby Burns says, "I hae my doots."

Department stores went into the tobacco game strong this fall and all did a land office business.

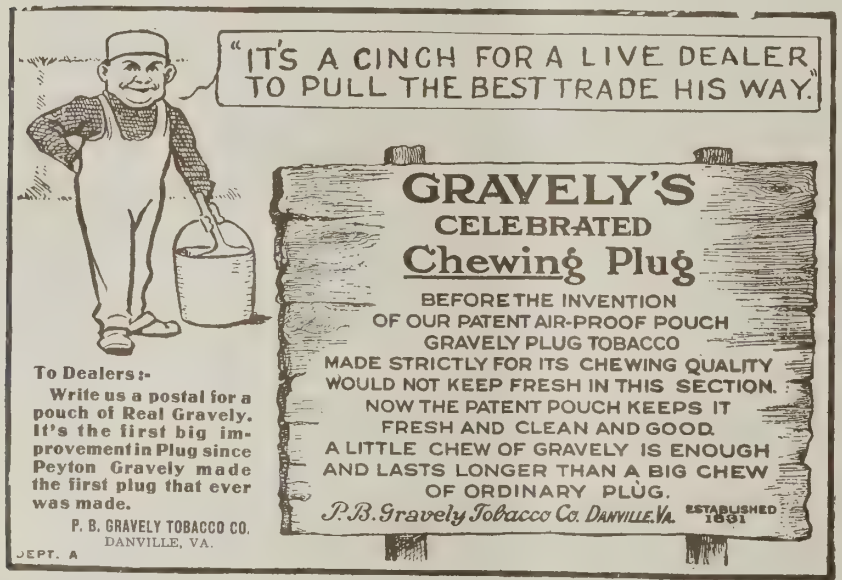
James Armisted, of the Commonwealth Cigar Co., left this week for a visit to his home state, North Carolina.

John A. Lappen, New England representative for the Havana-American Co., who resides in Boston, is visiting headquarters in New York City.

Frank Swick, whom Boston boasts of having for a resident, is calling on head office in New York. Frank had a big year on the Philip Morris Cigarettes.

Fred Suss of R. Steneke & Co., New York City, another that votes here, joined the happy gathering.

Charles T. Ellis, representing the American Exchange Cigar Co., will be among those present in New York City this week.



E. C. McCullough & Co.

IMPORTERS OF

MANILA TOBACCO and CIGARS

20 Broad Street
New York, N. Y.

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

KEEPING CIGARS IN CONDITION

By H. G. PETERMAN, Director of the United Training School

The illusions and suppositions surrounding a cigar are numerous; the pet theories in the mind of the average smoker about the color, the feel, the smell, the appearance and where the cigar is made, must all be forgotten in the light of experience. The theory that, perhaps, is the most general, is to the effect that "the greater the cost, the better the cigar."

That neither the latter nor the former theories are essentially the determining factor of a good cigar, it is the object of this paper to demonstrate—as it is also the intention to show why good cigars are good, why bad cigars are bad, and why the choicest cigars cost so much money.

True, the higher the price the more likelihood that the cigar will be good; that is to say, made from expensive tobacco by expensive workmanship. Nevertheless, fine tobacco can so easily be spoiled by the careless salesman that a cigar, perfect in every respect when made, will smoke like a piece of "rope," all because the dealer did not know the nature of the leaf, or neglected to keep the cigar in the proper condition. That is why a 10-cent cigar from one dealer is sometimes better than a 20-cent cigar from another dealer.

One of the most important details of the cigar business is that of keeping cigars in good condition. Tobacco is a sensitive leaf. It will take up any foreign odor or impure air in its vicinity and will absorb moisture like a sponge. If subjected to heat or dry cold air it will throw off the moisture just as quickly. If the cigars "dry out" the essential oils in the leaf, that give to the smoke the bouquet and flavor, evaporate with the moisture and cannot be put back into the cigar by remoistening. Remember that!

When cigars are sold that are too dry or too wet it follows that complaints are made against the quality of a brand, when the fault is not with the brand, but with the dealer, who has not kept the cigar in proper condition. Unfortunately, it is impossible for the average smoker to tell, by looking at them, if the cigars have been properly kept; in appearance the cigars have not changed, he can't tell by squeezing them. The only way to find out is by smoking them.

It may be said that all cigars cannot be treated alike—some require more moisture than others. The high-grade clear Havanas require very little moisture. The domestic cigars need to be fairly moist—just enough so as to be agreeable to hold in the mouth. The Porto Rican and the Manila cigars are a very different proposition. These should be kept as green as possible. A Porto Rican or Manila that is dry will smoke and taste badly.

In smelling an open box of cigars, one usually gets more fragrance from the cedar box than from the cigars, yet some smokers think that because the box of cigars has a pleasant scent, the cigars must be good. It is impossible to judge cigars in this way, as some of the cheapest domestic cigars will emit a better aroma (unlighted) than the choicest Havana or Porto Rican.

It is also wrong to condemn the quality of a cigar if it burns with a dark ash, in spite of the popular belief that the whiter the ash, the better the cigar.

Still another popular delusion is that a spotted cigar is better than a cigar that is not spotted. As a fact, these spots on the wrapper of a cigar mean nothing so far as quality is concerned. They are caused by rain drops on the growing leaf acting as lenses and the sun's rays burning the leaf, or due to sand being spattered by the rain and clinging to the leaf, making bleached spots.

Another very popular delusion is that a dark cigar must necessarily be a strong one. This is not so; nor is a light cigar necessarily a mild one. You cannot tell the strength of a cigar by the color of the wrapper. Its strength or mildness depends entirely on the quality of the filler.

The cigarmaker uses but one strength or blend of tobacco for filler in making a certain size, but different colored leaves are used for wrappers. The wrapper leaf is about one-tenth of the cigar, so you will understand how little it affects its total strength.

There's only one way to determine the strength of a cigar and that is to smoke it. When you want a mild cigar you must depend on the brand and size.—*United Shield*

For Armenian "war sufferers," approximately $3,800 was raised in Frankfort, Ky. J. W. Hughes, Jr., and G. C. Wise contributed 20 pounds of tobacco, which was placed on sale at the warehouse Friday and brought $20 for the fund. After the announcement was made that the tobacco would be sold for the Armenian sufferers, spirited bidding ensued and the tobacco quickly sold for 50 cents a pound. T. N. French, buyer for the American Tobacco Co., was the purchaser.

Marcelino Perez & Co. are working like beavers on their orders. The firm is not putting out any specials this year, owing to the high prices, and the desire of most folks to get all they can for their money. Those who sent in their orders early in the season, however, got some specials.

"It's Up to the Consumer" in San Francisco

So Many Cigar Dealers Think and Say—When Knubel "Dusts Off" His Desk—Conditions Excellent in Seattle—A Notably Increased Demand for Philadelphia Hand Made—Harry Green Receives a Shipment of Hawaiian Tobacco—Judell's Business Double the Trade of Any Previous December—The Twelfth Link in the Bercovich Chain

San Francisco, December 19.—"It's up to the consumer!" If a vote of every cigar dealer in San Francisco—manufacturer, importer, wholesaler, jobber agent or retailer—could be taken today on the trade situation in this city, they would be unanimous in that statement. All the distributors report exceptional business, retailers buying all they can get of the cigars which have not yet advanced in price, but are scheduled to do so on January 1, or soon thereafter, and the consumer buying ahead by the box as never before. Many of the distributors are practically cleaned out of ready stock and practically all of them are oversold. This is so in spite of the effort made to hold down orders as much as possible. It hurts to have to refuse a good order from a man who offers cash, but it has been done and will be done until the advanced prices go into effect. Speaking of cash offers, the distributors report that collections have been exceptionally good and cash receipts far in excess of normal. Now all the substantial retailers are stocked up as never before and many of the "little fellows" are carrying a stock they never before dreamed of having. The scene is set, and "it is up to the consumer." What will he do when he finds his favorite smoke advanced a cent or more over the price he has been accustomed to paying? That is the mystery which is keeping many cigar dealers awake nights. One of the best known and oldest men in the trade predicted that at first the consumer will protest, will shy off and perhaps stop his cigars—for a time. Then after two or three days of pipe or perhaps abstinence, he will come back to the fold again as a moderate smoker—that is, one who smokes fewer cigars than he previously enjoyed. But, inside of three months he will be at the counter again, once more enjoying himself in the same old way, and paying the increased prices like a little man. If this is right the cigar trade will be in a better condition than ever. But as said above, *"It is up to the consumer."*

"Charles The Great" Knubel says he is a resident of San Francisco and he maintains an office here. Two months and a half ago he started on the road to cover his territory—everything west of the Rocky Mountains. Yesterday he blew into town, dusted off his desk and tomorrow starts for New York. He says that he will be in San Francisco again in time to dust off his desk once more about St. Patrick's Day.

I. I. Hess, Optimo man, has just returned from Seattle. Mr. Hess says that Seattle's business conditions are the best on the Coast. He attributes this to the shipbuilding on the Sound and other Government business, of which the northern city has such a large share. He was well pleased with the business he did, and his only complaint was that he could not get enough goods to satisfy his customers.

While in Seattle, Mr. Hess received a call that brought him back to San Francisco ahead of his schedule. His little daughter Charlotte, only 4½ years old was taken suddenly sick and although her father was wired at once she died before he could reach her side. The trade in general are extending condolence to the bereaved parent.

There has been a notable growth in the demand for the 6 cent Philadelphia Hand Made cigar, and the claim is made that it is maintaining all the popularity it had when sold for a nickel.

All the distributors have called their salesmen off the road and will give them from ten days to two weeks vacation.

The Little Bobbie is now being packed in boxes of one hundred. This is done in an effort to cut expenses so that the price of a nickel can be maintained.

Frankel, Gerdts & Co. were busy this week trying to supply late orders. They have oversold their factory output and are apportioning the goods as equitably as possible. El Carmine Real has recently picked up wonderfully in its sales.

S. Bachman & Co., Inc., says that the past has been a record breaking year for them. They carry very large stocks of all the cigars they handle and until recently were able to supply all demands.

Harry Green, who represents H. Duys & Co., Inc., and controls the output of Hawaiian tobacco on his own account, has just received a shipment of wrappers and stripped fillers from the islands.

Nathaniel H. Green, son of Harry Green, has joined the army and has been assigned to the adjutant general department at the Presidio.

(*Continued on page 25.*)



THE CIGARETTE OF THE PERIOD



THEMELIS
ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

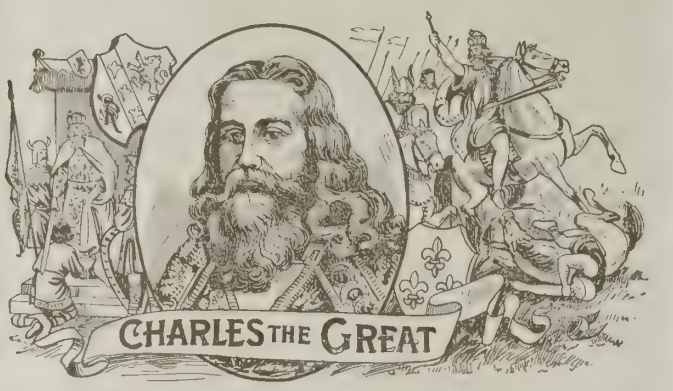
Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.

NEW YORK **MONTREAL, CANADA**

FINE HABANA CIGARS

CHARLES THE GREAT



CHARLES THE GREAT

MADE IN BOND

Excellence of Quality and Workmanship are Combined in

CHARLES THE GREAT CIGARS

A Valuable Business Asset to Every Up-to-date Cigar Dealer

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

Capable Watchmen?

General Manager Mallalieu, of the National oard of Fire Underwriters, recently said: The subject of watchmen opens a big field for onsideration. The prevailing custom among anufacturers, warehousemen and others is that f engaging as night watchman some superanuated employe who is no longer physically able o earn a workman's pay. Such a watchman ay make his occasional rounds of clock staons in a purely mechanical way, but the mount of real protection which he furnishes, specially in war time, is very small. Generally e can be avoided with ridiculous ease by anyne who is in the place with hostile intent. Or, f not avoided, his overpowering is a matter of ittle difficulty.

"Some of you know of a recent test in a very arge grain elevator, where inspectors were sent nto a plant at night time, without the knowldge of the aged watchman. These inspectors pent six hours within the plant and made drawngs of many of its important features, but their resence was never once detected. As a conseluence the owners were given the alternative f engaging a sufficient number of young and igorous guards or of having their plant taken ver by the State authorities.

"The big Baltimore fire of October 30 is a triking example of insufficient watchman servce. Here was a pier, 900 feet long, containing uch a valuable accumulation of freight as 50,000 bales of wood pulp, 150 carloads of flour, 20 cars of tobacco, 30 cars of bark extract, 40 ars of lubricating oil, 25 cars of spelter, 23 ars of roofing paper, 15 cars of miscellaneous freight in the portion of the pier that was destroyed. Pier 9 contained 29,000 bales of wood pulp, 7,000 cases of imported liquor in the bonded end, 300 crates of earthenware, 100 bales of oakum, 100 cars roofing paper, 50 cars of linseed oil cake, 20 cars of tobacco, 23 cars of miscellaneous freight. Think of leaving these stores in the sole charge of a single watchman in a time such as the present!

"There are really few subjects in fire prevention so important as the abrogation of this time-honored custom of inefficient watchmen. To make the safeguarding of our production of supplies depend upon those who can furnish only nominal safety, during the hours when darkness brings the greatest dangers, and to do this in a period of extensive hostile activities would be ludicrous if it were not so grave. It is equivalent to locking the windows and leaving the front door open.

"Watchmen are charged with extraordinary responsibility. They should be picked men, not derelicts. They should be intelligent, courageous, and physically active. They should be sufficient in number to furnish real protection. They should be armed. They should receive special training for their important duties, and this training should include knowledge of fire alarms, fire prevention and fire protection. They should never be engaged except upon unmistakable evidence of character, and they should be paid the salaries that will command such qualifications."

"UP TO THE CONSUMER"

(*Continued from page* 24.)

Fred Rothchild, formerly with Eugene Vallens & Co., Chicago, and later with the Waldorf-Astoria Cigar Co., New York, has been appointed manager for Harry Green.

H. L. Judell of H. L. Judell & Co., reports that his December business is double that of any previous month since he has been in business. Also that he has received more goods by express during December than he normally receives in a year. While the demand for 6 cent goods is as good as could be desired, he says that the Little Penn and Little Tom, which have not yet been advanced, are, undeniably, in especial demand.

H. Bercovich Cigar Co., opened the twelfth in its chain of stores in the California theatre last Saturday. Souvenirs were given to all customers and a steady string of people entered to purchase. The new store is located on one of the busiest corners in the city and is destined to do a big business. The soldiers and sailors are indebted to Bercovich for the inauguration in San Francisco of the red, white and blue barrels maintained all over the city for contributions of smokes for the boys at the front. Since its successful operation here the plan has been adopted in many other cities throughout the United States.

Milton Esberg is in New York to attend a general conference of the General Cigar Co. to determine on 1918 plans.

Charles Poar, vice president and manager of S. Bachman Cigar Co., of Los Angeles, paid a flying visit to the parent house here this week.

FREEMAN'S "GREETINGS" FOR 1918.

Doing things right is a regular habit of Sidney J. Freeman & Son. And rather well worded is their greeting for 1918, which reads as follows: "Accept with sincerity our best wishes for a Happy and Prosperous New Year and our heartiest thanks for that invaluable, if intangible, asset, Good Will, which you so kindly bestowed on us in the past. May we hope for a continuance of that implicit confidence?"

DRAWBACK ALLOWED POULIDES BROS.

WASHINGTON, D. C., December 24.—The Treasury Department has notified the Collector of Customs at New York City that drawback will be allowed on "Mignon (Aero)" brand cigarettes manufactured by Poulides Bros. of New York City, with the use of wholly imported Turkish leaf tobacco.

THE STORE WINDOW.

The store window is one of the biggest advertising assets which the retailer possesses. Through it he calls attention to his store and the goods he has for sale. It plays its part in making a profit or a loss for the merchant. It is an expense, as a proportionate rent is paid for the space it occupies; in addition to that there is the time and money spent in making the window display attractive. All this has to be paid by the class of goods shown.

These things being granted, then why continually show merchandise in which there is no profit? It may be said that the manufacturer is paying for the use of the window. Even so, is it good policy to allow the use of the window for the purpose of showing goods which do not bring the dealer one cent of profit? Every such display is a detriment to the dealer's general business through calling the consumer's attention to unprofitable goods and making it harder to sell goods on which there is a profit.

Cigar and tobacco dealers are continually saying that they cannot do business on a 20 per cent gross margin, yet judging from displays that are to be seen all over the city, and no doubt in every city in the Union, one would naturally come to the conclusion that 20 per cent, or even less, was an ample profit upon which to conduct business. To say that the manufacturer is paying for the display is simply begging the question. When one sees such valuable space as the store window given up to the use of showing goods the sales of which do not cover the cost of doing business, the natural conclusion is that the dealer either overestimates his cost of doing business or is in business for the fun of it. Where such conditions prevail dealers cannot expect to get better costs.

There are some who abuse the window to the injury of their business. There was recently seen a display of a certain brand at 15c, yet when one went in the store to purchase this brand he was told the price was 18c or 2 for 35c, and that the price in the window was a mistake. One can easily imagine the opinion the would-be purchaser would form of the merchant. It is all very well to have leaders, but it's an imposition to have one price in the window and another in the store for a certain piece of goods. Such a dealer would be classed as a faker. Use the window in a right and legitimate way, and it is one of the most profitable investments the dealer has.—*Smoke.*

AKRON CLUB BENEFIT SATURDAY.

Next Saturday evening a fine benefit for the N. Y. Sun tobacco fund will be given at the Plaza by the Akron Club. There will be an entertainment, the big feature of which will be the original three act musical farce "One Minute, Please." The play was written by Ralph G. Engelsman, one of the members of the club, who also contributed to the lyrics. Richard C. Rodgers wrote most of the lyrics and composed the music. The performance will be staged by M. J. Bender. The cast includes Miss Retta Erdman, Miss Mathilda Mitchell, Miss Beatrice Rothchild, Ira R. Shattman, Abraham Rosenstein, Robert Cassell, Ralph G. Englesman, Julian Jacobs and Howard J. Strauss. All have made successes on the amateur stage.

Ray Treize will direct the orchestra of six pieces, with Mr. Rodgers, the composer of t piece, at the piano. Julian M. Jacobs is a ranging the dance specialties.

The Akrons' zeal for the welfare of the s diers is personal as well as patriotic, for Har Phillips, Jr., for four years president of t club, is a corporal with Uncle Sam's forces France.

After the play a dance will be given, o specialty of which is a number, "On to Berlin dealing with the good accomplished by the T bacco Fund. All the net receipts from the e tertainment and dance come to the fund.

WAR SAVINGS

"War Savings Stamps mark an epoch our national life."—Secretary of the Treasu McAdoo.

Many a successful business man has said th the saving of his first dollar was the most in portant single act of his life; that it marke the beginning of a habit and a course of co duct to which he attributed his success.

Something very analogous to this, it is be lieved, is going to be the effect on the America Nation of the War Savings campaign. Not onl are millions of individual citizens going to b gin to save, but this habit of economy and sa ing is going to be a collective movement, movement not of individuals but of the Natio

The habit of saving formed now has a deepe incentive than ordinary. We are saving no not alone for selfish reasons, we are saving no from patriotism, saving not alone for ourselve but for our country. The combination of patr otism and thrift is, indeed, going to make th War Savings campaign an epoch in our na tional life. It is not only going to be a thin of tremendous benefit to millions of citizens, is going to be a thing of tremendous advantag to the Nation as a whole.



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St.

TAMPA, FLA.
BONDED

TAMPA PONDERS ON PRICE INCREASES

Proud of a Record Breaking Output

TAMPA, December 23.—Despite the rord rush of recent weeks, which ins:es the smashing of all former output rords by a margin of thousands, a njority of the factories were unable t fill all their Christmas orders, on vich large forces are working at the "eventh hour." The unusual demand i expected to continue throughout the ening year, in case of which the estab-hing of another record is certain.

The matter that is claiming the prin-cal attention of the manufacturers and t ir sales forces at present is that of i reasing prices to meet material price i reases and the war tax, and an-nuncements of increases are expected t be made by practically all factories t New Year's Day.

Aside from the war, the principal t pic of conversation in Tampa for sev-al weeks has been the proposition to ld Hillsborough county for $875,000 vth which to extend the brick road stem of the county to the lines of the ate and national highway systems, all which have been built, are being lilt or have been provided for by bond ues in Florida. After a hard fight the ld advocates won by a majority of 17 tes. Among the principal routes that ll be completed—paved with material the highest class—by next winter will the Dixie Highway, branch, extend-ig from Thomasville, Ga., into and rough the east coast, central and uthern sections of the State; the amian Trail," connecting Tampa th Miami on the Atlantic coast, and e highway between Jacksonville and nsacola, which will connect the At-ntic with the Pacific. When Hills-rough added $875,000 to the million ent in 1913, Florida reached a total about $20,000,000 of bonds for good ads within four years. Branch lines numerable, as well as main lines, have en provided for. The materials most-used are vitrified brick, wire-cut lug ick, cement grouted and asphalt blocks. ampa, it seems, is practically certain be designated as a site for the loca-on of a convalescent camp at which ousands of soldiers will be cared for, d the belief is steadily growing that will also be designated as the site of e Gulf naval base. The Naval Base ommission is expected to report its lection early in January.

A. L. Cuesta of Cuesta, Rey & Co., ho has just returned from Cuba, dis-ayed characteristic thoughtfulness by oviding cigars for the Christmas din-r of inmates of the county jail. Im-ediately after arriving from Havana, r. Cuesta dispatched the cigars to heriff White with this note: "By the arer I am sending you a package of ree boxes containing 25 cigars each. , in accordance with your rules, I will preciate it if these are distributed at e Christmas dinner of those who are your charge on that date." Mr. P. ey of the same firm was active among e leaders of the successful movement bond the county for $875,000 for the rpose of extending the good roads stem of the county.

Every attache of the Regensberg fac-ries, from the doorkeepers to the ghest officials, showed patriotism this week by sending cigars to the enlisted and drafted men of Tampa and nearby cities and towns who are in training at Camps Wheeler at Macon, Ga., and Jackson at Columbia, S. C.

Bustillo Bros. and Diaz have received another Government order for 10,000 high-grade cigars, which will be shipped to the American cantonments in France. Other firms are expected to send a lot of "smokes" abroad for the solace of the Sammies.

Francisco Arrango of Arrango, Villa-zon & Co. has returned from a buying trip to Cuba. The firm has done the best business of its history during the present year.

During the six days ended Saturday Tampa turned out a total of 8,000,000 cigars. Internal revenue receipts amounted to $41,933, only $200 less than the receipts of the corresponding week last year.

IN CONNECTION WITH LEAF TOBACCO.

WASHINGTON, December 23.—The Director of the Census in his annual report to the Secretary of Commerce today has the following to say about the bureau's work in connection with leaf tobacco held by manufacturers and dealers.

"During the fiscal year the Bureau issued, in the form of post cards, three quarterly reports relating to stocks of leaf tobacco, classified according to principal types, held by manufacturers and dealers. Under authority contained in the act of April 30, 1912, the Bureau has issued reports on this subject at semiannual intervals; but in compliance with the terms of the act of May 10, 1916, these reports have been published quarterly, beginning with that for October 1, 1916. At the close of each calendar year there will be issued a bulletin presenting the statistics contained in the several quarterly reports for the same year, together with data as to acreage, production, imports, exports, consumption, etc." In connection with "needed legislation" the Director has the following to say about tobacco statistics:

"The law providing for the collection of quarterly statistics of stocks of leaf tobacco held by manufacturers and dealers requires that the blanks be mailed 10 days before the date to which the report relates and gives the persons reporting 10 days after that date in which to prepare and forward their returns. The time elapsing between the date on which the blanks are received and that on which they are filled out and returned to the Census Bureau—almost three weeks in most cases—is thus so great that many of them are mislaid or lost, with the result that the receipt of the returns and consequently the publication of the reports are delayed.

"The law requires an affidavit, which compels a needless expense in places where there is no deputy collector of internal revenue, who is required to administer the oath without charge. This at times occasions delay, since some wait for a visit from the deputy collector in order to save the expense of making the affidavit before a notary public or other official.

"It is recommended that the law be amended (1) to provide for mailing the blanks 5 days, instead of 10, before the date to which the report relates, and to allow only 5 days, instead of 10, after that date in which to prepare and forward the returns; and (2) to empower and require the postmaster or assistant postmaster to administer the necessary oath without expense."

GARCIA GRANDE'S undeniable mildness is associated with the distinctive quality of Vuelta Abajo tobacco.



When we originated the *Garcia Grande*, we gave the world a real mild Havana, a large cigar, a good cigar that could be sold for a moderate price. The *Garcia Grande* represents the triumph of a new idea.

The *Garcia Grande* has attained a national distribution, not through extensive advertising, but strictly on its merits. It has developed continually increasing sales in all parts of the country. The fact that it appeals to everyone who likes a mild Havana, makes the *Garcia Grande* a brand that both the jobber and retailer may depend on for steady business.

J. KLORFEIN
Manufacturer
476-478 Broome Street—New York—62 Wooster Street

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK



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THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.

FROM THE FIRING LINE

Personals and Trade Jottings

"Patsy" Vaughn will open a cigar store in Carrollton, Ill.

—

The Goetz Cigar Co. at South Bend, Ind., has filed a notice of dissolution.

—

Some 75,500,000 cents were coined in United States mints during the past month.

—

The American Red Cross Society has an enrolled membership of more than 8,000,000.

—

Cigar Makers' Union, No. 72, of Burlington, Iowa, is sending out an attractive calendar.

—

J. B. Thomas & Co., in New street, have found business just as good as last year.

—

Canada will be dry for the remainder of the war and for one year after peace is declared.

—

Sixty cents a pound for his entire crop was paid J. H. Posey in Garrard County, Ky., recently.

—

Tobacco deliveries throughout Central Kentucky are reported small, on account of the cold weather.

—

The Christmas dollar fund committee for relief in Belgium cabled $30,000 to Brussels, from New York.

—

Malcolm Schloss, an athlete of the City College of New York, has received the French War Cross.

—

J. B. Russell, manager of the United store at 200 Fifth avenue, has been "snowed under" with orders.

—

Julius Klorfein's staff continues to work days, nights and Sundays, but still orders keep on piling up.

—

Eugene E. Barthelemy has purchased the cigar store at 1549 Acushnet Avenue, New Bedford, Mass.

—

The Scott Tobacco Co., at Bowling Green, Ky., has increased its capital from $30,000 to $60,000.

—

The Schulte store opposite the United in the Flatiron Building has enjoyed its share of the Yuletide prosperity.

—

Henry Miller's stand in the City Investment Building, as usual, has been a lively spot during the holiday rush.

—

The New York Lodge of Elks entertained 2,500 children and gave them presents on Christmas afternoon.

—

Tunis Bros. have secured their share of the holiday trade and are just finishing a very successful year's business.

Ben Simpson in the Singer Building says that Santa Claus has been very good to him in the way of holiday trade.

—

Charged with conspiracy to violate the draft act, Fred Toney, star pitcher of the Cincinnati Reds, pleaded guilty in Nashville.

—

Merchants in Lawrence, Kansas, have been forbidden to sell cigars, cigarettes or tobacco to Indian students at Haskell College.

—

The stand in the Equitable Building has an additional attraction in the pretty dark-haired girl that hands out "thank you."

—

From Havana come advices that flour, lard and other grocery staples will be exhausted there in a few days unless supplies arrive.

—

The M. A. Gunst branch of the General Cigar Co. has been appointed agents in San Francisco for the sale of Government Thrift Stamps.

—

Fifty thousand dollars for the Red Cross during the year is the goal the Cleveland Retail Cigar Merchants' Association has set before it.

—

Hollingsworth's store in the Woolworth Building was crowded with customers most of the day Monday. Business there was very brisk.

—

William H. Simon, Dorothy Simon and Albert Simon have incorporated the William H. Simon Cigar Co. in Chicago, with a capital of $1,000.

—

Liggett's drug store, near the Grand Central Station, has a window display featuring La Coronas, Black and Whites, Admirations, and Padovas.

—

The Cien Porciento factory is going at full speed. The firm is receiving plenty of orders for Porto Rico. All the salesmen of the house are in town.

—

Nine-year-old Dallas Younts, of Davidson County, N. C., seems to be the tobacco-raising prodigy this year. He recently sold his crop for $204.

—

The entire proceeds from the business done in all departments of the Hotel Baltimore, Kansas City, Friday, December 14, were contributed to the Red Cross.

—

Plans have been made for an important meeting of the St. Paul Cigar and Tobacco Retailers' Association, January 16, to discuss trade relations between dealers.

—

John J. Flaherty, the manager of the United Store in the Flatiron Building, figures that the way business is going the Christmas rush won't stop for another six months.

E. J. Stoltz, the San Francisco representative of Simon Batt & Co., is in New York for a while. F. A. Rian will cover the Middle West for the firm after the holidays.

—

Ed. Cohen, the genial publicist for the General Cigar Co., arrived in San Francisco December 23, intending to spend the holidays in the gay city by the Golden Gate.

—

Max Lowenstein, Nathan Schwartz, George I. Lowenstein and Joseph B. Lowenstein, of Newark, have incorporated the Royal Cigar and Candy Co., with a capital of $125,000.

—

The tobacco stemming warehouse established at Sun Prairie, Wis., last fall by the P. Lorillard Co., is now operating at full capacity. About 85 people are employed in the warehouse and 70 of these do the stemming.

—

John J. Flaherty, manager of the United Store in the Flatiron Building, has been handicapped by lack of telephone service, put out of commission by the recent fire. Holiday trade, however, is very good.

—

Kenneth Baillie reports from San Francisco that, despite a shortage in John Ruskins, a wonderful holiday business has been done on the Pacific Coast this year by dealers handling goods made by the I. Lewis Cigar Mfg. Co.

—

The Washington County Tobacco Growers' Warehouse Association, at Johnson City, Tenn., has increased its capital stock from $15,000 to $19,000. The directors of the association are W. G. Mathes, Evans S. Reece, J. B. Kirmsey, J. G. Summers, J. P. Snapp and B. F. Miller.

—

The "Our Boys in France Tobacco Fund" continues to grow under the clever handling of Alexander B. Dick. Bert Ennis, the publicity man for the McClure Publications, is doing his bit towards making the fund a big success. To date the total receipts are $132,206.85.

—

As a token of appreciation of the service he rendered as a loyal employe, the United Cigar Stores Co. gave $250 to Orley Church, clerk in the store at 462 Fourth avenue, New York. When attacked by two robbers who entered the store, November 22, Church showed commendable courage and fidelity.

—

Henry Loverich, the S. Bachman & Co. salesman, returned Monday from a most successful San Joaquin Valley trip. Henry says he sold more Gatos than ever this trip. He has since left for the Sacramento Valley, being accompanied as far as Sacramento by Monroe Falkenstein.—*San Francisco Grocer.*

—

In a transaction concluded at Kansas City last week, H. S. Ohmer, former proprietor of the Hotel Dreyfoos, and a veteran hotel man, became sole proprietor of the Coates House in Kansas City by taking over the interests of W. H. Davis and E. H. Lowry, who have owned and operated the property since early this year.

George Hunter, who conducts a cigar stand at Fourth and K streets, Sacramento, Cal., is in the city jail and two men, said to be his companions, are being sought by the police on a charge of robbing and brutally beating M. Butalio, an Austrian of Jackson, Friday afternoon. Hunter was arrested by Detectives Brown and Koening.

—

Sidney J. Freeman & Sons are oversold for the coming six months. The firm's safe holds documents for 2,000,000 cigars. Sidney J. Freeman celebrated his thirtieth matrimonial anniversary on December 18. Al. Freeman is at Fort Totten with the army. Sidney J. and E. F. Freeman will remain in the city until after the first of the new year.

—

Specific regulations for the operation of electric signs on hotels have been announced by the United States Fuel Administration. State fuel administrators have been warned that unless the spirit of this limitation order is strictly enforced the Fuel Administration will prohibit the illumination of all electric signs except between 7.45 and 11 o'clock in the evening.

—

A Chicago department store has spent as much as one hundred thousand dollars in a single season for decorative settings for the windows and interior of the store, and considers the expenditure a good investment, because of the results attained from showing merchandise in front of a setting that enhances its beauty and lifts it from the commonplace.

—

Thomas G. Brawley, for several years proprietor of the Model Cigar Store in Greenville, O., died at his home in East Fourth street, Tuesday evening, a week ago. Brawley leaves a wife, two children and one brother, Charles Brawley. His mother also survives him. The children are Mrs. Chalmer Gilbert, of Dayton, and Thomas Brawley, Jr., aged 10 years.

—

Organization for patriotic purposes for the duration of the war was made by the cigar manufacturers, cigar and tobacco jobbers and the Retail Cigar Dealers' Association, at Detroit. John T. Woodhouse was elected chairman and Edward H. Weiler secretary and treasurer. All patriotic campaigns will be placed before the organization and through it will be placed before the members and the public.

—

DeWard Wills, 48 years old, died suddenly Monday night just as he left the table at his boarding house in Winchester, Ky. He was employed as weighman for the Sidbee Tobacco Co. warehouse and was one of the best known men in the city. A coroner's inquest will be held tomorrow morning. He is survived by his father, W. B. Wills, and two brothers, Curtis Wills, of Bourbon county, and Ward Wills, of Winchester.

—

About 500 children and nearly as many grown-ups, members of families of employes, crowded the trading floor of the New York Stock Exchange Saturday afternoon and, where bulls and bears fight rampantly in business hours, held a veritable lambs' Christmas gambol. Santa Claus himself was there in the cleverly disguised form of "Buck" Buchanan, a member of the exchange and a specialist in Corn Products.

—

Lincoln Bros. salesmen are in town. The First Consul factory is so rushed with orders that people employed there have become telephone shy, fearing every time the bell rings it means that some one wants to send in another rush order. Last Friday Lincoln Bros. received more than fifteen rush orders over the wire. Chester A. Lincoln has eased up for a while looking for business, knowing that it would be impossible to handle any more for the present time.

—

P. J. Mooney, of Edgerton, manager and buyer for the Haskins & Swartz Tobacco Co., of Janesville, has been looking over the situation at Prairie du Chien, Wis., for some time trying to get the citizens interested in having his firm establish a warehouse for the curing, stripping and packing of tobacco. The company expects to employ from 75 to 150 people for six months in the year and part of a crew the year round. It is estimated that the territory tributary to Prairie du Chien would furnish about 12,000 cases each season.

—

Herman Baum, one of oldest established manufacturers of cigars in New York, stated that he had found business very good during the entire year, with a large increase of sales, but owing to the high price of raw material he had not made money. He stated that at the present time $4.50 is the price asked for Connecticut shade-grown wrappers, with the prices still going up, as well as the cost of labor. And as a result he cannot see where a legitimate manufacturer can make an honest profit, unless he increases prices considerably.

—

In keeping with the country-wide move for conservation of foodstuffs the big New York chefs composing the membership of the Societe Culinaire Philanthropique have decided to discontinue their yearly expositions during the continuance of the war. Henri Ribordi is president of the Societe, which includes practically all of the best known chefs of the big hotels and clubs; Edouard Panchard, of the McAlpin Hotel, is managing director of the annual exposition, which is usually held in the Grand Central Palace in March of each year.

—

A high record price for new Burley tobacco was made on the Louisville market December 20, when a hogshead of leaf brought $41.50 per hundred pounds at the Planters-Central house. This price is $1.50 per hundred pounds above the previous high mark reached by Burley on the breaks in Louisville. The prize hogshead was one of twenty shipped to market by W. S. Thomas, of Anderson County. The whole lot of twenty was disposed of at prices ranging from $28.50 to the record of $41.50. Two hogsheads in the group brought $40.50 each.

—

"German and Austrian cigarettes are being smoked by the American Expeditionary Forces. There are two varieties being sold in the army commissaries and they are known to the soldiers as 'Boche smokes.' One variety bears the name of a Berlin firm, while the other was made by a concern in Sarajevo," says a cablegram from Paris to the New York *Herald*. "The appearance of the cigarettes caused considerable speculation until it was learned they had been turned over by the French when they discovered the American cigarette supply was running short. The French captured the cigarettes in the early days of the war."

—

A patent has been granted to M. T. Diaz for a non-repackable cigar box. The chief object, of course, to prevent the improper use of cigar boxes for repacking cigars. The new invention consists in having different walls of the box composed of a number of pieces held back by paper edgings, the walls being strengthened by means of straps adapted to fit in an opening in the bottom of the box. When the box is opened the straps are first removed, the cigars are withdrawn through the side walls, whereby the box becomes unsuited for again being used in packing cigars.—*Southern Tobacco Journal.*

—

A long conference between representatives of the 550 striking cigar makers in New Haven and a committee of the employers on Friday, a week ago, failed to result in progress toward ending the walkout. The manufacturers through the committee told the workers that the demands made two weeks ago entail increased cost to them of from $1 to $4 a thousand for cigars and that the employers could not stand the extra expense. It was stated that there were enough goods on hand to care for the trade for a considerable period and that the closed down plants would not be reopened nor would the makers attempt to import labor on the open shop plan.

—

G. A. Northcott, chairman of the New Industries committee of the Chamber of Commerce of Huntington, W. Va., says that the factory now being built by Liggett & Myers in Huntington will represent an investment of a half million dollars and will employ a thousand people at the start. It will manufacture both cigarettes and chewing tobacco. So closely guarded have been the intentions of the Liggett & Myers representatives that this announcement came as a surprise to the business men who had not been aware of the magnitude of the industry newly located. The tobacco market this season will sell 13,000,000 pounds and yield $4,000,000 to the growers, said Mr. Northcott.

—

Byron R. Newton, Collector of the Port of New York, announces that the total exports from New York in November had a value of $268,539,883, compared with $218,702,112 in October and $240,843,750 in September. Last month's shipments of munitions, foodstuffs, clothing and general merchandise exceeded the November, 1916, movement by $36,254,008. The most spectacular gain was that of England, which moved supplies overseas from here worth $75,395,974, whereas in October that country's exports amounted to only $46,513,494. In November, 1916, England's purchases shipped to destination were $64,113,538. Additional tonnage allotted to Italy by the United States Government marked November as the banner month of the year, as exports of foodstuffs and military supplies jumped to $25,048,533, against $15,044,480 in the month before.



No. 525. Capacity, Top 50 Cigars, Drawer 300 Cigarettes.

HUMIDORS

Please place your orders now for immediate shipment

Your Railroad may place an embargo on freight for a few weeks

Bubeck & Guerin, Inc.

161-163 W. 18th St. -:- New York City

All Progressive Dealers Read TOBACCO

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

WE OFFER {Quality / Service} TO THE TRADE

The Finest Grades of

IMPORTED HAVANA CIGARS

SOLE AGENTS FOR

B. MURATTI, SONS & CO., Limited

LONDON, MANCHESTER AND CONSTANTINOPLE

TURKISH TOBACCO GROWERS and CIGARETTE MANUFACTURERS

G. S. NICHOLAS & SON, Ltd.

43 Beaver Street

NEW YORK TEL. BROAD 5221

In Prosperous Key West

KEY WEST, December 22.—Key West is just finishing the most prosperous year in its history. One or two minor strikes for just a few hours have occurred during the year. The only real labor trouble during the whole year has been and can be expressed in one word—Lack. There has been the great scarcity of workmen, caused by the increased business and the draft. A few workers have left for Cuba to escape it or they did until stopped.

The E. H. Gato Cigar Co. has just shipped its third Government order since the war began, making a total of almost a million cigars. It took quite a bit of hard pushing for the company to finish this order before Christmas, as they are chock full of holiday and after holiday orders. The new factory to be built by the E. H. Gato Co. will be started soon after the first of January, and when completed will increase their output.

The M. Perez Ca. reports that they are working on Government orders, proving that the famous Pinzon brand of the M. Perez Ca. is a nationally popular cigar. Shipments have increased steadily every week and the orders continue to pour in.

The Cortez factories report that they have been working night and day and Sundays in order that as many orders as possible might reach their customers before the holidays. These factories have been among the main sufferers because of the shortage of labor. They could easily have used an extra hundred more men in each of their factories.

The Sam I. Davis Ca. has been harvesting this year. They sure picked a winner when they picked the Harvester. This is a cigar of astounding popularity. It has kept the factory working at full speed.

The S. & F. Fleitas Ca. report that they have made a decided gain over last year and are completing the year far in advance of their last year's business. This factory has been putting out their star brand, The Homerica, in new sizes and shapes. It has proved even more popular in these new sizes than it did before, which is going some, as The Homerica is one of the best on the market. The company is well stocked with orders at the present for after holiday delivery.

HICKORY.

GIFTS

May these be yours,
The Gifts that make the Dreamers into Doers,
The Gift to work
Through Joy and Sorrow, Light or Murk,
To play, with all your soul and heart,
A manly part!

The Gift of Discontent to keep you driving
Forward and up, forever striving
For something better in the days hereafter;
The Gift of Kindness and the Gift of Laughter,
And all the gifts of Love and Faith and Friends,
Of Justice and of Truth.
And in your heart, until life's journey ends,
The Priceless gift of Youth,
Hope that inspires and Courage that endures,
May all these Gifts be Yours!

—Brooklyn Eagle.

Wisconsin Notes

EDGERTON, Wis., December 21.—Three full days of soft weather has brought the hanging tobacco into a very fair case so that another portion of the 1917 crop has been removed from the curing barns for stripping. It is hardly probable that all growers attempted to clean out their entire sheds on account of the difficulty of securing help with the stripping although the casing spell continued long enough to remove their whole crop from the poles. However, growers can now proceed with the work of preparing their tobacco for delivery and it will enable warehouse work to start soon after the holidays if the packers desire.

The first delivery of the new crop in this market of any considerable quantity took place at the E. M. Hubbell warehouse, Monday, when better than a carload was received, averaging about 1,050 lbs. to the acre. One grower of a 13 acre lot remarked that the $2,200 received was the best returns from the poorest tobacco he ever raised.

Packers have commenced to receive notices of crops ready for delivery, so that postponement of receiving dates cannot long be delayed.

No news of importance in transactions in old leaf has come to the surface.

The shipments out of storage to all points for the week reach 850cs and 4 cars of bundles.—*Edgerton Reporter.*

ANCIENT USES OF TOBACCO

By the Indians, tobacco was associated with worship. It was used first as a sacrifice or gift to the supernatural powers; secondly, as incense; thirdly, as a medium of procuring inspiration or special revelations. The Herba Sanctae Crucis of Europe had been for ages the "Holy Herb" of the hidden half of the world.

The sun, as the great fire-god, or as the symbol of the Great Spirit, was adored by the native races of America with a sacrifice or oblation of the first fruits of the new lighted pipe. The Creeks always sent toward the sun the first puff of the sacred calumets at treaties; the Indian chiefs of Hudson's Bay smoked thrice toward the rising sun. The Comanches of the prairies sent the preliminary puff to the Great Spirit, the next to the sun, the third to the earth, and after these, to whatever they venerated. The noble Franciscan missionary and explorer, Father Hennepin, has recorded a mass of illustrations of the great place held by tobacco in the religious usages of the native tribes of the Far West. Father Hennepin visited these people near the end of the seventeenth century; the English edition of his book, with his two dedications to William III., was published in 1698. His first volume has as its frontispiece an excellently drawn picture of a naked man with a calumet, who is not unlike the classic Mercury with his caduceus, which the calumet much resembles. Hennepin employs a whole chapter in the description of "the great pipe or calumet." It was an essential sacred implement. "I should have certainly perished in my voyage," he says, "had it not been for this calumet or pipe." He and his brother missionaries made constant pacificatory use of one which had been presented to them: they invariably sent it into the villages with the men whom they despatched to buy provisions for them. The calumet was not only regarded as a special gift from the sun or Great Spirit to the tribes, but they considered him to be the original and archetypal smoker. The Sioux, according to Father Hennepin, looked toward the sun when they lighted the pipe; and, presenting it to him, cried out, "Smoke, O sun!" The Osages would begin a military undertaking by smoking a pipe, with a prayer of this sort: "Good Spirit, come down to smoke with me as a friend! Fire and earth, smoke with me, and help me to overthrow my foes." The Natchez chief at sunrise made the first puffs of his tobacco toward the East. The lesser deities or demigods, who presided over the different districts of nature, were fond of their pipes. In an Ottawa tale given by Schoolcraft, the hero Wassamo is conveyed by the spirit maiden to the dwelling of her father, the Spirit of the Sand Downs, on the south shores of Lake Superior. "Son-in-law," said the old spirit, "I am in want of Tobacco. Return to your parents, and make known my wishes." He complained that too few mortals who passed by his dwelling thought of offering him tobacco. "Whenever they do so," he added, "it immediately reaches me." It happened at that very moment that some one who wanted a smooth lake and prosperous voyage offered some tobacco as sacrifice to the spirit. He put out his hand and drew in several pieces.

"The savages along the river of St. Lawrence and the Meschasipi" (Mississippi), says Father Hennepin, "as has been taken notice of by others, when they meet with any cascade or fall of waters which is difficult to cross, and apprehend any danger, throw a beaver's skin or some tobacco into it, by way of sacrifice, to gain the favor of the spirit who presides there."

The same thing came under the notice of the Moravian missionaries about a century later. "Carver relates," says Christian Ignatius Latrobe (in his "History of the Mission of the United Brethren among the Indians in North America"), "that an Indian chief who accompanied him in his journey to the Falls of St. Anthony, which are taken to be the habitation of the Great Spirit, offered his pipe, tobacco pouch, bracelets, and earrings, and prayed with great emotion to the spirit to protect him." Latrobe himself adds that the missionaries had seen an Indian in times of great danger cast himself upon his face, and throw a handful of tobacco into the fire, calling aloud in an agonized tone, "There, take and smoke! Be pacified, and do not hurt me!" This was construed into an act of devil-worship; but the missionaries said that they were unable to discover any such worship: "the Indians, on the contrary, abhor the devil, thinking he is always intent upon doing them some mischief by the agency of the white people."

(*Continued on page* 34.)

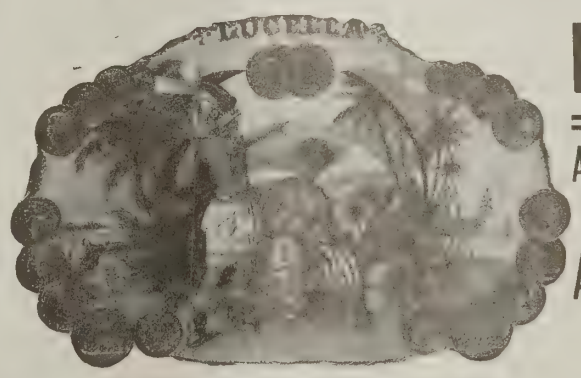
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A Mild Havana
Made in
ALL SALABLE SIZES
A Winner Wherever Placed
JOBBERS' ACCOUNTS SOLICITED
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Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

SALESMAN—Live man to sell cigars in Greater New York. Good opportunity for the right man. Address Efficient, care Tobacco.

YOUNG MAN, TWENTY-EIGHT, WISHES POSITION as stock, order and shipping clerk in cigar factory. Having had eight years' experience. Good knowledge of Brooklyn trade. Address Brooklyn, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN will be open for engagement Dec. 20th for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

MIDDLE AGED MAN who has been in the tobacco business twenty years and understands every branch of cigar manufacture, has been superintendent of large factory in New York, wishes to get out of the factory and into sales or office work. Speaks Spanish, German, Italian, Russian, and numerous dialects. Address B. F. W., care Tobacco.

STENOGRAPHER WISHES POSITION.—Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

Patents Recently Granted

The following patents recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trade-mark attorney, Real Estate Trust Building, Washington, D. C., at the rate of 20c each. State number of patent and name of inventor when ordering.

1,248,540. Machine for incising plug-tobacco. Jonathan Peterson, Brooklyn.

1,249,105. Cigar case and cutter. Charles E. Johnson, New York.

1,249,138. Combined match-case and cigar-tip cutter. Nathan Levitt and Charles Gold, New York.

1,249,171. Tobacco-pipe and the like. Francis E. Moss, Worthington, England.

1,249,183. Packing-strip for cigars and other articles. Orville L. Parmenter, Racine, Wis., assignor to Racine Paper Goods Co., same place.

1,249,184. Packing-strip for cigars and other articles. Orville L. Parmenter, Racine, Wis., assignor to Racine Paper Goods Co., same place.

1,249,490. Humidifier for tobacco. Jesse F. Prather, Mount Airy, N. C.

1,240,610. Tobacco-can attachment. Vincent P. Freymann, Le Mars, Iowa.

1,249,618. Pipe-bowl cleaner. William R. Grocoff, Emporium, Pa.

1,249,984. Tobacco-pipe. Charles F. Meissner, Brooklyn.

1,250,008. Machine for making cigar-bands. Paul Pierson, Chicago.

BRAND TITLES CLAIMED.

Antonio Gonzales of 203 North Ave., Chicago (Factory 962, First Illinois district), under date of December 14, 1917, announces and publicly makes claim to two brands for cigars, cigarettes and tobacco, namely "El Unico" and "La Moda."

SQUARING THE BILL.

"There's nothing like reprisals," he said. "A tobacconist sent a doctor the other day a ten-dollar box of cigars, saying he knew they hadn't been ordered, but they were so excellent he was sure the doctor would enjoy them. Bill inclosed. Terms strictly cash.

"The doctor wrote back:

" 'Delighted with the cigars. Though it is true you haven't called me in, I venture to send you herewith two prescriptions for rheumatism and dyspepsia, respectively, that I am sure you will like, as they have given universal satisfaction to my patients. My charges being $5 per prescription, we are now quits.' "—*Washington Star.*

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GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

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PARK & TILFORD
are the
LARGEST IMPORTERS
of Cigars from the Independent Factories in Havana and have the largest displays in their stores of these finest Cigars
Wholesale Price List will be sent to any dealer
Our Wholesale Department, 529 to 549 West 42nd Street, invites your personal inspection

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Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.
We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.
Price lists sent on application.
Kindly note carefully our new name and address
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Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
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El
Principe
de
Gales

THE OLD
STANDARD
IN
PURE HAVANA
CIGARS
SINCE
1854

TOBACCO PRICES IN MINNEAPOLIS.

Minneapolis smokers who have been submitting to a 1 cent raise in prices of certain brands of tobacco, believing the raise from 5 to 6 cents imperative because of the new government revenue tax law enforcement, are being warned by the manufacturers to pay no more than 5 cents for the packages, it was learned today. In some instances the warning was in the form of notices placed inside the packages at the factory.

Although the manufacturers of Peerless, Bull Durham, Tuxedo and other products, have provided for the payment of taxation on certain goods and reduced the weight of others, some retailers have been taking advantage of the general raise of prices on all taxable goods by adding 1 cent where a raise is not justified, makers said in their notices.

The notices placed in the packages advising the consumer to pay no more than 5 cents and explain that at that price the retailer makes a fair margin of profit.

However, there is a difference of opinion on this score, the retailer insisting that the price must be raised and both the maker and the wholesaler cautioning the consumer to pay no more than 5 cents.

"The retailer is taking advantage of conditions and adding 1 cent to the prices of goods for which he pays no more than ever," said an officer of Winecke & Doerr Co.

"On Bull Durham, the smaller packages of Tuxedo and Peerless, the manufacturer has assumed the government tax levy and the retailers pay the price charged before the enactment of the law. They pay 48 cents a dozen for the goods and for cash a 2 per cent discount is allowed, which gives a profit of 1 cent on the package. However, there are brands of tobacco upon which a raise is necessary."

One retail dealer today explained that because of the increased cost of maintaining his establishment, the 1 cent raise is fair, regardless of the manufacturer's warning to consumers.

"Although the raise of 1 cent on certain brands of tobacco is not made necessary by the revenue tax, it is necessary in the maintenance of our business," said Walter Short, a retail dealer. "For many years we have been forced to carry tobacco at a very small profit, but have been willing to do this because the margin of profit on cigars was large. Now, however, the government tax has sliced our cigar margin down to almost nothing, and we feel that we are justified in raising the price of tobacco.—*Minneapolis Journal.*

LANCASTER GROWERS GET BIG PRICES.

"Fewer tobacco buyers were on the road last week than for some time past," says the Lancaster, Pa., *New Era,* and but few sales were recorded. This was due in large part to the inability of the buyers to get through the country roads.

"Two of the largest sales were made in Fulton township. These were the crops of Jason Walton and Clifton Armstrong and both of them were fine crops. They were purchased by John Dommel for the Hoffman's. The figures were not given out but they are known to have been above 25 cents through.

"Simon Snyder, of Drumore, sold 4 acres to Atlee Groff at 20 cents through.

"B. F. Mowery bought the following crops around Quarryville:

"Daniel M. Rineer, 3 acres at 20 cents through.

"William Lefever, 2 acres at 20 cents through.

"Jesse Lefever, 2 acres at 20 cents through.

Walter Lefever, 2 acres at 15 cents through.

"The same buyer bought the six acre crop of Sanders Long on private terms and 2 acres from Miller Book at 20 cents through. These came from Quarryville.

"Charles Rocky, of Bart, sold 4 acres to Sanders Long at 24½ and 13.

HAVANA CIGARS
ROMEO
Y
JULIETA
The Leader in All the World's Markets
U. S. REPRESENTATIVE
WM. T. TAYLOR - 140 East 34th Street, New York

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

FINEST IN QUALITY— MILDEST IN TASTE
DUBONNET CIGARS
Some Territory Open—Correspondence Solicited
AMERICAN EXCHANGE CIGAR CO., Makers
1059-1061 Third Ave., New York

METROPOLITAN TOBACCO CO.
OFFICES AND MAIN DEPOT, 134-136 GRAND ST., NEW YORK
Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
Jamaica Branch—22-28 Bergen Avenue, Jamaica, N. Y.
Patchogue Branch—28 Ocean Ave., Patchogue, N. Y.
Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

ANCIENT USES OF TOBACCO.

(*Continued from page* 31.)

The Franciscans had noticed a century earlier the belief of these tribes that there was some peculiarly close connection between the Europeans and the evil spirit of whom the European missionaries preached.

When human beings were admitted by death to closer communion with the tobacco-loving spirits of the other world, it was considered an act of piety to provide them with the means of smoking. A recent authority speaks of the burial of the tobacco pouch with the dead. When Father Hennepin was among the "Issati Nadouessans," one of them died suddenly from the bite of a rattlesnake, and the missionary was present at the funeral ceremony. The mourners clamored round him, telling him that he "must give the departed some tobacco of Martinico, that he might have something to smoke." The good missionary told them that there was "neither smoking nor eating in the country of souls"—a statement they regarded as absurd. "I made them a present," he says, "of two fathoms of our black tobacco; they love it passionately; their own is not so well cured, nor so strong, as that of Martinico, of which I made them a present. I told them it was for themselves, not for the defunct. They said 'very well,' and sat down and fell a-smoking, taking no further notice of my discourse." Although they made theoretical objections to the missionary's doctrine concerning the uselessness of tobacco to the dead, they accepted it practically by making use of the coveted Martinico for themselves.

Latrobe, in his conspectus of the feasts observed by the Delaware Indians, speaking of what he calls their "Fifth Festival," gives a curious account of their employment of tobacco in its celebration. This festival is observed "in honor of fire, which they consider as the first parent of all Indian tribes." The fire spirit is attended by twelve subordinate "manittos." (Manitou is also the name of that great god who is above all the lesser gods of sun, moon, earth, fire, water, and the rest. Each deity, greater and minor alike, finds the odor of tobacco grateful when it rises as incense into his nostrils.

"A large oven," says Latrobe, "is built in the midst of the house of sacrifice, consisting of twelve poles, each of a different species of wood. These they run into the ground, tie them together at the top, and cover them entirely with blankets joined close together, so that the whole appears like a baker's oven, high enough nearly to admit a man standing upright. After dinner the oven is heated with twelve large stones made red hot. Then twelve men creep into it, and remain there as long as they can bear the heat. Meanwhile, an old man throws in twelve pipes full (pipefuls) of tobacco upon the hot stones, which occasions a smoke almost powerful enough to suffocate the persons thus confined; so that, upon their being taken out, they generally fall down in a swoon."

In this ceremony of the Delawares the three sacred uses of tobacco appear to be united—the sacrifice or gift, the grateful incense, and the procuring of an ecstatic condition in the ministers of the worship. Latrobe says, in another place, that the tobacco of the Iroquois and Delawares was so excessively strong that they never smoked it alone, but mixed with it the dried leaves of the sumac (rhus glabrum), or some other herb. The visions which the ministers see, and the wild words which they pour forth, during their fits or swoons, are regarded as insights into the hidden order of the universe and communications from the higher spirits, with whom they there and then enter into close fellowship. The snuffing of "cohoba," as a medium of entering into religious communication with the powers of the unseen world, was witnessed by Columbus at he time of discovery of the West India Isla ds. The datura seeds, which have been use in civilized lands by thieves to drug the d nk of their victims, were given by the Da en Indians to their children in order to inc ce the state of delirious prophetic vision in which they revealed hidden treasures. In both North and South America, tobacco as used for such purposes, the smoke invari ly being swallowed, and the strongest kind p- ployed. An intoxication brought on by he continued swallowing of tobacco-smoke as regarded by the North American In n tribes as a supernatural condition; and ll the illusions that visited them were ta en for revelations. "By smoking tobacco, e sorcerers of the Brazilian tribes were rai d to ecstasy in their convulsive orgies, d saw spirits." . . . John Nieuhoff, vho sailed from the Texel to Brazil in 1640, d remained there until 1649, has described e huge stone pipes used by the Tapoyers of Brazil: "the bowls are so big that they c n- tain a whole handful of Tobacco at a tin."

The largest individual owners of real es te in New York City are: William Waldorf As r, $25,000,000; the Goelet Estate, $17,500,000; e Wendel Estate, $17,000,000, the Ehret Est e, $15,000,000, and the John Jacob Astor Est e, $15,000,000.

Old nail holes in wood may be filled up y mixing sawdust with glue till it is the cons t- ency of stiff paste.

H. W. Johnson, a well-known cigar dea r, celebrated his forty-fourth birthday, at t. Paul, November 24. Mr. Johnson was b n in Minneapolis and has been in business n St. Paul for seventeen years.

First Consul
CLEAR HAVANA CIGAR
LINCOLN BROS., Manufacturers
466-468 Broome St., New York
MONTE-CRISTO
SOLD SINCE 1865 CONTINUOUSLY
MILD HAVANA

El Leon Invincibles
Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
JOSEPH P. MANNING CO.
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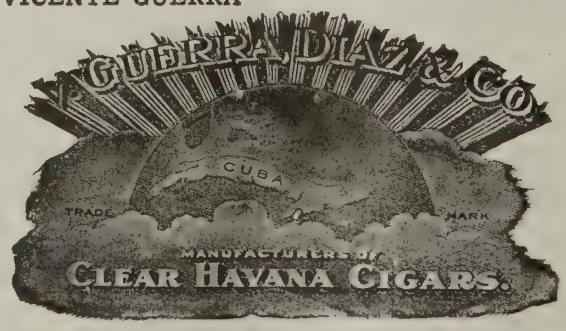

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Manufacturers of Superior Quality


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La Flor De V. Guerra Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXV. No. 12. NEW YORK, JANUARY 3, 1918. PER ANNUM, $2.00 SIX MONTHS, $1.00

CLEANING UP THE MARKET

(Special Cable to Tobacco)

Havana, December 31 — The largest, finest and only escogida left of first capaduras, 825 bales, sold today by Muniz & Gonzales, of 148 Calle Industria, brought the highest price paid in Havana this year. The transaction involved $125,000.

It is understood here that the big purchase referred to, was made by Walter Sutter & Co., "for account of American clients." Another notably important "buy" was made recently by Starlight Bros. of NewYork.

SHIP AND CARGO LOST

Greek Steamer Ioannia, Torpedoed Off the Azores, Had 50,000 Bales of Turkish Tobacco.

Off the Azores, the day before Christmas, the Greek steamer Ioannia, bound from Greece to an American port, was torpedoed and sunk by a German submarine.

According to a report, not confirmed officially, the Ioannia carried Turkish tobacco valued at nearly $5,000,000.

The Ioannia was a 6,000-ton ship, commanded by Capt. George Sigalis. Concerning the sinking of the vessel, but very meagre news has been received. It is not known here how many, if any, lives were lost, when the ship went down.

The tobacco cargo, said to be approximately 50,000 bales, probably was covered by war insurance.

Commencing to Tap the Pocket Books

Seven Million Americans Must Pay Income Taxes—Every Unmarried Person Must File a Report Before March 1—Collections to Be Made by July 1 Estimated to Be $1,201,000,000—Also from Excess Profits Taxes the Government Will Obtain $1,220,000,000—A Small Army of Accountants Will Be Employed

WASHINGTON, December 31.—The great task of gathering income tax and excess profits returns will begin with the new year tomorrow.

Every unmarried person earning more than $1,000 during the last year, and every married person or head of a family who made more than $2,000, must file with the internal revenue collector of his district a report any time between tomorrow and March 1. He will be notified before June 1 of the tax due, and payment will be due by June 15.

The government expects to receive $1,201,000,000 from income taxes before July 1, including $666,000,000 from individuals and $535,000,000 from corporations. This is more than one-third of the $3,400,000,000 estimated receipts under the war revenue act passed by Congress at the last session.

From excess profits taxes, the government expects to realize about $1,220,000,000 before July 1.

The rate of tax for a married man or the head of a family is 2 per cent on the amount of his net income exceeding $2,000, but less than $4,000, and 4 per cent on the amount of his net income above $4,000 but less than $5,000. An unmarried person not the head of a family will pay 2 per cent on the amount of net income above $1,000 but less than $3,000, and 4 per cent on the net income above $3,000 but less than $5,000.

An extra levy or surtax, in addition to the normal lax is imposed on becomes above $5,000, so that the amount of income between $5,000 and $7,500 is subject to a total income tax, including both normal and extra, of 5 per cent, and between $7,500 and $10,000 6 per cent. The surtax further increases with higher incomes, so that amounts of $1,000,000 are taxable at 65 per cent with 1 per cent additional for each half million up to two million dollars. All incomes over the latter amount are taxable at 67 per cent.

Typical income tax levies on heads of families are as follows: Income of $2,500, tax is $10; income of $3,000, tax is $20; income of $3,500, tax is $30; income of $4,000, tax is $40; income of $4,500, tax is $60; income of $5,000, tax is $80.

Unmarried persons would pay in this way: Income of $1,500, tax is $10; income of $2,000, tax is $20; income of $2,500, tax is $30; income of $3,000, tax is $40; income of $3,500, tax is $60; income of $4,000, tax is $80; income of $4,500, tax is $100; income of $5,000, tax is $120.

Taxes may be paid in four installments between now and June 15, if this arrangement is preferred, but the Treasury will open a determined campaign soon to encourage persons to pay their tax in full immediately, and receive interest on the advance payment.

A small army of accountants, especially trained for the work in schools conducted by district collectors for the past two weeks, will go into the field, beginning Wednesday, to assist persons in filing their returns, and will travel on pre-arranged itineraries for a month or more. In addition, federal agricultural agents and representatives of state and county councils of national defense, have enlisted in the campaign of education.

By this extensive campaign of education Internal Revenue Commissioner Roper hopes to eliminate the chances of failure to file a return through ignorance of the requirements.

In fact, officials in charge of the tax gathering machine expect to eliminate the usual grudging spirit of taxpayers. They have called this a "Liberty Tax," because its proceeds go to the same war cause as the Liberty Bond issues, and every effort will be made to encourage the spirit of willing giving among those on whom the tax falls.

About 7,000,000 persons will pay income taxes, it is estimated, and most will be subject to a direct federal tax for the first time, for less than $500,000 paid income taxes last year under the old law. Tax return forms have been made as simple as possible, those for incomes of less than $3,000 being especially free from techincal features or inquisitorial items.

Corporations will pay income taxes also, but on a different basis. Their net income is subject to a tax of 6 per cent under the new war revenue act. and certain technical deductions are allowed. Corporation returns are due between January 1 and March 1, for the calendar year 1917, and companies operating on a fiscal year basis must report within sixty days after the end of the fiscal year.

Beginning tomorrow also excess profits returns for the year 1917 will be received from corporations, partnerships and individuals. The last date for the filing of these is March 1, the same as on income returns, and payment must be made also before June 15, except under the fiscal year arrangement.

Individuals making more than $6,000 during the year also are subject to an 8 per cent tax on their income above that amount, independent of the regular income taxes. This 8 per cent levy is imposed on individuals with no capital, or with only nominal capital, such as professional men with money invested in books, dentists' and physicians' instruments, or other equipment.

Gompers' Plea to Labor

WASHINGTON, January 1.—In a New Year's greeting to all organized labor Samuel Gompers, president of the American Federation of Labor, calls upon representatives and organizers to make plain to their fellows the issues involved in the war and the obligation that devolves upon all citizens. He also emphasizes the importance of seeing to it that the spirit and methods of democracy are maintained at home while the country is fighting to establish them in international relations.

"War means victory for our cause or danger to the very existence of our nation," says the address. "With our nation at stake, individuals cannot interpose opposition to the war, a war declared by the will of the nation's representatives. Under the exigencies of war, opposition to the war declared by constituted authority becomes treason.

"While this is true, there is even more than ordinary need for the maintenance of the rights of men and women and for careful scrutiny and the fullest discussion of politics and methods before their adoption. The time for labor to interpose its needs and contentions is while policies are in the making.

"The fighting and the concrete issues of the war are so far removed from the people of our country that not all of our citizens have a full understanding of the issues involved. An understanding of the principles of autocratic force, which the Central powers desire to substitute for the real principles of freedom, makes clear to all citizens of this republic the effect of our possible defeat upon their own lives and activities.

"In addition to the fundamental principles at issue, labor has an additional interest in the war. This war is in the last analysis a people's war—labor's war. The final outcome will be determined in the factories, the mills and shops, the mines, the farms, the industries and the transportation agencies of the various countries. That group of countries which can most successfully organize its agencies of production and transportation and which can furnish the most effective agencies with which to conduct the war will win.

"The workers have a part in this war coequal with the soldiers and sailors.

"Continuous production is an indispensible prerequisite to production of necessary war supplies. The government, as well as the workers themselves, is vitally interested in maintaining such conditions, that there shall be no occasion for interruption in production.

"The chief responsible agents of the government have shown a desire to be fair, and an understanding of the human elements involved in this problem. The organized labor movement has also shown an equally broad understanding and grasp of the situation."

SOLDIERS INSURING.

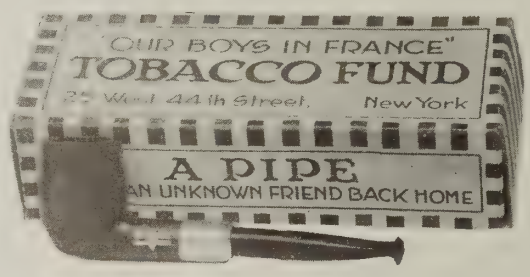
At Camp Wadsworth, Spartanburg, S. C., during the month of November nearly 20,000 applications were sent to the Bureau of War Risk Insurance; 71 per cent of these was for the maximum amount of $10,000, 23 per cent was for $5,000, and 6 per cent was for lesser sums. In 16 companies every single man applied for insurance; in 5 units, 3 of them full companies, every man applied.

APPRECIATED PIPES

Thousands of Demuth pipes are being shipped to the boys in France by "Our Boys In France Tobacco Fund." These pipes distributed by the Red Cross Society, cost twenty-two cents, including the postage for transportation to the trenches. Alexander B. Dick who has charge of the fund says that the Red Cross has informed him that the pipes are the best that they have had.

While the fund is growing daily, and promises to be the largest in the country, it can still make good use of more money. About Washington's Birthday Mr. Dick and Mr. Ennis, the publicity man, have planned to conduct a tobacco week. Boxes will be placed in thousands of cigar and other stores throughout the country. Into these boxes, the public will be invited to deposit money and cigarettes. No loose cigarettes will be accepted. All wishing to give cigarettes or tobacco should see that the seals are not broken on the packages that they drop into the boxes.

This week magazines and newspapers will make a special appeal to help swell the fund which now amounts to $136,500.



THE PIPE OF WAR

The New York *Sun* says:

"Dr. Pease and his little friends, including Annette Hazelton, will be chagrined over the statement of the British Food Controller, Lord Rhondda, on the weed in war:

"'We must have tobacco. I believe that its loss would be a national misfortune. It means much both to the manual laborer and to him who works with his brains. Men would eat a great deal more if they did not have tobacco. I hold that the deprivation of it would work great discomfort.'

"It used to be said against tobacco and coffee that they were devils because they killed the appetite for food. Now, for the same reason, they are angels. Heroes drink a cup of Rio, grab a cigarette and go over the top. Robert Reed, whose fingers are stainless and who drinks milk, stays at home and gobbles wheat bread and sugar while Hoover's back is turned. Harry Sandford is a national peril, his virtuous young appetite unchecked by nicotine; the Merton boy is pointed out to him as a patriotic smoke blower. Does Blifil smoke? Probably not, the miserable hypocrite, but Tom Jones and Black Geroge will be puffing away. Nobody can doubt the loyalty of Messrs. Finn and Sawyer, the most conscientious tobacco users in literature. King James is dead, but Raleigh lives forever.

"In the biographies of some eminent citizens of the future we shall read that, 'while previously unaccustomed to the use of tobacco, they smoked constantly during the great war.' It will be almost unnecessary to say what they did with their tobacco certificates and coupons."

REMARKABLE AND GRATIFYING.

One of the most remarkable things about th Liberty Loan campaigns is the small effect the have had on the savings banks accounts, whic show an increase.

Never in the country's history were saving deposits greater or growing more rapidly.

Our National Debt

WASHINGTON, January 1.—The Unite States enters the new year with a national ne debt of $5,615,000,000, more than five time greater than when it entered the war nin months ago, but only one-third of the deb which promises to develop by the first of nex year. The debt per capita is about $51, an the percentage of debt to estimated nationa wealth is 2½ per cent.

The Treasury financial summary statement issued today for the first time since June 3(last, shows that actual disbursements durin the first half of the fiscal year have fallen fa below the estimates, particularly for the mili tary establishment. An enormous prospectiv increase in War Department expenses, fo munitions and materials contracts to be fille in the spring, will raise the government out lays at that time, but officials feel some doub that ordinary disbursements will reach the $12, 316,000,000 estimated for the fiscal year endin next June 30.

The actual outlay for the military establish ment up to December 1 was $1,311,000,000 th estimated outlay for the whole fiscal year i $8,790,000,000. The navy spent $426,000,00(and the estimate for the year is $1,300,000,00(Shipping Board expenditures were $118,000, 000, while the year's estimate is $901,000,00(Each of these three principal departments ha outstanding contracts for which big expendi tures will have to be made within the remain ing half of the fiscal year, however, and th aggregate of these is the uncertain elemen which makes it impossible to determine at thi time precisely how many additional Libert bonds must be issued between now and nex June 30.

Great as the national debt seems to this coun try, whose debt before the war was only a littl past the billion dollar mark, it is only abou one-fourth that of Great Britain, France, Rus sia or Germany. The debt of all of America' co-belligerents is about $84,000,000,000, or 1 per cent of the estimated wealth of those na tions, and the Teutonic allies' debt is abou $40,000,000,000, or 28 per cent of their esti mated wealth.

SAVING "TWO BITS" A DAY.

Out in Phoenix, Ariz., a movement has bee inaugurated for the formation of "Two Bits Day" clubs, the members of which are to bu a quarter's worth of Thrift Stamps every da Three men each took a hundred Thrift card pasted one stamp in each card, and sold th entire lot before two blocks had been covere "Two bits" is the old term, dating back to th early days of the country, for a quarter of dollar, and is still used in the South and Wes Every patriotic American now wants "to d his bit"; the members of these clubs are carry ing out this idea finely in doing their "two bits every day. It is hoped that "Two Bits a Day clubs will be formed all over the country i the great war-savings campaign.

At the Stearns Company store on Wall stree holiday business has been exceptionally goo the more expensive shapes and sizes being i much greater demand than formerly.

THE ROBBERS GOT $400

Four Holdup Men Plunder the United Cigar Store at 232 Bleecker Street, New York—The Clerk Lost His Watch

Four robbers took $400 from the United Cigar Store at 232 Bleecker street, New York, about 7 o'clock, Monday evening.

Anthony J. Perota of No. 868 Eagle avenue, the Bronx, was the clerk on duty. A man entered and asked for a package of cigarettes. Perota turned, got them and turned back. He faced a revolver.

"Say a word," said the intruder, "and I'll blow your head off."

The robber then forced the clerk into a back room and three other men came in. They rifled the sale and cash register, getting $300 in bills and $100 in silver. They took Perota's watch, too.

LITTLE RAILROAD DEAL

Durham and South Carolina Railway Acquired by Big Shareholders of American Tobacco Co., "They Say."

The purchase of the Durham and South Carolina Railroad by big stockholders of the American Tobacco Co. is reported.

While report as yet has not been confirmed officially by parties interested, a dispatch from Durham, N. C., intimates that many believe that the rearrangement of the stock of the Durham and South Carolina is but the beginning of more important changes in railroad circles.

"Indirectly such a change in ownership of the Durham and South Carolina will change the complexion of railroad work in Durham. It will mean that a great deal of freight, which heretofore has been handled by the Durham and Southern, the Duke road from Durham to Dunn, will be diverted to the Durham and South Carolina.

"Arrangements have been made with the Seaboard Air Line in Durham to use the freight depot of that railroad for handling the up-town business which will be diverted to the Durham and South Carolina in the general changes. This freight depot and clerical force already is handling the business of the Seaboard and Durham and Southern. It is generally understood that the change in ownership of a portion of the stock of the D. and S. C. will also pull a considerable amount of other business to that road. Other manufacturing interests in Durham either connected with or affiliated with the American Tobacco Co., will also go to the Durham and South Carolina, according to the opinion of many of the railroad men in Durham.

"The diversion of this slice of business from the Durham and Southern will cut heavily into the revenues of that road. It is understood that the Durham and Southern road, the larger portion of the stock of which is owned by J. B. Duke, B. N. Duke and George W. Watts, will still have first pull at the business of Liggett & Myers Tobacco Co., several of the cotton mills and other business in Durham."

ROSES FOR SCHNEIDER

A Christmas Celebration in the Seidenberg Cigar Factory in Trenton—The Company Provided Gifts.

One of the merriest of Christmas parties was held at the plant of Seidenberg & Co. in Trenton. The hundreds of employees of the company assembled in the auditorium of the plant, where the management had provided a huge Christmas tree, which was tastefully decorated. The party resolved into a reception and employees, members of the firm and managers became young again for the time being and participated in various festivities.

As a token of the esteem in which A. Schneider, vice president of the company, is held by the employees of the local plant he was given a bouquet of American Beauty roses. A like remembrance was handed Albert Gold, manager of the plant. The presentations were made on behalf of the employees by little Miss Theresa Zimmerman, who had been selected for that purpose. She gave a very appropriate talk in presenting the gifts. Mr. Gold was also remembered by the office force and foremen. They gave him a diamond pin for his scarf.

Mr. Schneider and Mr. Gold responded, telling of their appreciation of the gifts and the feeling on the part of the employees which prompted the remembrances.

In return the company gave every employee a box of Belle Mead Sweets. Refreshments were also served and a musical program was given by the Versatile Sextette.

Seidenberg & Co., through Manager Gold, takes pleasure in looking after the comfort and well being of the employees. A large rest room and recreational centre has been established in the plant and also a hospital with a nurse constantly in charge. Not only does the nurse administer to the employees who may be taken ill while at the plant, but also visits them and members of their families at their homes.

Frequently during the year the company arranges social events for the workers, and there is a marked degree of harmony between employer and employees.—Trentor *Times*.



CARLOS SEBASTIEN

Accused of earning $15,000 a year as a fox trotter Carlos Sebastien, a noted society dancer in the west, has broken away from his profession to accept a job in Chicago paying him $22 a week. For a normal minded person to make such a change there must be a strong incentive. In this particular instance the French proverb applies.

Sebastien recently was divorced from his dancing partner, Dorothy Bentley, and five days later he married Elizabeth Thompson, daughter of a wealthy Chicago lumberman. While discussing the matter, Sebastien is reported to have said that he was forced to leave his wife with the understanding that if he gave up dancing and made good in business for a year he could have his wife back. Sebastien now boasts that he started his business career by scrubbing floors in a restaurant and continued going up until he became manager.

DIDN'T INDICT THEM

"No True Bill," Says the Grand Jury in Nashville Which Considered the Cases of Cigarette Dealers Who Had Been Arrested

No true bill was the report of the Grand Jury discharged Tuesday by Judge A. B. Neil in the cases before that body against merchants, druggists and cigar dealers charged with having cigarettes in stock in Nashville. Many arrests were made the past two months by the police, deputy sheriffs and county constables of dealers handling cigarettes and large stocks were confiscated by the officers at the time the arrests were made. These cases have been under investigation by the Grand Jury for some time and were disposed of by that body Tuesday by returning no true bills in all of the cases.

The Tennessee Legislature placed a privilege tax on cigarette dealers and each of the parties, it is said, had paid this privilege tax, believing that the action of the Legislature in placing a tax on the business had legalized it. The sudden and unexpected raids made upon them; it is said by the Nashville *Tennesseean*, was the first intimation they had that the traffic was unlawful.

The large stocks of cigarettes which were seized and held at the jail and police station in Nashville will be returned to the owners as a result of the Grand Jury failing to find indictments against those arrested.

TAXES IN TENNESSEE

And Some Other Things, Cause Chattanooga Retailers Who Sell Cigarettes to Be Rather Angry

Following closely payment of $6.15 costs each by twenty-one Chattanooga dealers, all charged with selling cigarettes and ordered to appear before 'Squire Calkins a few days ago, the same dealers were called upon last Thursday to pay a license tax by the County Clerk amounting to $36.

Still smarting under the assessment of $6.15 as costs for their appearance before 'Squire Calkins, a number of the dealers balked when License Collector Green Light presented an order from County Court Clerk Watson that a tax of $36 was due for the sale of cigarettes, which, if not paid by the next day, would be increased by $5.95, and a distress warrant served. Though they balked a little, those who did not pay the license tax made arrangement for immediate settlement.

The Tennessee revenue act of 1917 provides that all retail dealers selling cigarettes in cities and towns of a population of 20,000 or more shall each be taxed $15. One prominent cigar dealer, familiar with the revenue act, asked for an explanation of the $36 tax assessed. He stated that he was informed that the tax for State and county amounted to $30 plus a fee of $1.50 due the County Court Clerk for issuing same, plus $4.50, a penalty due Internal Revenue Collector Hauk for making the demand upon the County Court Clerk to collect taxes from cigarette dealers.

"It doesn't seem fair to me," said one of the dealers, "that we should be called upon to pay fees here and there, while some go unmolested, despite the fact the authorities are aware they sell cigarettes. It seems that they pick out a chosen few, and, mind you, their best friends, and approach you as if they were doing you a favor and giving you a guarantee against future molestation. We plank down the costs demanded, thinking it's all over for at least a week, and then comes along this license tax."

County Court Clerk Watson told a reporter of the Chattanooga *Times* that his office was only collecting a license tax of $30 and a fee.

Figure on obtaining happiness and success in 1918. They succeed who try hard enough.

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

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NEW YORK, THURSDAY, JANUARY 3, 1918.

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PROVE YOUR COURAGE

Courage, no doubt, is the first thing required in developing plans for 1918. For the average man can't see with certainty what the future has in store. Nor do existing conditions cause the prudent to hasten. The trade has problems to solve today, of a kind never encountered before. Business, of every class, is being rearranged, "on account of the war."

To some, present circumstances may be discouraging. A few are so pessimistic that they will look only at the dark side of things. Yet the New Year brings hope and cheer for those who have "the will to do, the soul to dare." When enterprise and industry promise adequate rewards, the man really courting failure is the fellow who is afraid to take a chance.

In times like these, to hesitate is the surest way to lose.

To falter, delay or refuse to act is the course that the weakling pursues.

He, who takes too long to consider, doesn't travel very far up the road to success.

The chap that trails behind, who waits to see what move his competitor will make, may be careful but how slow is his progress.

Initiative pays. The manufacturer or merchant who has courage sufficient to back his judgment, seldom has regrets.

In the tobacco trade, now is the time to go ahead.

WAR SAVINGS CERTIFICATES

Described by Frank A. Vanderlip, President of the National City Bank of New York

Now, these War Savings Certificates; what are they? They are little postage stamps—that is about what you know of them, I suppose. I believe that among all the wise things that the Secretary of the Treasury has done—and I think he has done many wise things—his advice to Congress to give him legislation to issue War Savings Certificates was the wisest, the most far-reaching in its results, of anything that he has done.

A War Savings Certificate is a piece of paper upon which is printed the promise of the Government. It is without value except as that value is measured by stamps that are attached to it. Those stamps will all mature January 1, 1923. It is our aim to have them on sale at more places in the United States than any other single article.

Now, let us see what an investment in War Savings Stamps is like. You pay this month or next $4.12 for one of these stamps. When you buy it, it is attached to a certificate that has on it a place for twenty stamps. Your name is written on the certificate, and after you have attached your first stamp your rights are as complete as they will be at any time, should you fill the certificate or add any number of stamps less than twenty. Now, what are those rights? If you hold the certificate for five years you get five dollars from the Government for every stamp attached. That means four per cent. compound interest, compounded quarterly. But the buyer may say: "What if I want my money before?" All right; you can have it. The idea is that men are making this loan to the Government for five years, but if in the exigencies of life the holder of one of these certificates needs the money, he can go to any one of the fifty thousand postoffices in the United States, and, on giving ten days' notice, get back the money.

This is the simplest, the most convenient, and surely the safest method of saving that was ever offered to a people. It is not necessary to go to any particular bank, or even to a postoffice. You can buy these stamps anywhere. You can cash them at any postoffice. Suppose you lose this certificate. It is of no use in the hands of anyone but the man whose name appears on it. If an honest person finds it, all he has to do is to drop it into the nearest postoffice box, without postage or further address, and the postoffice will return it to its owner. If a dishonest person finds it, he has to give the postoffice ten days' notice that he is going to commit forgery—which he is not likely to do. So, you see, you are pretty safe. But suppose it should be burned up or otherwise irretrievably lost; then you would be out of pocket. But the Government will even insure you against that, if you will take a little trouble. You can take this certificate to any postoffice and without cost have it registered; have the stamps canceled. After that you have to deal with the one postoffice, and when you add further stamps you have to have them canceled too. You then have something that is equivalent to a passbook. If you lose it you have only to establish your identity and your loss is made good.

For people who find $4.12 a considerable amount the Government has issued 25-cent thrift stamps. They are affixed to a thrift card, which holds sixteen. The sixteen will cost $4, and their only purpose is to be exchanged for a War Savings Stamp, by the payment of 12 or 13 cents.

There is the whole story. It is simple. It can be explained in two minutes. Any child can understand it. And what is it going to accomplish? It is going to raise two billion dollars. That is a big thing; the biggest financial transaction ever undertaken in this country, excepting the two Liberty Loans.

A Word of Cheer for the Glad New Year

To all ye who today eschew
The schooner and the flagon,
Who vow henceforth that you will do
Your bit upon the wagon.
And yet who fear, that soon or late,
Your resolution losing,
You'll yield to what you think is fate
And take again to boozing:
Cheer up, for ere the year is out,
(Heed these prophetic stanzas)
The U. S. A. will be about
As dry as arid Kansas.
Your nerve may break; your wobbling soul
May not find the resistance
To leave alone the flowing bowl,
But you will have assistance.
And so, although today you think
The Demon Rum will get you,
We don't believe you'll take to drink;
The Government won't let you!

—James J. Montague in *The American*.

How Long Do You Wait for Your Money?

Answers and Explanations Based on Experience in Making Use of Trade Acceptances

(By Maurice T. Fleisher in System.)

"Trade acceptance" is a term used to designate a certain kind of negotiable paper made between the buyer and seller of merchandise. The seller sends it to the buyer, usually with the invoice, made out in the amount of the customer's indebtedness for the merchandise; and the paper becomes negotiable when the buyer writes his "acceptance" across the face. He returns it to the seller, who can hold it for collection at the due date, or discount it and receive his money at once. The main purpose of the trade acceptance is to liquefy the money commonly tied up in open accounts.

In theory the trade acceptance is as simple as making out an invoice for a domestic shipment. In practice there are a number of forms, differing in detail, though they commonly adhere fairly closely to the standard form of the Federal Reserve Bank.

We wrote some 60 letters to users or suspected users. With the letter went a printed slip on which the answers might be indicated by check marks. Space was left for comment or additional information.

Before discussing in detail the replies received, I wish to quote from a letter, recently received, that indicates some reasons why it seems unusually important now to employ such means as may prove practicable to render liquid as much of our capital as we can. The letter is written by the president of a manufacturing concern that has used trade acceptances for several years. He says:

"It is estimated that in this country, approximately $4,000,000,000 of capital are normally tied up in dead ledger accounts. To the extent that this enormous volume of inert capital is converted into self-liquidating trade acceptances available for rediscount at the Federal Reserve Bank, we may replace capital diverted to war purposes.

"In this connection, it must be remembered that before the first of next June, nearly $3,000,000,000 of taxes must be paid out of the profits of business for 1917. Judging the future by the past, a majority of business men will not be likely to set aside ahead of time the funds necessary to meet these taxes. In fact, it is more likely that such funds will be merged with permanent or working capital in plant, merchandise, or accounts receivable.

"Manifestly, such assets are not readily converted into cash needed for the payment of these taxes. Consequently, those who have not made proper financial preparation will have to turn to the banks for assistance. But at that time banks may be unwilling, or perhaps unable, to assume the burden. To meet such an emergency, merchandise may be sacrificed or accounts receivable 'hocked' at outrageous rates.

"Trade acceptances will help to assure a definite income for meeting obligations at definite times. They may be readily discounted at the bank in practically unlimited volume because the bank may, in turn, rediscount them at the Federal Reserve Bank, without limit."

To consider, then, the results of our investigation of the firms addressed, 23 answered affirmatively the first question, "Have you used the trade acceptance?" And the same number answered "yes" to the second question, "Are you now using them?" Evidently none who had attempted their use had found them impracticable. It might be mentioned here that, while authority was granted to member banks of the Federal Reserve less than two years ago to discount domestic trade acceptances, several concerns said they had been using them in closing accounts as long as four or eight years.

The third question, "Do your customers receive them well?" brought out an unqualified affirmative answer from 16 concerns; and the reply "Some do and some do not" from 6 more. Not one indicates an intention of abandoning acceptances on account of objections. Judging from the replies I have received from customers of my own when I requested them to accept, I am forced to the conclusion that objections are usually based on a lack of understanding of just what a trade acceptance is. Naturally, it is not difficult to clear up this point for them.

One of the users wrote, in reply to this question:

"We inaugurated the use of trade acceptances in our business almost four years ago and for a long time we found that many buyers were decidedly averse to closing their accounts with 'notes,' as acceptances were often improperly called.

"We undertook a campaign to educate our customers; and our own efforts, supplemented by those of the National Association of Credit Men and other organizations, has brought about a clearer understanding of the real character of the new instrument.

"We now have little difficulty in inducing our customers to "accept,' particularly as we give a special trade acceptance discount to them."

Many of the concerns, in their replies, indicated that they experienced some difficulty at the start in introducing trade acceptances. One man summed up thus the objections met in his concern:

"1. Misunderstanding of the character of the trade acceptance, and confusing it with notes.

"2. Ungrounded fear of the buyer that the giving of acceptances would reflect on his credit at his own bank.

"3. Unwillingness of time buyers to assist the seller in effecting the economy, when the buyer himself did not enjoy any special benefit.

"4. Reluctance of certain classes of houses to close their accounts when by so doing the door was closed on unjustified claims, the taking of unearned discount, unwarranted return of goods, and other abuses.

"5. Inquiry among a large number of our customers developed the fact that when our request was laid before the banker, the new method was 'damned with faint praise,' and in many cases the buyer was directly advised not to accept."

To the fourth question, "Do you make acceptance a condition of sale?" the replies were "yes" 6, and "no" 18. The 6 who replied affirmatively also answer negatively—an apparent paradox, that is easily explained by the statement that sometimes they insist on the trade acceptance, and sometimes they do not. To some of my own customers, for instance, I will not extend credit under any other condition on account of rating, poor methods of payment, or the unusual amount of credit asked.

"Do you send them out with all invoices?" is the fifth question. Only one concern answered "yes"; 19 answered in the negative. This one concern is a sawmill in the Middle West which has an unusual plan. Another concern sends trade acceptances with invoices only to new customers, and to customers with whom they have been discussed in advance.

It is the general practice among the concerns investigated not to send acceptances to customers who are in the habit of discounting. This was brought out by the answers.

AMERICAN CIGARETTE MACHINES IN ALGERIA.

Arthur C. Frost, American Consul at Algiers, reports that two American cigarette-making machines have recently been placed in operation in Algiers, and several others are being installed. American machinery for drying and cutting has also been introduced with success.

Before the war Germany enjoyed a practical monopoly in providing such equipment. In the case of one machine, the German product was a close imitation of the American make.

The tobacco industry is one of the most important in Algeria. In 1915, 35,000,000 packages of cigarettes were manufactured for interior consumption and 66,000,000 packages for export, especially to French Indo-China. The production of cigarettes has increased from 593 metric tons in 1901 to 1,874 in 1916. The Algerian market, therefore, offers a quite extensive field for cigarette machinery.

THE TOBACCO PROBLEM IN GREAT BRITAIN

Certain tobacco has been coming over, and this has helped to eke out stocks usefully, but if by the cataloguing of necessities, luxuries, etc., the position assigned to tobacco should leave it too much out in the cold, this is leading to a climax. Tonnage would, if tobacco should be differently catalogued and made to rank as a prime necessity, require special tobacco ships to be employed at a time when it was inconvenient to employ them in this service. The fact is it would be well for the Board of Trade to consider at this time the position. Facts have forced the commodity tobacco into being an actual war supply. We have had considerable experience of the happy phenomenon that tobacco manufacturers, along with those in other lines, have by no means looked upon their own industry and commerce as the hub of the universe. They have been British first and business men afterwards. There is no special credit attaching to this frame of mind. There would have been indelible disgrace if it had not been assumed.

Now, however, that the manufacturers have made up their minds upon the evidence, they are in a position to collect that tobacco is a war essential; it is also time that the nation and particularly the Board of Trade, the Controller of Shipping, the Chancellor of the Exchequer and the Prime Minister, should weigh tobacco in the scale of political values and find out its real worth. To find it to be a luxury pure and simple would be as unreasoning as denying the utility of tanks. In a different way tobacco is as useful as munitions. And what is useful as munitions has to be considered as properly classified with the other defensive weapons.

The use of all the appliances of war and the making of the same are facilitated by the use of tobacco by soldiers and munition workmen. This plain fact, now quite evident, would have looked like an unproved statement three years ago, but now it is being read at this moment by a reader who at once acquiesces in it. We have learned how to make war in three years, and among the things the country has learned is the national utility of smoking. We believe the trade itself would welcome a pronouncement by the authorities as to the precise standing of the trade as ascertained from the official point of view; as to its relation to import; as to the degree in which it is considered vital as a tax raising instrument.—London *Tobacco*.

A MEETING POSTPONED

Plans to Unionize the Entire Cigar Industry in New York City Were Frosted.

All union cigarmakers of New York city interested in the welfare of the trade were urged to attend a mass meeting, representing all the unions, which was to be held at Bohemian National hall, 321 East 73rd street on the evening of December 27.

In the call it was declared that "the great need of the cigarmakers to be solidly prepared to take in the large numbers of unorganized men and women was never more emphasized than now, and in spite of the increase in membership as the result of the campaign of 1917, plans will be evolved to make 1918 the banner year in New York City.

One of the most important objects of the meeting was to bring about a uniform price list in all the shops. "At present there is so great a variance that vast confusion results."

However, because of the cold weather, only a few cigar makers responded to the call and the meeting was postponed.

Jacob Rhein, secretary of Cigarmakers' union, No. 90 says the meeting planned will be held soon and followed by one for the unorganized workers some time this month.

TOBACCO SALES FLOOR.

Planned for Lancaster, Pa.—Following the Methods Employed in Kentucky, Tennessee and Virginia.

"Plans are on foot" in Lancaster, Pa., announces the *Intelligencer*, "for the establishment of a 'tobacco auction floor' similar to those which have brought fame and fortune to the tobacco people of Richmond, Va., Lexington, Kentucky, and other centres where much tobacco is raised.

"The idea is to have the 'floor' established by a stock company with the stock widely held so that there will be more than passing interest in the plan.

"For years the 'sales floor' idea has been killed in the budding by the smaller dealers who felt that they would rather go into the field and purchase from the farmers direct. But the killing made by the few big fellows the last year, has caused a change of heart among many of the smaller and most all of the local packers, who were practically shut out of the market last year because the big fellows with their unlimited capital and big buying force, jumped in and cornered the market before the smaller packers could get in.

"It is argued that a 'sales floor' would establish a price and that the local crop could all be gobbled up by two or three big companies.

TWO DATES SALESMEN REMEMBER

The Tobacco Salesmen's meeting, Friday evening, January 5, promises to be unusually interesting. Nor will the salesmen's annual theatre party Saturday night afford anything less than a glorious time. Consequently, the two dates, being remembered, are "reserved" most zealously by those entitled to participate. Admonitions "not to forget" are quite unnecessary. Yet, to excite the envy of outsiders perhaps, the favored ones continue to remind each other.

CHAMPION FAT MAN

"Baby Jim" Simons, a Circus Freak, Weighing 800 Pounds, Dies Suddenly in Philadelphia

Philadelphia, Dec. 28.—"Baby Jim" Simons, colored, said to be the heaviest man in the world, died here today. He weighed 800 pounds and for years had been one of the sights of circus side shows. He was 37 years old and is survived by a widow and two small children.

The body will be taken to the former home of Simons in Texas. For its transportation it was necessary to charter a freight car.



A HELPFUL STAR

Anna Luther, the popular Triangle and Fox star, is making a trip from coast to coast to solicit funds for the "Our Boys in France Tobacco Fund." Miss Luther, who has just finished her new picture, "Who's To Blame?" suggested to Bert Ennis and A. B. Dick, the men handling the fund, that she might be of some value to the fund during her travels. They outlined a plan whereby she will appear at hundreds of picture houses along the line, where she will address the movie fans and solicit contributions to the fund.

PROHIBITION CONTEST

Which State Will Be the First to Ratify the Dry Amendment—A Race in Prospect.

CHICAGO, January 1.—This month starts the race to see which state will be the first to ratify the nation-wide prohibition amendment. The contest seems to lie between Kentucky, Virginia, Maryland, Mississippi and South Carlolina, with a possibility that Kansas may edge into the running by means of a special session.

Kansas, however, is already dry, and leaders of the prohibition movement would like that state to give Kentucky a chance to act first.

Twelve states in all will have legislative sessions of 1918, most of them opening next week. Seven of the twelve are wet states, and of these the drys see their best chances to make gains in Maryland and Kentucky, two states with supposedly dry legislatures.

New Jersey, one of the wettest of the wet states, has elected a legislature pledged to enact a local option law and there is a possibility that this state, too, may vote to ratify.

Twenty-seven states are already dry, and these are expected to ratify without troubles by 1919. The drys will have to gain only nine other states to pass the amendment.

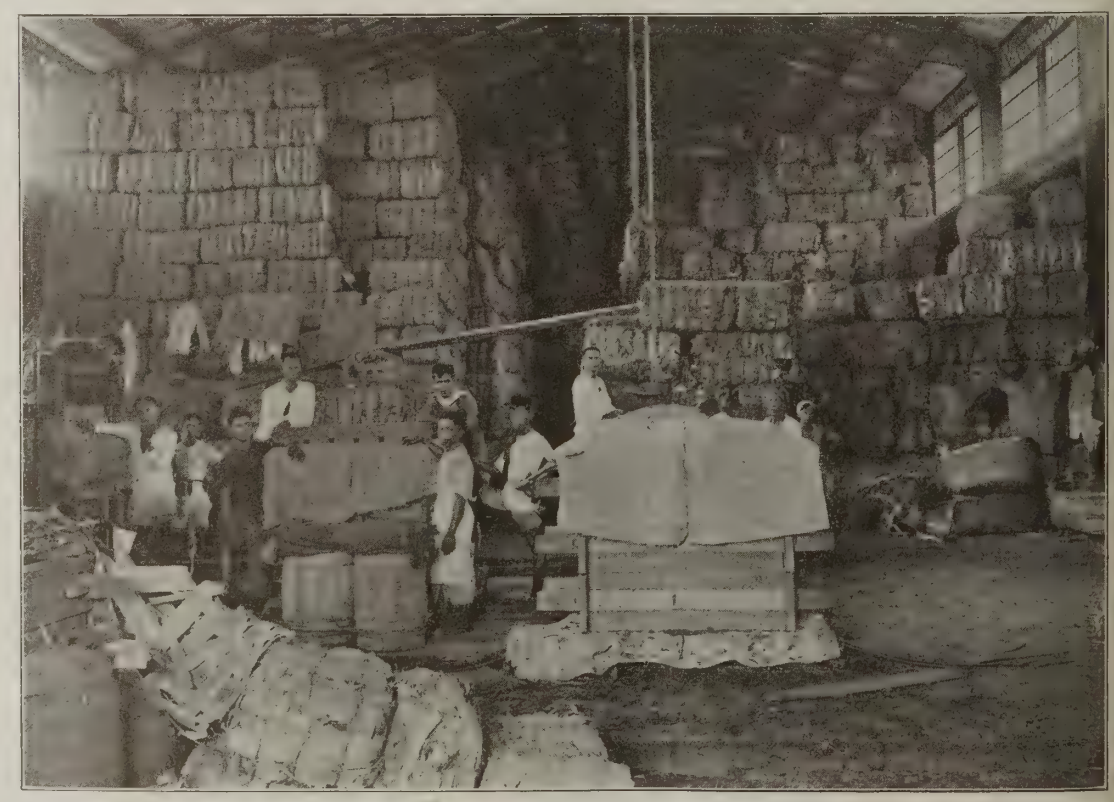
To plan the Illinois campaign for this year's legislative election the state board of directors of the Anti-Saloon League will meet here Thursday. They hope to capture between twenty-five and thirty-five new seats. Fifty-four of the 102 counties in Illinois are entirely dry. Only one county is entirely wet.

UNEXPECTEDLY LARGE SALES IN LYNCHBURG

LYNCHBURG, Va., December 26.—Receipts of tobacco here during the past week aggregated 748,600 pounds, the offerings being much heavier than was anticipated by the trade. Many lots of air-cured grades sold up to $35 and $40, and smokes grades were never known to be as high as when the market closed for the holidays.

Sales will be resumed January 2, and if a warm rain prevails within the holidays the reopening will see very heavy breaks, as the farmers now are very anxious to sell.

The sales thus far of the 1917 crop have aggregated 4,724,900 pounds, the market being 1,953,000 pounds off when compared with last year, a condition due entirely to weather, in which the tobacco could not be prepared for the breaks.



A Section of a Tabacalera Warehouse, Manila.

Friend & Co. Acquire the Payn Cigar Factory

Using the Cash Register to Ring in the New Year—Camouflage in the Preface—Dick Bachia's Greeting—From Collars to Cigars—Uncertainty Concerning Cabarets—The Annals of Albany—A Possible Move of G. W. Van Slyke & Horton—A Light Joke—The Peregrinations of the "James Boys"—Up-State Doings Detailed

New York State Capitol District,
December 31, 1917.

Here's just how it happened: (Though if Frank had-a-had his own way, he'd a gone to Niagara Falls; then it couldn't have happened a-tall.) But, you see, Marie had the alimony from her adventure in Chapter One. So she cashed the check from Greene—who they thought was Browne, when they got the colors mixed—and both Marie an' Frankie dear went to Paris on the last boat.

There they went broke, of course, so what to do, what to do? Ah, they opened an American Bar!

But Business? There wasn't any, quite naturally. So Frank, the dear, who had a new idea every minute, evolved a brand new scheme!

What was it? Don't you know? Simple! Merely a murder, rehearsed for rhythm, right before the elegant ginger beer pop bottles!

Frank dear an' Marie an' Betty an' Charlie (namely, cock-tailer, cash-counter, dolly-dancer, waiter-wiper), considered the plan a brilliant one, and they said so!

Therefore, they tried it! But not before they tried every other little thing. Even to talkin' phonograph French to polite Parisian people!

Though to tell the truth, an' nothing but the truth, Marie, for the life of her couldn't puzzle-map the questions an' answers! And she had the nerve to say they didn't play those records on her victrola!

However, all things come to curtain. This show of Phil Bartholomae's came to a close an' excitin' finish after the title of "Girl o' Mine" was sung to the audience in 21 numbers.

Still, as Frank Fay tried to impress, business, even in Paris, was so absolutely rotten that he got the idea a real red-inky killin' would be th' on'y li'l' diversion to save the stock an' fixtures from the provost marshal, or whatever they call the sheriff Over There.

Some such notion as this has got into the heads of Capitol District dealers right here!

These one-time busy tobacconists appear to believe that just a sprinklin' few of Frank Fay's methods will be necessary to cheer up th' Buffalo on the nickel.

Sure, they expect dull times durin' th' January thaw an' th' February raw, yet they all admit that these here times have simply got all previous records smashed to a Joe Choynski finish.

Tonight's the Night! That is, if the New Year Eve celebrations are permitted. Cafes and restaurants have made elaborate preparations. Tables have been reserved. Two for each person. One to eat on, one to lean on—to laugh, Tom Healey tells us.

Keeler's, Maiden Lane, Albany, has a full cellar of Mister Mumm's. Also abundant supplies of entrees. While the cigar and cigarette humidors are likewise stuffed to the moisteners with brands a la demand.

And the cabaret? Yes, that's all spunked up, ready for the chimes, 1-9-1-8. Such a jack-an'-jill-joy! Such a business!

Then, too, there's the Hampton, Ten Eyck, and every single one of the lesser lights all frilled an' fussed, fixt for those bells an' whistles!

But it dependeth, verily, upon just one thing! Will the police issue the customary all-night licenses?

These new women voters, you know, are bringing tremendous pressure to stop the hull thing! Only two all-P.M.-A. M. permits are in force at present. One for Keeler, one for O'Donnell (on Broadway). Even these may be rescinded. If so, many tears—with fewer cigars an' matches sold!

New Year or no New Year, however, it is understood our friend Keeler may close the cabaret very shortly anyway. Too many of the lively kiddikins are in khaki now, far away from this Broadway Jones stuff. So the hey-johnnies who remain at home will have to endure a quiet snoozer an' smoker in the less turbulent grille, with merely an Indian-Club bottle of Perrier, the champagne of table waters, for their Carrie Nation companion!

"Never before have we had such a satisfactory holiday business as we had this year," remarked Manager C. J. Shaxby, of the J. W. Stevens store, Broadway and State, Albany. "Our cigar trade in fine goods was particularly large, while we also sold quite a few cigarettes, especially Pall Malls in the $4.50 size. Pipes went fairly well, the accessories in the way of pouches and so forth, were not selling as they should. All in all, however, we actually had the largest Xmas sales in our experience of fifty years on the street."

Similar accounts have been rendered by order down town dealers in Albany. At the Dearstyne Brothers retail store, South Pearl and Division streets, eight clerks were on the jump for the last few days of the rush. Soldiers' shipments were in excellent demand at this location. Kits and special packing were sent to camps all over the U. S. A. It was truly more "ammo forward!", as the trenchmen yell when they want more ammunition for the firing line.

"Club trade in holiday cigar packings did not come up to last season's," admitted Steward Stein, of the Adelphi Club, Albany. "And it surely couldn't be blamed entirely upon the war, either, for our organization has only five men in the service. Still, our sales in cigars were smaller than usual during the entire period of gift giving. Over on Chestnut street, at my Amsterdam Restaurant, business is likewise a trifle slow, though the incoming State Legislature, to-morrow, will brighten things up a bit."

New Year and Christmas cards be a-comin'! One, from our old friend W. Draudt, extends to us folk in the Capitol District the Merry-an'-th'-Happy, just as an appreciation of the Cigaret Department of the A. T. Co. Darned ef Draudt's memento didn't scare th' puddin' outa sum of our home townshippers! 'Twas got up so neat an' nice, that a pile of the people 'round here thut 'twere th' annual Lis Pendens, which Squire Gerrit says is extra-legal for a foreclosure of th' mortgage!

Then Louie Killeen sent one, too. Only Louie's was a folder-like, with a basket chuckful of Schenectady evergreens on the outside kiver. Inside, Louie greeted us very kindly New Year, perhaps thinkin' more Bold cigars, when sold, would produce th' prosperity desired by all except kicker-klaude-kitchin.

But Dick Bachia has the right idea! He sends out a great big card embossed like this:

"There are Days for Sending Merchandise,
And Days to send a Bill,
But This *One* Day, of All the Year,
We send you just Good Will!"

How's that? Could any cigar man think of a better little rhyme than that one? If you think you can, send it in to Dick. He'll be much obliged. And, to show you he's sincere, he'll probably send you a crate or so of R. A. Bachia y Ca cigars, a la green gargoyle of the famous red lion under a kelly palm tree.

Capitol District cigar manufacturers are savin' an' conservin' these days! Even the Habana basque and fibre binding thongs are findin' a place in the office safe right now! Because, the other morning, while siftin' th' ashes from the cinders, a hot coal dropped out of one letter. And it said, plain enuf, "Sumatra, $6.50 the pound; cuttings, 32 cents the same; stems, 7 cents likewise: and we'll buy all your scraps at these prices, even your empty seed cases. Tell us what you've got!" Gee whiz! And it was only a few suns since ye local manufacturers actually pleaded with florists and gardeners to remove the rotten ole stems in the bum big seed cases, just to clear the floor for more active property!

Down there on Arch street, Albany, at the branch factory of the American Cigar Co., about 160 hands are employed on an average. More people would probably be accommodated if the busy shirt and collar shops of the Capitol District would stop that counter bid for help at even better wages. Girls here prefer work in the various annexes of the Troy plants, so the cigar factories are obliged to accept what's left. But the 22,000 women workers of the Collar City will soon be obliged to get other jobs. For, with the retail price of linen collars advancing to 25 and 30 cents each, with thousands of young men now in olive drab collarless shirts, some of these immense white factories will undoubtedly be ready to release the lady help to the waiting cigar shops.

Quite likely this is the reason Albany is soon to see some radical cigar manufacturing changes. In fact, one of these events has already occurred. And that is the sale of the cigar plant of the Payn Tobacco Co., on Broadway, to Friend & Co., New York.

Effective January first, the Payn Anndora factory will reopen under the new management. All the former union workmen of the Payn plant were released for the usual shut-down and inventory previous to the holidays.

But they'll never come back on the old basis. Because, with the coming of the new ownership, the factory will be operated as an open shop. Every one of the 60 odd hands may return if they care to do so at the revised schedule of wages.

Practically all of the original Payn brands will be made in the same way, under the supervision of the old superintendent. Though the reduced wage-lists, and other modern innovations, will likely result in lower selling prices to the trade upon all of the Payn cigars. Some two, three, and four dollars per thousand will be saved to the dealer by this move, so the Anndora and B & M brands will compete on an even basis with similar goods of outside factories.

No change will result to the lower Broadway plant of the Payn Tobacco Co. This factory, devoted solely to the manufactured tobacco products of the progressive concern, will continue to make union made tobaccos.

In the near future, however, it will probably become necessary to make the McEwan long cut into a larger ten-cent package. Likely the B & M, Spanish, Strawberry, Straight Tip, All Nations, and other long and fine cuts will also be altered, as the present six-cent price is not particularly popular for these goods.

Are they going to build a church? Or is the big circus lot up there in Albany at Clinton avenue and Judson street to be a site for a Billy Sunday tabernacle?

Churches are more familiar to the people of Clinton avenue than factories. And the large lot of 150 by 200 approximate frontage feet has been used for every local purpose except manufacturing.

(*Continued on page* 20.)

"What They Had to Say," in Chicago

Looking Both Ways at the Cigar Trade

CHICAGO, December 29.—Barney Barron, of Barron Bros., manufacturers: "We had a very good year and hope to see things improve during 1918."

Walter Bloch: "Have just finished my first year in business and can only say my friends have treated me royally. The coming year looks very good to me."

John Morrison, manager of Ryan & Raphael Cigar Co., being out of town, no report could be obtained from those in charge. However, it is well known that Lucius sales were far ahead of last year, and the increase of this brand was very healthy, from all reports.

Bert Christian, manager of the cigar department of Steele-Wedeles Co., says they will take on no new lines during the coming year, as they have their hands full. The business done was very satisfactory and the year showed a big increase. Five new country and three new city salesmen will be added to the cigar department, January 1, making a force of twenty strictly cigar salesmen selling the brands of this progressive jobbing house.

Sam Paley, of the Congress Cigar Co., reports an increase over last year amounting to 40 per cent. They are still at work trying to reduce the big pile of orders still on file for La Palina cigars. There will be no shutdown of this factory, which, by the way, is the largest in Chicago. A new floor of 10,000 square feet will be in operation early in January.

Henry Hamann, general manager of the house of Albert Breitung, wore his usual happy smile. Breitung's twelve stores did a tremendous business, and the year was way ahead of 1916. They received one Christmas order for 1,100 cans of eight-ounce tobacco.

Louis Neuman, head of E. Hoffman & Co., jobbers, said business showed a big increase. "The raise in prices did not affect their jobbing trade."

Ernest McKenzie, head of El Roi Tan sales force: "How we did it I don't know, but we went away ahead of last year. All the boys showed a big increase in their respective territories. You can find El Roi Tans on sale in every store now. Our distribution is 100 per cent."

Al Belmont, of McNeil-Higgins & Co.: "Have no fault to find. Our cigar department has shown a rapid growth this year and it is away ahead of last year in sales. We will push the imported Eden and Henry the Fourth Havana during 1918."

Reid, Murdoch & Co., who are the distributers of El Roi Tan, did a land office business all year, and their cigar department shows a big gain.

Harry Cohn, of the San Alto Cigar Co., which has one of Chicago's largest factories, could not tell how big the increase was, as he is too busy taking stock, but the firm has gained considerably during the past year.

Elliott G. Ahearn, one of the department managers of J. & B. Moos, is one of the happiest men in town. The cigarette and tobacco end, of which he is the manager, was the biggest in the history of the house. The cigar department showed the biggest increase during the year since 1907.

Max Falk, manager of the main store of Albert Breitung: "We were as busy as bees, and it has not let up yet. It has been going right along since Christmas and many people are sending cigars as New Year's gifts."

Sig. Mayer, of Lozano fame: "I have just returned from my yearly visit to the factory and am very busy, but I will say the year was highly satisfactory."

Otto Schaeffer, general manager of the Hotel La Salle's big cigar department, when called on was all smiles. Otto said the year was the biggest the cigar department ever had.

George Parker, president of Thorwart & Roehling, said it was a good year. Their cigar business showed an increase, but the big increase came from cigarettes, which had a most wonderful sale with his house during the entire year. George says next year will take care of itself.

John Anderson, manager of the large imported cigar and liquor house, says: "They had a good year." How big the increase is he does not know until the books are closed.

Frank Braynard, manager of G. W. Faber, Inc., jobbers, said that Muriels showed 100 per cent increase on this market this year. Also he said that Flor de Cuba cigars show a steady gain. A big increase on imported brands carried by this well known house is also reported.

Erner Jacobson, manager of the cigar department of Chapin & Gore, was feeling happy when called on. General Shields, their leading brand, is a big seller here. Sales of imported brands went away ahead of 1916.

Marian F. Miles, of Leopold & Mergentheim: "Our business this year was almost double that of last year. Imported cigars showed a big gain with us. Our leading brands, Antonio and Cleopatra, La Tremona, and Romeo Garcia have a big call. While we do a large business on high-priced sizes, we note an increasing call on $8 and $9 sizes. No new brands will be added to our lines for the present."

Fred Oakes, representing the E. H. Gato Cigar Co.: "Now if the factory could have filled my orders, it would have been a corking year. As it was, old 1917 was the best year I ever had, and next year looks very promising indeed."

Charles Daly, manager of Wengler & Mandell's retail business: "We got all we could take care of; all year we have been kept on the go, and it keeps right up."

George Stocking, representing Marcelino Perez & Co.: "Covering a large part of the U. S. A. and coming in contact with a lot of jobbers and large retailers, I find the general opinion is that business will be O. K. next year. All my accounts have shown a big increase during the past year and I have several good irons in the fire for 1918."

Sol. M. Bernstein, of the jobbing and retail firm of Bernstein & Schey: "Our retail business showed an increase of over 40 per cent this year. The jobbing end of the game being new with us, as we have only been in it about eight months, it looks very encouraging. We have accounts in all parts of the city. Credits will be a hard proposition next year, and I look for a lot of small dealers to be put on a cash basis."

Phil Garber, the live-wire retailer at 329 East 51st street: "Had a good year; my leading sellers—Corina and Perfecto Garcia—led all others. No kick from me about business."

Charles Winkelman, of the Many Blanc Co.: "How we did it I don't know, but Garcia Grande cigars surely did come to the front during the past year. We have almost a 90 per cent distribution in the city, and the sale keeps increasing all the time."

Robert J. Lytle, the stogie king: "I sure did unload a lot of stogies and could have sold just twice as many, but was up against it, as my people could not take care of the orders I sen them."

Ben Smith, of the sales force of Ruhstrat Cowley Co.: "Did the best I could under th existing conditions. At no time during th past six months did we have enough Charle Denbys on hand to supply the trade."

M. B. Seigel: "While the raise in retai prices upset things for the time being, it soo righted itself, and I am glad to say that I an well satisfied with my year's business."

Harry Totten, of "It's a Bear Stogie" fame "Had to take a rest the past few months, a my factories were oversold."

Nate Rosenheim, of San Martin & Leon "Can't kick at results for the past year. I wil be there stronger than ever next year."

Frank Cohn, of the sales force of Nathai Fox Co.: "The increase in prices of my lead ing brands did not seem to hurt. Could no supply my trade with enough Admiration an Lazona cigars."

Ramon Dobler, representing Park & Til ford: "Just say for me that I wish everybod a happy and prosperous New Year. While tackled a lot of new territory this year in con nection with my regular trade, I note a bi improvement in the imported cigar lin throughout the Middle West. The futur looks all right to me."

Iwan Ries, of Iwan Ries & Co., jobbers "While still young in the business, having onl started a few months ago, we find ourselve getting stronger all the time. Did a very fin business during the holiday week on high priced pipes and expensive humidors."

Peter J. Bauer, city salesman for Alfons Rios & Co., manufacturers: "The trade treate me great, and I have no kicks to find. Sol a lot of 10 in a box."

Sam Bloom, West Side jobber: "My busi ness showed a big increase, due perhaps t the fact that I went after the cigar busines stronger during the past year."

Ernest Jacoby, Chicago representative o Heineman Bros., Baltimore: "Simply coul not get enough cigars from my factory t supply my jobbers. The raising of prices o our brands has not hurt the sale at all."

Al Harmon, president of the Harmon Ciga Co.: "This being our first year in business, w can't compare it with the past. However, w got our share of the Christmas trade and ar well satisfied. All our three stores are doing a good business."

L. C. Widduck, 118 North La Salle street "Now, when it comes to doing a real business we are right there. Our only trouble was tha we could not get enough '40's to supply th demand. Had a good year, and prospects fo next year look bright."

Frank Kaiser, manager of J. H. Weiss & Co., which has two retail stores in the Webster Building: "Business for the year was fairly good. Holiday business was fine, clear Havana cigars leading. We sent a lot of cigarettes to the different camps."

Harry G. Pethick, 902 Heyworth Building "The Christmas business came late, but I got mine. Finished up the year very good, and find my box trade increasing all the time."

Harvey Vreeland, the general representative of Benson & Hedges: "Am feeling like a schoolboy. Business was good, and you can find Benson & Hedges cigarettes in more fine stores than ever before."

Paul Alberty, who represented the Hansel and Gretel factory: "Am sorry to leave the cigar game, and you can say for me that the dealers of Chicago are all wool and a yard wide. Will drop in to see them on my travels in the future. Happy New Year to them all."

Charlie Zellers, representative of Phillip Morris & Co.: "The little brown box had a very good year. The Christmas package went very well."

"Looper" Clark, of the Best & Russell Co.: "I sold my allotment before I got started

uring December. Hope my firm will be able) fill my orders in full the coming year."

Henry Kantor, chairman of the Chicago igar Dealers' Association: "We have just :arted the ball a-rolling. With a big mem-ership next year, the retailers should put ings in shape so that they will be able to ake a living profit. It can be done if they et together and agree on a scale of prices."

E. G. Bennett, the box trade king, at 93 Metropolitan Block: "My business was a lit-.e ahead of last year. Christmas business ras about the same. Find the trade running) higher priced goods."

Henry Ackerburg, at 187 West Madison treet: "The trade that I have 'catered to' or a great many years always remembers where to buy Christmas cigars, and I am well leased with what I did during Christmas reek. My retail business for the year was head of former years."

Wm. Getzelman, manager of the Hotel herman cigar store: "Business was far head of last year and the holiday business vas a corker. Never had so many large rders for the holidays as we got this year. Wm. White, Guy Reed and myself never had minute to ourselves."

Al. Lovedale, manager of the retail busi-ess of George Knight: "Yes, we did more han our usual holiday business, and for the ear—well, 1917 was ahead of 1916."

Emil Eger, retailer: "I did not make much oise, but you ought to have seen the big unch of orders we shipped out. Believe me, t was some work and took up a lot of our ime. I was more than pleased with the vol-me of business we did this year."

Harry L. Harris, of Harris-Schwarz & Co.: 'You will see a lot of new dealers handling Romeo Garcias next year; 1917 was very kind to me. I look for all brands to take a big jump in price next year, and expect to see a lot of small dealers and factories go out of business."

C. A. Paulson, manager of the retail stores of Best & Russell Co.: "Our business has been good all the year. It shows a big increase over last year. Christmas business in all the stores was very good."

John Christian, of the sales force of Steele-Wedeles Co.: "Just wish everybody the compliments of the season for me. My friends handed me a fine business all during the year."

Harry Penny, manager for Shoemaker & Co.: "If you don't believe me, ask Mac. The rush had us both almost swamped, and we had to call on Fred Oakes to help us out."

Wm. Rosenfield, representing the Charles the Great factory: "Business all over my territory the past year was good. I look for 1918 to be a still bigger year for clear Havana cigars."

Leo Stein, of the J. & B. Moos sales force: "Me for a little rest. Letting conditions worry me is a thing of the past. I get my share, no matter how things may be."

Seth Laycock, representing the J. C. Neuman Co., of Cleveland: "Finished up well and, all in all, the year came out better than I expected."

Ben Rothchild, of the leaf tobacco house of Rothchild Sons & Co.: "Even though prices have been very high, we sold a large amount of leaf this year. Next year I look for prices to be still higher."

Wm. Wolfson, of the Pall Mall sales force: "With me it was fine and dandy. We sold on this market hundreds of our Christmas packings containing 100-200 and larger quantities. Pall Malls showed a big increase."

Harry Gray, manager of the Borland Building cigar store: "The sales of this store have shown a big increase the last few months. Say, the holiday rush was a pippin. We had our hands full every minute."

Geo. Knight, Jr., of the jobbing house of George C. Knight: "Did not have enough goods to supply my customers; in fact we have been short of cigars for several months."

John King, who represents the Havana-American Co. in the Middle West, had a big year. J. C. K. says his increase this year over last was $150,000.

John J. Dolan, the owner of the Dolan Segar Shop, found the holiday trade running to high-priced goods. The year as a whole, conditions considered, was satisfactory.

T. W. Clayton, head of the Clayton Cigar Co. chain, said they got their share. Orders run to small boxes, and, while sales were many, the size of orders was small. No large packages of smoking tobacco or cigarettes sold. Business for the year was better than in 1916.

C. E. Case, of the Arkin-Brill Co., local manufacturers, said they managed to clean up all orders in time for the Christmas trade, and that the year was far ahead of the past one with his house.

Axel Thorsen, of the firm of Anderson Thorsen & Co., importers and cigar dealers, said his firm had an excellent business on fine imported packings they had in stock. The year's business of this house was large, their Jefferson and Berhing clear Havana lines coming to the front fast.

Lou Heisler, of Lilienfield Bros., said it was the biggest year they ever had. La Azora, Corina and El Hizo Prodigo brands had a big call; the first two brands being found on sale in every first class cigar store. Freight deliveries caused them to lose several fine orders.

Walter Tobin found things far ahead of last year. Walter caters to the very classiest trade in the city, and his stand at Stanton & Co.'s store was a busy spot during the holiday rush.

Aaron Straus, head of Celestino Vega & Co., found business for the year bigger than in 1916. The finer sizes of La Vengas showed a big increase. H. L. H.

Somewhere Between Hope and Despair

Adjusting Trade to Changed Conditions in San Francisco—Most Dealers Admit That They Had a Pretty Good Year—A Tobacco Farm Near Woodland—Burls of the Wild Lilac Make Excellent Pipes—Soldiers and Sailors Smoked Tom Moores—Silver Cases for Bull Durham Tobacco.

SAN FRANCISCO, December 26.—Today is truly "the day after" in the tobacco business of San Francisco. Manufacturer, wholesaler, jobber and dealer alike have had a strenuous year, filled with large sales, more or less profit, high hopes and some fears. Now that each has satisfied his customers to the best of his ability, it is time for retrospection. The factories are taking stock of their tobacco, of their sales and of their future. The wholesaler is similarly engaged, the while wondering what the manufacturers are going to do in regard to future prices. The retailer has many of the same thoughts mixed in with doubts about the consumer. The retailer is closer to the man who smokes. Yet he admits that he cannot know what will happen if prices are advanced further. The jobbers who stand between the producer and the consumer are doubtful about both ends of the string. Will the manufacturer raise his prices further when he has studied the results of last year's business in connection with the price of raw tobacco? Will the consumer pay such an advance? Each fraction of the trade admits that he has had a prosperous year as a whole, a year which promised at one time to be a breaker of all records. The jobbers have sold about all the cigars they could get, and the retailers as a whole say that their Christmas business has exceeded expectations. This, of course, was largely due to the immense amount of cigars, cigarettes and tobacco which was sent to the boys at the front from their friends and relatives at home. But the future is hidden behind a cloud which no local man is bold enough to attempt to say that he can penetrate.

The various chain stores report that their Christmas business was entirely satisfactory to them. They are all optimistic about the future.

Ehrman Bros. & Co. report that they are winding up one of the most successful years since they have been in business. This is due, at least in part, to the fact that they are fortunate in having several of the most popular brands of cigars on the market.

H. L. Judell & Co. report that the year has been very kind to them. Their only regret is that they could not get more stock, as in many cases they had to trim large orders down to 1,000 and in some cases even to 500 cigars.

Harry Green, one of the heaviest operators in Manila cigars and tobacco, as well as many other kinds, has just bought an immense humidor from H. L. Judell & Co., in which to keep the Manila cigars which he imports. This humidor was used by the Judell company at its exhibit in the Panama-Pacific International Exposition in 1915.

The army recruits at Fort McDowell, Angel Island, and the naval recruits on Goat Island were given a treat on Christmas Day by the Government. After a big turkey dinner each recruit was supplied with a Tom Moore cigar, and the air around the islands was blue with the aromatic smoke immediately after dinner.

W. W. Richards, of the General Tobacco Co., selling Tom Keenes and Tom Moores, is spending a few days in the city of his birth. After the first of the year he will visit the southern section of the State in the neighborhood of the Los Angeles territory.

Another Christmas visitor was E. B. Richards, who came with his wife from Spokane, Wash., to attend the family reunion. Mr. Richards is the Inland Empire representative for M. Melachrino & Co.

Many of the cigar men remembered the poor on Christmas Day, but perhaps the most practical gift was that given by Mose Gunst, the veteran cigar man. Mr. Gunst sent out twenty sacks of potatoes to as many families who were in need. For many years Mr. Gunst has been In the habit of remembering the poor in some way on Christmas Day.

Few of the large tobacco men of San Francisco make it a practice to give bonuses to their employees, but many of them make substantial gifts to those who have been faithful during the year. This year it is said that most of these gifts took the form of cash, because as one of the donors said, "The boys all appreciate cash." None of these houses would consent to allow a mention of their names.

Fifty acres of land near Woodland, Cal., is to be planted with tobacco next season. J. A. Coombs and Gus Gassoumis, of Oakland, tobacco experts, will have charge of the experiment.

A local jeweler had some sterling silver cases for Bull Durham tobacco on sale just before Christmas. These cases, initialed, he says, made a hit with his customers.

Milton Esberg, head of the General Cigar Co. in the West, arrived in San Francisco in time to eat his Turkey dinner here.

Isador Mendelson, representative of the Manhattan Briar Pipe Co., will remain in San

(*Continued on page* 34.)

Manila Business Grows

Total Shipments of Manila Cigars—January to September 1917 . . .	153,076,043
Total Shipments to September 1916 .	78,610,569
Increase	74,465,474

Total Shipments of Manila Tobacco—January to September 1917 . .	Kilos	2,050,606
Total Shipments to September 1916	Kilos	299,610
Increase		1,750,996

We have on the way to the United States

Cigars . . .	8,800,000
Tobacco, Stripped Filler,	230,000 lbs.
Scraps . . .	93,000 lbs.

HORACE R. KELLY & COMPANY

Importers of Manila Cigars and Manila Tobacco, stripped, booked and barreled

69 Wall Street **New York**

Urge a Public Labor Exchange System

PHILADELPHIA, December 28.—A comprehensive system of public labor exchanges, centering in the federal government, as a pressing war necessity, was urged at the afternoon session today of the American Association for Labor Legislation, meeting jointly with the American Economic Association and the American Farm Management Association at the University of Pennsylvania Amphitheater.

Effective mobilization of the labor supply to meet war's demands upon factory and farm was urged by Henry R. Seager, Secretary of the United States Shipbuilding Labor Adjustment Board, Professor M. B. Hammond of Ohio State University, and E. V. Wilcox of the United States Department of Agriculture.

"Quite as important as mobilizing the actual army is mobilizing the indutsrial army needed for the production of the food, munitions, aeroplanes, and ships, we must have to win the war," declared Professor Seager. "For the one we have resorted to the draft; for the other we must rely upon the appeal of wages fairly adjusted to higher living costs, of decent and safe working conditions, and of patriotism. To these the hundreds of thousands of workers needed will respond, provided machinery is created to connect them with the war industries. This calls for an efficient coordination of federal, state, and municipal public employment bureaus."

Essential features of such a plan, according to Professor Seager, are "the expansion of the Federal employment service under a director so appointed as to be the official employment agent of our war industries; hearty co-operation on the part of the State and municipal employment bureaus, with the Federal system unified and strengthened by a Federal grant in aid of these bureaus; and the establishment of interstate clearing houses, to draw together wherever needed all of the labor resources of the country.

"Through such a system, and only through such a system," he said, "can it be determined whether we have plenty of workers for the war industries, as is claimed by labor leaders, or whether wholesale dilution of labor through the employment of unskilled men or women and of children, in place of skilled craftsmen, as claimed by some employers, will be necessary."

How England grappled with the problem of the distribution of labor when war broke out and the "chief means by which this problem has found a solution," was discussed by Professor Hammond. "When the war is over and a review of the means by which victory was secured is possible," he said in his address on lessons from English war experience in the employment of labor, "I venture to say that there is no piece of pre-war administrative machinery for which Great Britain will be more grateful than for her system of labor exchanges."

Although fortified with an efficient employment service system at the outset, England was nevertheless confronted on every hand with problems of labor mobilization similar to those now disturbing the United States, according to Professor Hammond, including women's advent into "men's occupations," the entrance of skilled workmen into the fighting forces—and the necessity of withdrawing them later to assist in the output of munitions—the maintenance of protective standards in the interest both of human conservation and of maximum and sustained output, trade agreements between the Government and the labor unions, and the encouragement of voluntary service on the part of the industrial army rather than the adoption of measures of compulsion.

"It is obvious," concluded Professor Hammond, in summarizing England's war emergency measures for industrial strength, "that everything which tends to conserve our industrial effiicency is as important as a means to the end—the winning of the war—as that which promotes military efficiency."

Further appeal was made for a nation-wide employment service in the discussion by Charles B. Barnes, Director of the New York State Bureau of Employment; Rex E. Willard, of the United States Department of Agriculture; Morris L. Ernst, Manager of the New York State Clearing House for Employment Offices, and Frank App, of the New Jersey Agricultural College.

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

DECORATED METAL BOXES

FOR TRADE CANCO MARK CIGARS

More Trade for Havana Cigar Manufacturers

Allotments May Be Delivered in Great Britain Up to May 31, 1918—Chief Difficulty Now Is to Secure Cargo Space—Rain in Vuelta Abajo Improves Crop Prospects—Indications Good for Remedios—Intimations Concerning Partido—Tobacco Receipts, Etc.

HAVANA, December 28.—In a letter from London, a prominent cigar manufacturer is informed that the British Government has placed no restrictions upon the importation of cigars after January 1, and that the cigars under the allotment of one-half of the imports of the year 1915 must be delivered in the United Kingdom on or before May 31, 1918. This gives Havana manufacturers a chance to execute all pending orders in good time, if it is practicable to secure cargo space from New York to London or Liverpool. This probably will be the principal difficulty, as it is intimated that some of the November shipments of cigars still are held back in New York because of a scarcity of cargo space. However, this deficiency of shipping facilities may be overcome ere long.

As British high authorities have declared that tobacco in its different manufactured forms is an absolute necessity for army and navy, it stands to reason that the government will find the means of transportation.

Of leaf tobacco on the Havana market the total sales during the past two weeks were 17,648 bales, divided into: 8,433 Vuelta Abajo and Semi-Vuelta, 1,363 of Partido and 7,852 bales of Remedios. Buyers were: Americans, 10,420, exporters to Great Britain 498, shippers to South America, 4,930, and local manufacturers of cigars and cigarettes 1,800 bales.

The leaf market during the past week has been more quiet, which falling off was not unusual at this season of the year. Nevertheless, several rather large transactions are reported. The local buyer for the French Regie has accumulated 2,013 bales or Vuelta Abajo, which will be forwarded on the French steamer Venezuela.

Crop prospects are described as being good for Remedios provided there is rainfall in the second half of January, and perhaps another one in February. As it has rained also in the lowland districts of the Vuelta Abajo, the outlook there also has improved. Intimations that the Partido crop in general might not be so satisfactory, as predicted in the beginning, may be taken with a grain of salt because there is so much of this year's crop unsold in dealers' hands that report might be made with the object to create later a better demand for this class of leaf.

RECEIPTS OF LEAF TOBACCO FROM THE COUNTRY

For two weeks from December 7 to December 20, 1917:

	Bales.
Vuelta Abajo	4,938
Semi-Vuelta	545
Partido	26,760
Remedios	3,815
Oriente	.....
Total	36,058

Since January 1, 1917:

	Bales.
Vuelta Abajo	193,815
Semi-Vuelta	13,393
Partido	69,519
Remedios	145,750
Oriente	284
Total	422,761

The heavy receipts of Partido resulted from previous arrivals, by carts and electric conveyances, not reported before.

Exports of cigars, per steamer Morro Castle totaled 447 cases, containing 2,587,310 cigars which were consigned to the following countries, viz: To Great Britain, 1,874,335; United States, 610,975; to Australia, 55,000; to Canada 17,500; to British Africa, 14,500; to Buenos Aires, 10,000, and to Brazil, 5,000 cigars.

Exports of leaf tobacco from Havana during the week ending December 15, 1917, totaled 8,354 bales, which were distributed to the following countries, viz.: To all ports of the United States, 5,673; to Canada, 263; to the Argentine Republic, 2,318, and to Uruguay, 100 bales.

Among the leaf buyers who arrived this week was Facundo Arguelles, of Arguelles, Lopez & Bro.

Romeo y Julieta is working with undiminished forces, as the factory is well supplied with orders. Don Pepin Rodriguez sailed from Spain on the 20th inst., on Spanish steamer Alfonso XIII, and should arrive here on January 2.

Partagas has not discharged any cigarmakers as there are plenty of orders to be filled yet. The outlook for the factory is likewise perfectly satisfactory.

Punch is working as steadily as heretofore with all hands, and Don Manuel Lopez feels more hopeful for the future.

Por Larranaga is crowded with orders for Great Britain, as well as for various other countries, which were delayed because of the rush in despatching the British orders.

Hoyo de Monterrey naturally feels the slacking in the demand from the States at this period of the year, but has a fair demand from other quarters of the world.

Calixto Lopez & Co. are working upon good orders from South America, South Africa and Australia.

La Corona is doing notably well, Ramon Allones cannot complain, neither do Flor de Tomas Gutierrez, or C. E. Beck & Co. ROSAM.





The Pequot Brings Manila Cigars to America

In 1817 the American ship Pequot sailed from the Philippine Islands with the first Manila cigars for the United States, arriving at Salem, Mass., in July, 1818. The record of the Pequot's adventures together with the description of her cargo is contained in an old letter written by a Salem merchant, Saltonstall. Of the Manila cigars he wrote:—

> "Manilas are of a style approved by Spaniards who excel in knowledge of cigars. They burn handsomely and have a flavor very agreeable. A man may smoke many during a day and not be surfeited or made ill."

The character of Manila tobacco has not changed since then. The quality of cigars has improved and the quantity imported into the United States is counted in the hundred millions.

Boost Manila Business
There Is Money In It

Complete list of Manila manufacturers and distributors on application

THE MANILA AD AGENCY 546 West 124th St., New York

TAKING STOCK

The busiest business man takes stock of his business at least once a year. As the end of the year approaches the thought of all turns to the accomplishments of the year. What has been done? And what is it worth?

Men are prone in youth to let the future look out for itself, and turn their back to the past, living only in the joyous present. This is natural, and it is to be expected of young folk—for the present to them is the all-important time: it is the only time. The past is gone. We know naught of the future, is their cry.

Twelve months makes a change in the life of every man—physically, mentally and financially. There is always a procession or a retrogression for him during so long a period; and it is the man who proceeds that will be the one to reach the farthest goal set for him by his enthusiasm and by his hope and visioning.

It behooves even the young man to sit calmly for an hour and take stock of himself. Has he entered on the pages of Life's ledger the items that, when cast up, will prove a balance on the asset or on the liability side?

If he has increased in the wisdom that makes for man's best learning and has drank deep from the spring of knowledge, drank draughts that have more than moistened his lips, then he has learned that all is not worth cherishing or even attaining to what seems to be the brightest and most important at first flush.

He has learned that down in the heart, hidden from view, is a mentor who has taught him that right is right and wrong is wrong despite the coverings and the shammings of hypocrisy and glitter.

Take stock of yourself and see that you have advanced in the journey that is marked out for you; that you have reached upward and are striving onward, and the knowledge will be bracing and inspiriting.

The man who honestly communes with himself is never fooled in his final judgment of himself.—*Tampa Tribune.*

REDUCING POPULARITY TO ZERO.

The other day when it was thirteen below zero two cigar salesmen pulled up before one of those long glass tubes carrying a cargo of red liquid and squinted at the figures.

"Thirteen below, Abe," came from Max's mouth in a cloud of steam. "Phew! Ever see anything like it?"

"Like it," grinned Abe, "I'm so familiar with that like you are with the bull you hand out to your customers. I should never see anything colder than that in my life I should always think it's Fourth of July."

"Maybe you were by Succutash & Bullmutter last night, Abe, and you feel like a comedian."

Abe started away without making any reply, but Max grabbed him by the sleeve.

"Abe," he said, "you talk about the weather like you been to Alaska, and I know if you ever left the east side you'd starve to death. Whadaya mean by thirteen degrees is like summer to you?"

"Max," Abe grinned, "you're a good friend of mine, you put me into this business and made me acquainted with the best part of the Bible, what says, 'Earn your broad and Gefilter fish by the sweat of your brow.' So on good friends I don't pile my troubles. But, Max, if I ever go home and find my wife any warmer than thirteen degrees below zero I'll thinking I am roasting to death."

Grathwol Retires

On January 1 James J. Grathwol is to sever his connection with the Best & Russel branch here, of which he has been manager since its taking over by that concern of the business of the Grathwol Cigar Co. Mr. Grathwol at the same time retires from the cigar field, in which he has been a prominent figure for many years, and will henceforth spend his time on his farm, "Shore Acres," at Lake Minnetonka, where for some time he has been breeding Jersey cattle. Mr. Grathwol has been in the jobbing field for fifteen years, first with the Watt Cigar Co., and later, upon Mr. Watt's death, becoming head of that concern, the name of which still later was changed to the Grathwol Cigar Co. Mr. Grathwol has many warm friends throughout the northwest. Joseph E. Whitwell, son of J. P. Whitwell, St. Paul jobber, who has been in charge of the B. & R. stores in St. Paul, is said to be slated for the position vacated by Mr. Grathwol —*Cigar and Tobacco Journal.*

POPULAR BRANDS ADVANCED

The new prices of The General Cigar Co's cigars went into effect on Wednesday as follows:

Owls, Tom Keenes, T & O Ruffs, Herr George at $43.00 to the trade.

To Consumers, price 6 cents.

White Owls:

Joan of Arcs, $49.00 to the trade.

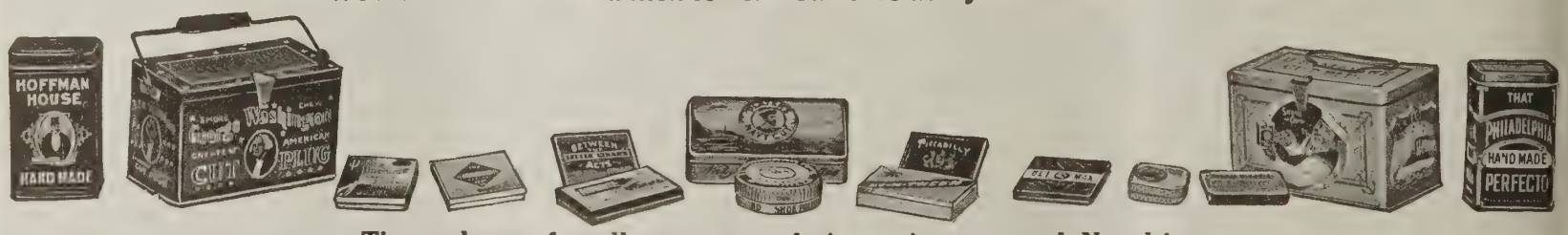
To Consumers, price 7 cents and 3 for 20 cents.

THE TIN DECORATING CO. OF BALTIMORE

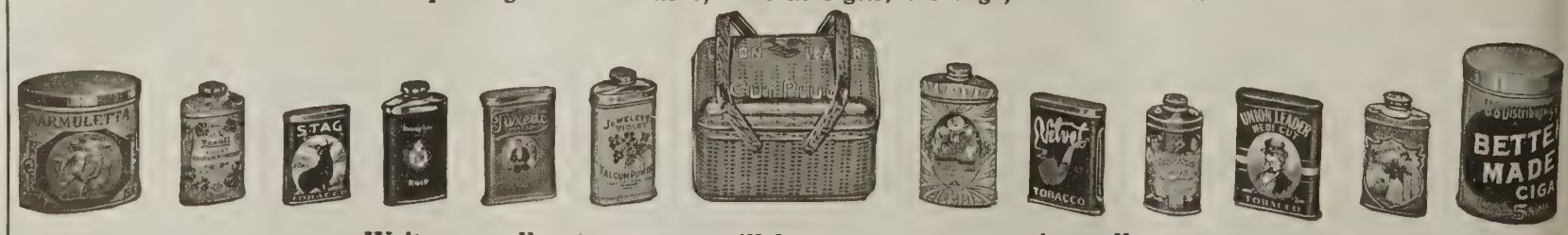
BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

Good Judgment Dictated 6c on Tom Keene

Why 6c—

It is a fact that cigar makers' wages are now the highest ever paid in the industry, enabling them to meet the high cost of living.

. . . . . .

It is a fact that tobacco, boxes, labels, freights, etc., have all advanced so that they have materially increased cigar costs.

. . . . . .

It is a fact that Uncle Sam has taxed tobacco $60,000,000. for war purposes in addition to the revenue taxes which still remain in force, and we all contribute our share—cheerfully.

. . . . . .

It is a fact that these advances in the cost of producing the Tom Keene Cigar must be met to maintain quality.



Branded—to protect you.

TOM KEENE

The Cigar made with good Judgment



Uncle Sam promises prompt delivery to his boys. It's good judgment to send them Tom Keenes.



DISTRIBUTOR'S NAME

This is the Opening Gun in the 1918 TOM KEENE campaign. First shot to be fired in over 50 of the leading Daily newspapers in the United States. Other forms of advertising will be used to supplement this campaign. The dealers who display TOM KEENES prominently in their showcases will secure their share of the increased demand caused by this advertising.

Dependable Cigars are *Now* 6c and 7c





Banded and Branded for your protection

Dependable Cigars

— — *what should they cost?*

Last year your lucky brothers enjoyed over **100,000,000** OWL and WHITE OWL Cigars. They paid 5c for OWL, Londres shape and for the Invincible WHITE OWL 6c.

To get really dependable cigars these experienced smokers gladly pay, today, 6c for the OWL. For WHITE OWL—7c. Aware as they are, of 1918 costs in cigar making they know that we could not continue to uphold OWL and WHITE OWL dependability and charge less.

For we constantly maintain for these two cigars a great store of aging leaf. And never does a bit of this leaf go into OWL and WHITE OWL until experts in curing say, "Now *this* lot has reached the very peak of mellow fragrance."

Such curing takes, on the average, 18 months. And it requires, friends, an investment of never less than **$1,000,000** in idle leaf. And at some seasons almost **$2,000,000**.

OWL 6c

white OWL 7c

DEALERS: If your distributor does not sell these dependable Cigars, write us.

GENERAL CIGAR CO., INC., 119 WEST 40TH ST., NEW YORK CITY

THE MILLION DOLLAR CIGARS

The above is a reproduction of the first of a series of OWL and WHITE OWL advertisements which will appear in an early issue of the Saturday Evening Post. OWL and WHITE OWL will also be advertised in nearly 50 of the leading Sunday newspapers. Dealers—It will pay you to display these brands i nyour showcases.

UP STATE ADVICES

(*Continued from page 9.*)

But it does look now as though G. W. Van Slyke & Horton mean business, not religion, up there near West Albany. With New York Central freight and transit terminals within a stone's throw, it does seem to be an ideal location for a great cigar plant.

Some time ago the real estate purchase was reported, though the firm would neither confirm nor deny the rumor about the factory site. However, it is known that both Will Van Slyke and Tom Horton, who operate the Kingston plant with a capacity crew of 500 hands, would very much like to return to their native home in Albany, 60-odd miles north of the present Ulster County shop.

Building costs are so enormous at the present time, though, that it is extremely doubtful if the firm will construct another factory just now. Still, the Peter Schuyler brand has completely swamped the output of the Kingston facilities. And, with the possible opportunity of securing girls from the collar shops in Troy, a chance which may not occur again in years, this would be the psychological moment for the Van S & H folk to start something.

When the Peter Schuyler factory was located in Albany, some years ago, at the office building now occupied at 471 Broadway, the business was considerably smaller. Increasing demands required more space, so the manufacturing establishment was moved to the old American Cigar building at Grand and Arch streets.

Labor troubles sometime later caused removal to Kingston, and the firm has there built up an imposing plant. Likely, however, the Kingston shops will be continued anyway, and the prospective Albany factory will be a much needed reserve.

Since Al Fonda put on his pigskin puttees, marching away to join the Aviation Corps of the Army, the Van Slyke & Horton retail store on Broadway, Albany, has been turned over to Fred McCredie.

Fred used to be with the Dearstyne Brothers Tobacco Co., up there on Pearl street. Therefore he knows claro from maud, while, if he had to, he might also recite the numerous non compos mentis frontmarks backward, from zenola to aetna!

Another soldier married! It's Lieutenant Bill Van Auken this time. So, you see, he's been promoted twice since he quit the Ten Eyck cigar stand to train for the big battles. In the meantime, his dear old friends of the M. J. Canaday forces are still plugging along, selling the same old segars to the identical people whom Bill used to serve before he got gay an' jined th' armee!

Something has recently happened in the Capitol District which is even funnier than Ralph Herz, his three wives, and his bankruptcy act in the musical comedy stuff of his famed humor!

And that funny thing is this: All of this section of the country is illuminated thru current generated by water power at Spier's Falls, back of Warrensburgh, on the Hudson River.

No coal whatsoever is used, except for the emergency plant of the power company, which runs anyway, rain or shine, coal or coke.

Just the same, the Coal Administrator for this vicinity, who is G. Y. Lansing, has ordered all lights out on the usual Sunday and Thursday nights.

Of course, cigar stores, drug stores, restaurants, hotels, theatres and so on, can burn a few absolutely necessary inside kilowatts. But all electric signs, window lights of unopened stores, and the like, must be doused.

All right. 'Tis done! But now the kind-hearted Administrator wants more lights out! And he says he'll publish a list of the unpatriotic dealers and others who don't comply.

Well, he admits the ruling cannot be enforced here under the prevailing conditions. Yet he desires the glims blinked just because it doesn't look nice to have them going when other surrounding towns are compelled to put them out!

Cigar retailers have complied with the r quest to the best of their ability, notwithstan ing several merchants have their outside sig connected to their window circuits.

But the fact of the matter is that ev Charlie Chappedhand and his friend Sli Slushbuckle would hardly throw a pie into o another's face only for the effect of the laughte

Times like these are entirely too serious f Lightless Nights where business is sacrifice and coal isn't!

"Headquarters of the Republican County O ganization will remove from its present loc tion on James street, Albany, to more spacio rooms in the two upper floors of 108 Sta street," communicated Assemblyman Welc one of the political patroons.

This move of the famous James Boys, they are locally known, prepares for two oth plans, also. One, of course, is the desirabili of the new quarters, opposite the temporar City Hall and the offices of the party leader likewise across the street.

Another advantage, which the party prophe have in mind, is the idea of accommodatin some of the additional space to the anticipate influx of the lady voters. They must be r ceived within the organization with prop committee rooms, assembly hall, and so on.

Still one other result of the movement of th James Boys from their former fastness in th heart of the Ozarks, will be to release the ol building to Farnham, cafe-cigar-restaura proprietor.

Farnham now occupies a portion of th original William Barnes' Journal Building But when the Journal Company and the oth tenants vacate about February 1, Jimm Farnham will gradually remodel the quarte of the jobs-for-life-club into a modern hote This he has long contemplated, but several lon leases have prevented.

When ready, however, James will have a eat-an'-sleep shop which Albany can talk abo

(*Continued on page 21.*)



No. 522. Capacity 50 Cigars and 100 Cigarettes

HUMIDORS

We have added 10 new numbers to the line.

Please call and see them or write for catalogue.

Bubeck & Guerin, Inc.

161 to 163 West 18th St., New York City



No. 524. Capacity Top 200 Cigarettes and ½ lb. Smoking Tobacco. Drawer 50 Cigars

LA FLOR DE INTAL CIGAR MANUFACTURING CO.

KUENZLE & STRIEFF, INC.

"LA FLOR DE INTAL"
"LA FLOR DE ASINGA"
"LA FLOR DE LAVINAB"
"LA UNION"
"LA FLOR DE CARITAN"
"LA FLOR DE MINANGA"
"EL TAMARINDO"
"LA HONRADEZ"



The cigar exceptional for Quality and Workmanship.

COMPARES FAVORABLY WITH THE WORLD'S BEST.

SIDNEY J. FREEMAN

United States Representative

123 Liberty St. New York



DEALERS

There's a big demand for

FLOR DE

MELBA

The Cigar Supreme

They're quite a bit better than others.

All popular shapes.

Sell for 3 for 25c—10c straight. 2 for 25c—3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now or write us

I. Lewis Cigar Mfg. Co. Newark, N. J.

Largest independent cigar factory in the world.

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City. Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

UP-STATE ADVICES

(*Continued from page* 20.)

in its Chamber of Commerce year book! For James, like unto Woodrow Wilson, whom he closely resembles, does nothing carelessly. Jim watches, waits, then does it right!

Removal of the Republican Headquarters also causes the change of address for the Loyal Order of Moose.

This fraternity now occupies the desired floors at 108 State, so they will rip up the carpet for a run around the corner to 14 Washington avenue, opposite the State Capitol.

When this occurs, next month, the Moose will abolish their bar. Though liquids, cigars, or cigarettes will be served to members, as usual, a la buffet in the entire building across the way from Governor Whitman's miniature bungalow.

New members are entering the local Order of the Moose in large numbers. And the class of applicants are composed of some of the city's foremost business and professional men. So it's evident that the Moose will become better and better buyers of high grade cigars as the men get acquainted with the superior location of the Lodge.

"From two to three generations of our boys have been with us since we started our family tree," informed Dan Doyle, superintendent of Shields & Son, Church street tobacco manufacturers, Albany. "So you see, we haven't been troubled by help scarcity quite so much as some of the other local factories. Our Blue Line, Even Up, and Sea Spray long cuts are selling in the same substantial way, notwithstanding the revised five and six cent prices at retail."

With debts of $76,836 the Morris Drub Company, 11 North Pearl street, Albany, closed their doors Christmas Day. They claim assets of $25,362. This is divided into stock at $15,000; fixtures, $7,500; and accounts open for $2,500; which the attorney for the Company believes should pay the 250 odd creditors from 25 to 30 per cent of the total claims.

Several cigar houses are involved for sums more or less small. Accounts may be filed with the Federal Court in Bankruptcy at Utica.

"Transportation difficulties have tied us all up in a ball," howled Cigarette Sales Supervisor Draudt, of the Capitol District A. T. Co. staff. "Maybe the Government control of rails will loosen up some of those 1,500 gross of Lucky Strike cigarettes, somewhere in the United States, for the jobbers Dearstyne. While we're waiting, though, I continue to attend to my pen-and-ink work, even if it's the glad yuletide vacation period."

One of those familiar Spearmint arrows at Broadway and Maiden Lane, Albany, indicates that the Maid-of-the-Mist is a One-Way-Street, only!

And good reason, too. Because two four cylinder words like Fiat-Ford can't pass in the alley unless they appropriate at least an inch of either side of the six-inch sidewalk!

So there you have the idea why Johnson, the tailor, and Johnson, the tobacconist, right opposite, have their trench systems so arranged that the No-Man's-Land, in the so-called street, compels every passing friend and foe to press close agin both show window and entrance door to dugout.

What's the answer? Well, in J. M. Johnson's store, at number 38, some of the allied forces are obliged to enter occasionally, if only to buy a box of Maritana cigars, just to see if they're the same as they used to be, when Maiden Lane was still a two-way street, and cigars sold for prices somewhat under the cost of Chinese brush-tailed gold-fish!

People who drink Vermont Spring water shouldn't subscribe for Italia wine!

Ask Frank Decent! Frank has sold lots of cigarettes an' cetree, but he hadn't paid much attention to the dago grape 'til around Christmas time.

Then, just to be decent, Frank said he didn't care if he did have just a wee bit of the fluid. Fine!

Then he took another one. Until he took four. Great stuff, that wop wine!

But it has got a back-action kick to it very much comparable to the Hannibal mule, who's from Mizzouri.

And Frank, bein' a native of the same State, hereby holds up his jury-arm, an' he solemnly curses he'll drink no more of th' Sicilian vineyard while the New Year Resolve remains a memory upon his 1918 insurance cal-en-dar!

THE SMOKER.

BRITISH SUBSTITUTE CONDEMNED

"A non-nicotine smoking mixture" extensively advertised in London, caused the British authorities to make an investigation with the result that a new industry was discontinued. Before the court that heard the case, a government analyist testified that the substitute consisted of ordinary forest leaves, darkened by some process and cut. It was cleverly manufactured, and was the finest and nearest imitation to tobacco that he had ever seen. So good was the imitation that it was difficult to say whether it was tobacco or not. Fifty per cent. of the substitute could be mixed with genuine tobacco, and the adulteration remain undetected. The contention of the defense was that the authorities urged people to consume as little as possible of every commodity imported in order to save extra tonnage, yet a useful British industry was threatened with strangulation. The manufacturer was fined $100.



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

Havana Cigar Exports

Exports of cigars from Havana during the first half of December, 1917, in comparison with 1916, were as follows:

	Cigars.
Great Britain	3,070,650
United States	1,764,800
Chile	300,520
Canada	85,250
Mexico	73,100
Portugal	43,000
Peru	37,500
Argentine Republic	33,900
Australia	20,500
French Africa	18,000
Guatemala	14,000
France	12,000
Panama	7,700
St. Thomas, U. S. W. I.	5,700
Dutch West Indies	4,518
Bermuda	4,225
Egypt	2,000
United States Colombia	1,500
Brazil	1,000
Spain	600
Venezuela	600
Total from Dec. 1 to Dec. 15, 1917	5,501,063
Total from Dec. 1 to Dec. 15, 1916	5,000,588
Increase during the first half of December, 1917	500,475
Total from Jan. 1 to Dec. 15, 1916	114,860,229
Total from Jan. 1 to Dec. 15, 1917	104,897,228
Decrease during the first 11½ months of 1917	9,963,001

Increases by countries in the first half of December, 1917, as compared with 1916:

	Cigars.
Great Britain	1,956,020
Chile	190,370
Mexico	73,100
Peru	34,450
Portugal	25,500
France	12,000
Total	2,291,440

Decreases by countries in the first half of December, 1917, as compared with 1916:

	Cigars.
United States	1,550,500
Canada	140,500
Canary Islands	41,300
British East Indies	17,250
Egypt	13,825
Netherlands	10,375
Spain	10,000
Total	1,783,750

Mount Vernon Notes

Holiday business in Mount Vernon, N. Y., was more than generous; it was by far the largest the dealers ever had. Everybody seemed to be buying tobacco in some form, mostly for the boys "Over There." And there was not a dealer to be found anywhere who really complained of "poor business."

B. & S. Weiss, on South Fourth avenue, simply "ran away" with the pipe trade. Carrying a notably large assortment of pipes, they were able to meet the demand. In one week 100 pipes, ranging in price from 75 cents to $6, were sold by the Weiss brothers, which is a pipe record for Mount Vernon.

Lifschutz Bros., on West First street, had exceptionally satisfying cigar sales; they disposed of much domestic merchandise, also they sold many boxes of imported goods. Romeo y Julietas were among their best sellers. There is no store in Westchester county today carrying a larger stock of cigars than Lifschutz Bros. Boldt Specials are listed among their brands, and during the holidays numerous "Waldorf Kits" were sold from this store.

A. Hoffman, who recently purchased a store on West Third street, had a remarkably good holiday trade. His sales by the box were unusually large. Hoffman is a great booster of the brands made by the General Cigar Co., and he is kept busy so great is the demand for Owls, White Owls and Robert Burns.

Wisconsin Notes

EDGERTON, Wis., December 28.—A return of zero weather has prevented the removal of any further portion of the hanging tobacco from the curing sheds, but has given opportunity for stripping out what was taken down during the late casing spell. Some growers, we learn, have rehung tobacco taken down because of the amount of fat stems encountered when stripping was attempted rather than try to dry out the stems off the stalks. It has already been discovered that unusual care must be exercised in bundling to separate the high case tobacco to ensure smooth sailing at delivery, as we learn some rejections have been made on this score.

Receiving of the crop will commence the coming week with a few packers, who desire to start warehouse handling at an early date, but this will hardly become general for a few weeks yet, as most dealers prefer to wait until a sufficient amount of the crop is ready for continuous operation of the packing force.

The shipments are again curtailed by an embargo placed on all non-war products to eastern points.—*Edgerton Reporter.*

NATIONS AT WAR

The alignment of Nations is shown by the formal declarations of war made since Austria precipitated the world strife on July 28, 1914, by declaring war on Serbia. These declarations have been.

Austria against Belgium, Montenegro, Russia and Serbia; Bulgaria against Serbia; China against Austria and Germany; Cuba against Germany; France against Austria, Bulgaria and Germany; Germany against France, Portugal and Russia; Great Britain against Bulgaria, Austria, Germany and Turkey; Greece against Germany; Italy against Austria, Bulgaria and Germany; Japan against Germany; Liberia against Germany; Montenegro against Austria; Panama against Germany; Rumania against Austria; Serbia against Turkey; Siam against Austria and Germany; Turkey against all the Entente nations November 23, 1914, and later against Rumania; United States against Germany, and later against Austria.

The Nations which have broken relations with Germany include Brazil, Bolivia, Costa Rica, Guatemala, Haiti, Honduras, Nicaragua, Peru, Uruguay and Santo Domingo.

Notes and Quotes

The Bush Terminal piers and warehouses in South Brooklyn were requisitioned monday by the War Department. In fact, all the great terminal plant was placed under military control.

—

Local Draft Boards have been instructed by Provost Marshal General Crowder to use "common sense and sympathy in the facts of each individual case," in determining what would be adequate support for dependents of a man registered for war service.

—

The New York Hippodrome was crowded Monday night at a theatrical and musical performance for the benefit of the Catholic Big Brothers' League, which devotes its efforts to reclaim wayward boys. It was announced the receipts were about $7,500.

—

Asserting he has been robbed of re-election to office, Mayor Edwin W. Fiske, Democrat of Mt. Vernon, N. Y., on Monday, protested against Dr. Edward F. Brush, Republican, assuming the office of Mayor, and issued a public statement that he will fight in the courts. Dr. Brush received the certificate of election on an official count of the soldiers' vote, showing on the face that he had won by seven majority.

—

After a close contest, Philip Montis was elected president of the Cigarmakers' union, defeating J. Mendoza at the annual election in New Haven. Other officers elected were: Vice-president, Joseph Pode; secretary-treasurer, F. A. Grube; recording secretary, Isaac Hollander; label custodian, Charles E. Rehler; sergeant-at-arms, Alex Driessens; trustees, Charles Vollmer, Gustave Voight and A. Thompson. Delegates to the Trades' Council will be G. E. Rohler, Ira Ornburn, William McNiece, B. J. Logue and James Shea. The finance committee chosen consists of Charles Vollmer, J. Rosenberg and Harry Appleboom.

—

Charles F. Noyes Co. has sold to F. Miranda & Co., its tenant, No. 166 Front street, New York, a five story building, about 17 x 75, valued at $30,000. The building was modernized about a year ago. Charles Fox, of Miranda & Co., commenting on the sale, said: "For forty-three years our business was at No. 222 Pearl street. Eighteen months ago we saw the trend of the tobacco interests toward Front street in the vicinity of Maiden lane and moved to this new tobacco district. The fact that we are pleased with the location is evidenced by our purchase of the property." The building is opposite Cullman Brothers' new building at Front and Fletcher streets.

—

Henry K. Hadley, an American composer, has won the $1,000 prize for an opera by an American composer, offered by William Wade Hinshaw, which has attracted many able contestants. Mr. Hadley was declared successful Saturday at a meeting of the jury, consisting of Mme. Louise Homer, Walter H. Rothwell, the conductor; Victor Herbert, David Bispham and Richard Hageman, assistant conductor at the Metropolitan. The opera is entitled "Bianca." The libretto, based upon Goldoni's comedy, "The Mistress of the Inn," was written by Grant Stuart, author of the book of Herbert's opera "Madeleine." The new Hinshaw prize opera will have its premiere in New York in the Spring, under the auspices of the Society of American Singers.



Falk Tobacco Co.
56 West 45th St., New York

NEW YEAR GREETINGS
1918

To The Trade:—

We greet you at this usual time of joy—to wish you happiness and prosperity in plenty—to hope with you that the dawning year may soon behold our warring world at peace.

H. Fendrich, *Cigar Manufacturer*
Evansville, Indiana

THE CIGARETTE OF THE PERIOD



THEMELIS
ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and absolutely sanitary.

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS.
NEW YORK MONTREAL, CANADA

Cigar Situation as Surveyed in Philadelphia

The Passing of Small Manufacturers—The Effect of Higher Prices—Prospects for 1918—From the Retailer's Viewpoint—A Significant Event—The Police and the Punchboards—The Perennial Yahn & McDonnell Rumor—The Bright Side of Things

PHILADELPHIA, January 1.—Now that 1917 has been pitched over the rail and the good ship baccy is nosing into the stormy seas—and they are stormy, in spots—under a new pilot, dealers here are beginning to see the good points of the dear departed. While he lived, 1917 got nothing but kicks in the slats, primarily because he passed out so many of them himself. But now that he's gone manufacturer, jobber and retailer are admitting that once in a while the year showed signs of being half satisfactory.

To look on the bright side first, everybody got higher prices for everything. Of course that doesn't mean that everybody in the tobacco game got more profit—not by a long shot. But in nearly every instance today Philadelphia retailers are traveling on as good a margin of profit or better than a year ago. It needs to be better with the high costaliving where it is. The same is true of jobbers and manufacturers. In jitney cigars, for example, the makers of nationally advertised brands are gathering in $43 as against $33 a year ago.

At the same time, despite the experiences of a few dealers who were disappointed in the Christmas trade, it cannot be denied that there was more money spent for everything by the average man in 1917, and that the cigar and tobacco business here got its share. Retailers here found that their increases for the year over 1916 averaged anywhere from 25 to 50 per cent. The same is true of jobbers, while the business of the manufacturers jumped even more.

Many things have combined to influence the manufacturing game. In the first place, early in the year it began to be apparent that the one man factory was doomed. In the very nature of things the fellow running a cigar plant in his cellar couldn't carry stock enough to carry him along more than a month or two. This meant that he got walloped in the pocket book every time the raw material played kangaroo and did a high jump. On the other hand the large manufacturers had been able to foresee increases in the prices of leaf and they had stocked up accordingly. Buying beyond immediate manufacturing needs probably helped along the increases, but we'll let that pass. When the little fellow found his costs increasing he had to get more money. Pretty soon he found himself asking as much for his bar room "cabbage leaf" as the manufacturer got for his million dollar, nationally advertised hava-necticut. And of course the bar rooms stopped buying the little known brands. Even when they hung on, it was only a matter of time.

The great event of the year from any viewpoint of the cigar and tobacco game in Philadelphia—and in Pennsylvania, too, for that matter—is that it drove out of business hundreds of small manufacturers. Makers with factories not only got this trade in the norma course of affairs, but also picked up an in crease far above their estimates of what woul have been normal. In the early months of th year every big manufacturer of cigars in th city was oversold. The situation has bee remedied somewhat in spite of a myriad c obstacles, but it is still true that nearly ever factory in the city is behind on its orders.

The labor situation at first was the mos serious difficulty. Every business suffered i this respect from the munitions industry, whic has reached out in all directions for worker Six months ago the manufacturers started t study the problem of finding places for wome where men formerly had been employed, an they are still at it. But today, although thi phase of the business is still a serious propos tion, the chief difficulty is transportation. Tha however, may be remedied by the governmer taking over the railroads.

Not many dealers here pictured the growin importance of the Philadelphia Cigar an Tobacco Dealers' Association less than tw months ago. It will hold its first general bus ness session next Wednesday night at the Ade phia hotel. Numerous previous attempts t start such an organization in this city met wit failure, but the present movement seems to b on the right track. Its members plan to tak up various trade abuses at the next and suc ceeding meetings. As the association embrace manufacturers, jobbers and retailers, it shoul bring about a better spirit of cooperation amon all classes.

Just to start the New Year right, we're g ing to commit homicide again on that old r mor about Yahn and McDonnell and their stor at 15th and Chestnut streets. It's a regul cat, that rumor, with nine lives. Every onc in a while it turns up in some new form. Fir

(*Continued on page* 24.)

CABLE ADDRESS
"PAVO, NEW YORK"

OSCAR PASBACH, PRESIDENT

J. A. VOICE, SEC'Y & GEN'L MANAGER

"EVERYTHING THAT'S LITHOGRAPHED"

PASBACH-VOICE

LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

CATERING TO THE CIGAR & ALLIED TRADES

MAIN OFFICE & FACTORY

25TH ST. COR. OF 11TH AVE.

NEW YORK CITY.

Our new machinery and additional facilities *now* makes possible the highest grade American workmanship, lowest prices and prompt service.

Let us prove it.

WESTERN BRANCH:
30 EAST RANDOLPH STREET, CHICAGO, ILL.
John B. Thatcher, Mgr.

GARCIA GRANDE'S undeniable mildness is associated with the distinctive quality of Vuelta Abajo tobacco.



When we originated the *Garcia Grande*, we gave the world a real mild Havana, a large cigar, a good cigar that could be sold for a moderate price. The *Garcia Grande* represents the triumph of a new idea.

The *Garcia Grande* has attained a national distribution, not through extensive advertising, but strictly on its merits. It has developed continually increasing sales in all parts of the country. The fact that it appeals to everyone who likes a mild Havana, makes the *Garcia Grande* a brand that both the jobber and retailer may depend on for steady business.

J. KLORFEIN
Manufacturer
476-478 Broome Street—New York—62 Wooster Street



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR



T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK

PHILADELPHIA CIGAR TALK

(*Continued from page* 24.)

was to the effect that Y. and McD. were going to sell out all their stores here. That was not full of holes. Recently it's been a story to the effect that the firm would give up the 15th and Chestnut street store after the 1st of the year. Now we have official denial of that. The United holds the lease on the building in which the store is located, but there is an agreement permitting Y. and D. to stay as long as they want to. And the firm has no intention of getting out.

His Honor the Mayor (who is under indictment for a lot of things in connection with the Fifth ward trouble) is now having a nice little anti-gambling campaign. Although the newspapers are charging that the protected gambling syndicate is running full blast and that anything from a thousand iron men to a nickel may be bet on the ponies, crap, stuss, poker, roulette, faro or a lot of other such innocent pastimes, the mayor's squad of gum shoes is busying itself annoying cigar dealers who operate punch-cards and similar devices. About half the dealers in the city have such a card on the counter. You pay a nickel, punch out a slip of paper and win or lose according to the run of cards printed on the slip. This, according to the mayor's detectives, is a terrible thing, and they're gathering 'em in. And in the meantime suckers are being stung for bank rolls large enough to choke an elephant by the big gamblers.

Oscar G. Link, who recently left the United Cigar Stores organization here and started "on his own" in a corner of the Jennings restaurant on South Penn Square, has been doing nicely. Christmas business was far above expectations. Incidentally, the place looks more like a cigar store than an accident now that an expert has taken hold of it.

Dan Ostrow, proprietor of the City Cigar store at 7th and Chestnut streets, got rid of about a carload of smokes over Christmas. His counter was stacked so high that Dan could hardly see the customers. "Everybody had money," sez he, "and I got some of it."

The number of kickers among the illustrious clan of purveyors of the weed in this fair town is about to be reduced by one, unless the man who gave us this earful changes his mind on and after the first of the New Year, said dealer, whose name is withheld while he does a little more figuring, has doped it out that the only end of the tobacco game carrying a sure thing return now is in that of cut rates.

By way of illustration he points to three or four shining examples in Philadelphia and countless others elsewhere. "All you need," says he, "is a little cash. You go and plank down for a stock and you do business on a ten per cent basis—as a minimum. Sometimes you get fifty per cent, but that's only on the side issues. You buy up irregular sizes or stuff with something else wrong with it—most of the time perfectly good to smoke—and you peddle it over the counter like hot cakes.

"I saw the returns of one such cut rate dealer for a recent Saturday. He only took in $1400 in the one day. Now if somebody can tell me the name and address of any regular retailer who made $140 on any one day recently I'll think I'm on the wrong track. But I want to be shown."

It may be that this particular dealer is just a trifle sore. He is strong for the new association here, which is expected to have something to say shortly about retailers' profits. Just now, the business from the retail viewpoint is as chaotic as ever.

The price range that got into operation after the application of the war tax is still keeping customers guessing. Every time a man goes into a strange cigar shop to buy a standard article he juggles pennies until he finds out just what it costs. There is no such thing as a standard any more.

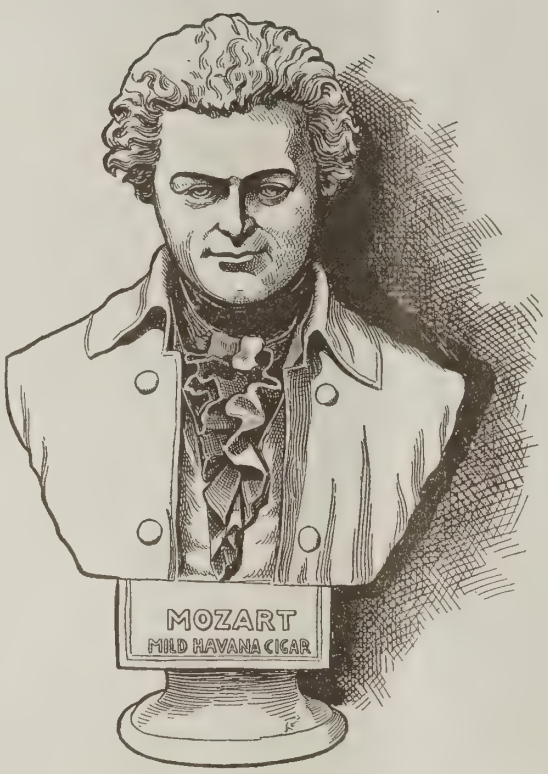
However, to get around to the cheerful point of view, the M. J. Dalton company got itself robbed last week, but it didn't cost a cent. Seems that an aspiring gent extracted smokes worth about $250 from an express wagon. The weeds had been shipped out to a customer by the Dalton company, but of course the express company had to stand the loss.

Christmas business was fully up to expectations, according to the reports of a majority of dealers in this city. One or two found buyers who formerly blew in the whole wad cutting down a little on expenditures, but in general the trade showed an increase of from 25 to 75 per cent over last Christmas.

ALL GERMANS MUST REGISTER

The week of Feb. 4 has been designated by the Department of Justice for registration of the half million unnaturalized Germans in the continental United States by police and Postmasters, in pursuance of President Wilson's alien enemy proclamation. Registration will involve the gathering of detailed information concerning the business relations and habits of every German, together with his photograph and fingerprints. After registering he must carry a certificate card, and may not change his place of residence without approval of the police or postmaster. Violation of the regulations will be punishable by internment for the war. Orders do not apply to German women nor to any persons under fourteen years of age, because these are not classed as alien enemies by law. Subjects of Austria-Hungary are not required to register.

SHADE-GROWN HAVANA



E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

"THEY LEAD THE LEADERS"

GRAHAM-COURTNEY

MILD HAVANA BLEND

26 SIZES

Acker, Merrall & Condit Company

NEW YORK

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y C A. 75th Street & Avenue A.- New York

BINDERS FOR "TOBACCO" Common Sense Kind

Sent by Mail $1.25. Delivered at Office $1.00

Tobacco Trade Journal Co., 10 E. 39th St., New York

HIJA De JOSE GENER

HABANA, CUBA

Manufacturer of HAVANA CIGARS

"HOYO de MONTERREY" "LA ESCEPCION" "EL VINYET"

VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.

International Trade of 1917

International trade of 1917 will show a larger total than in any earlier year. This estimate, appearing in *The Americas* issued by The National Bank of New York, is the result of a careful review of all available figures of world trade for the year 1917. It includes eleven months actual figures for the United States and United Kingdom, ten months for Canada, and somewhat shorter periods for the other principal countries, covering however a sufficient proportion of the year to justify an estimate that the total international trade of the year will be the largest in history. In the case of the United States the total trade of the year is estimated at approximately nine billion dollars against less than four billions in 1913. In Great Britain the total for the eleven months is over seven billion dollars against five and three-quarter billion dollars in 1913. Canada's total for ten months ending with October is over two billion dollars against $88,000,000 in the same months of 1913 and Japan for the nine months ending with September, $914,000,000 against $507,000,000 in the corresponding months of 1913. For France no official figures are available for 1917 though the imports estimated by an examination of figures of exports from other countries to France are apparently about 50 per cent more than in 1913. In the Central Powers no official figures are available though it is known that their oversea trade is, of course, cut off; they have imported very largely from adjacentneutral countries and the exchange between the countries forming the group now known as the "Central Powers" have also been very great. In the Allied countries a part of their trade, that conducted by or on behalf of the Government, has been omitted from the official figures.

The largest change is that of the Allies. The total trade of Great Britain, France, Italy, Russia, United States, Canada and Japan in 1913 was a little more than eighteen billion dollars, while the figures thus far reported for the current year suggest that their total for 1917 may approximate twenty-five billion dollars.

The neutral sections of the world show little change in their grand total of trade in 1917 as compared with 1913, though there are marked changes in its characteristics. In South America the imports of 1917 are far below those of 1913, in which year the imports of that continent were the highest in its history. The imports of all South America in 1913 exceeded one billion dollars, and the 1917 official reports from that continent up to this time indicate that the total imports of 1917 will be little more than half those of 1913, though the 1917 exports will apparently exceed those of 1913 by about 25 per cent.

Oriental trade of 1917 will somewhat exceed that of 1913. In Japan exports are double those of 1913, and imports show an increase of about 50 per cent. In China the imports show a decline, and while there is a good demand for her silk at high prices, the best markets for her tea have been difficult of access. India shows a decline in imports and a slight reduction of exports, due chiefly to lack of transportation. The great rubber plantations of Ceylon, the Malayan Peninsula and the Dutch East Indies, however, show large increases in their production and sales, and the sugar output of Java was larger and at higher prices than formerly.

The neutral countries of Europe show material increases in the value of their exports, but slight decreases in the value of their imports. Whatever they have to spare in food and manufacturing materials is eagerly purchased by their neighbors, both the Central Powers and the Allies, at high prices.

Total Imports and Total Exports of Principals Countries of the World to Latest Available date in 1917 Compared with Corresponding Months in 1913:

	Number of Months	IMPORTS 1917 Million Dollars	IMPORTS 1913 Million Dollars	EXPORTS 1917 Million Dollars	EXPORTS 191 Milli Dolla
Australia	5	132.9	147.2	182.3	12
Argentina	6	88.8	203.6	300.5	28
Brazil	8	130.8	225.8	194.3	17
Canada	10	870.8	563.9	1,211.7	32
Egypt	7	83.1	75.5	114.1	7
France	8	*1,550.0	1,069.8	*375.0	86
India	7	289.3	340.6	439.4	46
Italy	7	884.3	413.0	287.7	26
Japan	9	350.2	281.7	563.5	22
New Zealand	8	67.3	*76.0	*77.4	5
Russia	6	438.4	289.7	57.1	26
South Africa	7	102.8	120.0	69.3	8
Spain	7	92.3	148.4	156.2	11
Switzerland	3	114.1	84.4	103.7	6
United Kingdom	11	4,773.9	3,395.0	2,275.7	2,34
United States	11	2,725.0	1,608.5	5,639.0	2,25

ADVERTISING AWAY COMPLAINTS

Some interesting and worth-while uses of advertising, apart from the fundamental features of selling goods, are developing many of them in connection with special conditions created by the war.

One of the main troubles of manufacturers in practically all lines has been in making prompt deliveries and filling orders completely. Shortage of material and labor, insufficient car supply and other causes have brought this about.

Naturally, under these conditions, complaints have been plentiful. The concern which in spite of interrupted or impaired service is able to maintain the good will of its customers is justified in congratulating itself.

Here is where advertising can be made to play an important part.

If the concern which is not seeking new business uses its space for the purpose of explaining conditions, indicating how it is meeting the emergency as best it can, and pointing out how its customers can co-operate in making the best of the situation, the ultimate effect is bound to be good.—*Class.*

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice

TWO STANDARDS for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO CO., Richmond, Va.

Shots and Jots

MacKillop Bros., of Santa Rosa, Cal., have cured a United Cigar Stores agency.

—

A new electric torch is equipped with a cigar ghter on one side for the use of motorists who noke.

—

H. D. Roth, formerly in the employ of the merican Tobacco Co., has accepted the position of sales manager of the Tampa-Cuba Cigar Co.

—

In the Supreme Court at Syracuse, N. Y., Mrs. Anna Mallott has begun suit asking $500 damages for the alienation of the affections of her pet canary from Mrs. Martha Traylor, a neighbor.

—

Commercial attaché C. W. A. Veditz reports that the Italian tobacco monopoly yielded 237,000,000 lire during the months of July, August, September and October, in 1917, as compared with 117,000,000 lire during the corresponding period of 1913.

—

The sum of $4,685,362.41 is needed by the eighty-five charitable institutions affiliated with the Federation for the Support of Jewish Philanthropic Societies of New York, if their work is to be carried on without curtailment in 1918. This amount is an increase of $704,399.52 over the budget of 1917.

—

The Frankfort, Ky., Tobacco Association met Monday afternoon and organized for the season. T. N. French, of the American Tobacco Co., was elected president. E. L. Moore, of H. Dickerson & Co., was elected vice-president. Clarence Julian was elected treasurer, and H. B. Jeffers, secretary and supervisor of sales.

—

Records made public by R. R. Moton, president of Tuskegee Institute, show that thirty-eight persons were lynched in the United States in 1917. All except two were negroes and one of the latter was a woman. One lynching occurred in Montana and all the others were in Southern States, Georgia and Texas having six each. Attacks on white women were given as the cause in sixteen instances.

—

The new wage scale for anthracite mine workers, authorized by Presidential proclamation, has resulted in unprecedented production and the highest wages in the history of the hard coal region. Miners in Pennsylvania, last week, received their first pay under the new scale, and in many instances it ran as high as $150 for two weeks' work, while some were said to have earned more than $200 from Dec. 1 to Dec. 15. The average throughout the region was about $70. Laborers heretofore receiving from $18 to $28 for two weeks are now earning from $25 to $40.

—

"Up in Duluth," says the *Cigar and Tobacco Jonrnal,* "they are just as happy as they were before the city went dry. The former saloons have gone into the soft drink and sandwich business, but have considerately left the brass rail in front of the bar and the mirror behind it. And so the boys who used to take their toddy, stand up at the bar with their feet on the rail, blow the froth off the near-beer, settle the questions of state just as they did in days of old, and appear to be happy. All of which shows that we are at best creatures of environment."

MANILA CIGARS



American Shapes and Sizes

Special Brands for Jobbers

Bi-Monthly Shipments.

Always Fresh

Write for open territory to

HENRY OTTENBERG, Importer, 146 Front St., N. Y

New OPTIMO

BEST OF THE BEST



BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

ROCKY FORD

HAND MADE →CIGAR← DELICIOUS FLAVOR

Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c.—2 for 5c., 3c. each, and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices PITTSBURGH, PA.

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY
111 FIFTH AVENUE, NEW YORK

FROM THE FIRING LINE

Personals and Trade Jottings

N. S. Reinders has acquired a cigar store in Harrington, Neb.

—

St. Paul annually manufactures more than 30,000,000 cigars.

—

C. Harned has purchased the cigar store of F. W. Dodds at Kimberly, Idaho.

—

The New Hotel Plaza, Miami, Fla., had its formal opening, Monday evening, Dec. 31.

—

The cigar store of George Kress in Girardville, Pa., was destroyed by fire recently.

—

J. M. Winteler's cigar factory at Oshkosh, Wis., was damaged by fire one day last week.

—

A fire in the Britz cigar store at Evansville, Ind., Friday night, caused a loss estimated at $2,000.

—

P. W. Stedwell sold a half interest in his cigar business at 400 Eighth street, Oakland, Cal., to J. W. Dolan.

—

Swope & Mangold, wholesale cigar and liquor dealers of Dallas, Tex., have filed a notice of dissolution.

—

Sid Cahen, the popular hustler for E. Regensburg & Sons, is now on the Pacific Coast, taking a short vacation.

—

At Winchester, Ky., last Thursday, 700 pounds of tobacco sold for the benefit of the Red Cross brought $205.50.

—

The stamp taxes paid to the Federal government on all cigars made in Minnesota annually amounts to more than $200,000.

—

A. Santaella & Co. had their hands full trying to catch up with the Christmas rush. Prospects for 1918 are excellent.

—

Frank Logue and John J. Farhney have purchased the Mission cigar store at Third and E street, Eureka, Cal., from Joe Long.

—

Dave Saqui has no fault to find with this year's business. He expects to get even a larger share of trade for the Jean Valjean brand during the coming year.

—

Acker, Merrill & Condit Co. report this season to be the best the company ever had. Sherman Coe has been busy every minute of the day ever since the holiday session began.

—

Cigarmakers in Tampa are making so much money that, report says, they have become indifferent to the interests of their employers, and threaten to strike on slight provocation.

—

Robert M. LaFollette, United States Senator from Wisconsin, was expelled from membership in the Madison Club Thursday night, because of "unpatriotic conduct and giving aid and comfort to the enemy."

—

Geo. E. Gary has sent a $160 check to the firemen's pension fund at Madison, Wis., as a recognition of the services rendered by the department at a recent fire in the tobacco warehouse of the P. Lorillard Co.

—

Tobacco sales have been so heavy recently in Greeneville, Tenn., that warehouses were forced to abandon their sales for several days on account of being unable to get cars for shipment by the several buyers.

—

The New York State department of labor reports that the food, liquors and tobacco group in November had an increase of more than 1 per cent. in the number of employees and 3 per cent. in the amount of wages paid.

—

Plans are being considered for rebuilding the Reidsville, N. C. plant of R. P. Richardson & Co., Inc., the factory having been destroyed by fire Dec. 24., entailing damage estimated at about $100,000, which is covered by insurance.

—

The Pinkerton Tobacco Co., of Toledo, has been authorized to increase its capital from $100,000 to $1,800,000. The increase, according to officials of the company, means little. The company has always maintained a low capital until now.

—

A well-known cigar man who has just returned from Tampa said that some of the cigar makers are seeking work in the sugar refineries, as sugar workers are exempt from the draft, or at least the report has circulated that they are.

—

The Old King Cole Co. is filling orders that came in a month ago. Manager Moriarity says the holiday boom has not let up, and from the present outlook does not think it will, for at least a couple of weeks. All the representatives of the company are in town.

—

Berriman Bros. are still shipping many holiday orders. Their representatives will take to the road early in January with Al. Metzger covering New York State and H. A. Rosner looking after business up in New England. Berriman Bros. lost three valuable men in the recent draft.

—

When William T. Eisenlohr, wholesale cigar dealer at 31 East Georgia street, Indianapolis, entered his store at 10 o'clock on Christmas morning he found that someone had broken a lock on the back door and had hauled away 50,000 cigars in cases. The cigars were valued at $1,775.

—

At the headquarters of the Cigarmakers' Union at New Haven, last week, the sum $1,500 in aid to the strikers was received, a a like amount is expected in two or thr days. The union of Manchester forward $500, and financial aid is also expected from t Boston and Springfield unions.

—

By Mr. and Mrs. Henry Reiss is announc the betrothal of their daughter Rose to Hen A. Voice. The fortunate young man th named is the representative of the Pasbac Voice Lithographing Co. in Baltimore a Washington. Henry A. Voice is a young brother of J. A. Voice, the secretary of the co pany.

—

The St. Paul Retail Cigar and Tobac Dealers' Association has protested again the notice placed in the Bull Durham pac ings by the American Tobacco Co. The n tice states that the packages should retail f five cents. Since the war tax was made e fective, dealers have been selling the sa for six cents.

—

The cigarmaking industry gives employme to more than 600 persons in St. Paul. T annual pay roll of the cigar industry of t city is more than $500,000 annually. St. Pa made cigars are sold over a territory as f east as Chicago, west to the Pacific coast a Alaska, and in most cities in the Middle We and Northwest.

—

John J. Flaherty, manager of the Unit Store in the Flatiron Building, has not h much time to give to the repairs necessitat by the recent fire, owing to the constant ru of business. As soon as the rush eases u however, he intends to hasten repairs. A what he doesn't know about making en and corners meet is not worth knowing.

—

J. F. Letton, president of the North Ame can Hotel Co. at Omaha, chairman of the co mittee on hotels and restaurants of the Nebras Food Administration, has received congratu tory letters from John McE. Bowman, natio hotel and restaurant chairman, on being the fi state hotel chairman to make a detailed rep of food saving in hotels and restaurants in district.

—

The Old North State Tobacco Co.'s five sto tobacco and cigar factory in Reidsville, N. was destroyed by fire Dec. 24. The plant h shut down for the holidays. The origin of t fire is unknown. The redrying and stora plants, nearby where is stored about a h million dollars' worth of tobacco were save The loss is estimated at between $75,000 a $100,000.

—

Welker Cochrane, the twenty-one-year-o billiardist from Iowa, is rapidly acquiring th skill and experience that will sooner or lat make him a dangerous rival to Willie Hopp Indeed, a match between the new and the o "boy wonders" for the 18.2 balkline title an event that may be staged in New York la in the winter, when Hoppe returns from h Western tour.

—

Officers were elected at the annual meetin

of the Cigarmakers' Union, Local 434, of Meriden Conn., held Thursday evening as follows: President, Frank Herget; vice president, F. Despins; financial secretary-treasurer, C. J. McKinnon; recording secretary, J. P. Twining; financial committee, J. Freeman, F. Herge A. Gassman; trustees, C. Lacombe, Otto Lenz, Frank Despins.

—

Thieves, on Tuesday night, a week ago, entered the cigar store of Janes Schleihs, on Main street in Marinette, Mich. A large quantity of cigarettes, cigars, pipes and tobacco was taken in the raid. Little money, however, was missed. The thieves gained entrance to the store by breaking down two doors in the rear. The safe was opened, but Mr. Schleihs had left little money in it.

—

Recently, a 14 year old boy, small for his age, brought a crop of tobacco to market at Richmond, Ky. He had cleared and broken the land, raised the plants, set them out, tended the tobacco, cut and housed it, stripped and graded and hauled it to the market. He had one acre, which brought him $330. Asked what he was going to do with the money, he replied he was going to college.—*Courier-Journal.*

—

Dennis Ryan, owner and former operator of the Hotel Ryan, at St. Paul, died in his apartments in that hotel on Friday, a week ago, after an illness of eighteen months. He would have been 72 years old on Christmas Day. Ryan's rise as a capitalist was phenomenal. At the age of 32 he was reported to be worth more than $5,000,000, accumulated as a result of successful mining investments. He erected the Ryan Hotel and operated it for more than fifteen years. Four daughters survive him.

—

John D. Wing, a prominent business man of Atlanta, died Sunday evening after suffering a stroke of apoplexy. His boyhood days were spent in Roswell, Cobb county, where he was born. He was sixty-eight years old. He entered business in Atlanta in 1870 as a clerk in the store of A. K. Sears, later becoming a member of the firm of Burroughs & Wing, wholesale tobacco dealers. During the eighties, when the firm moved to Richmond, Va., Mr. Wing remained with it for two years and then withdrew.

—

Concerning union cigar makers "out of work," the *Cigar Makers Official Journal,* says: "The shiftless and careless members, shirking work from time to time, some for weeks and some for months, number less than three per cent. of the entire organization, an insignificant percentage, indeed, when compared with the men working in the shops, week in and week out, supporting their families in decency and respectability. There is no question as to the industrious traits of the overwhelming majority. The few idlers in the beehives are negligible."

—

On the Mebane, N. C., market, which has been closed until January 7, figures show that 2,350,000 pounds of tobacco have been sold, or more than was sold during the entire season previously. This product brought an average price of $33.50 per 100 pounds, probably the highest average in North Carolina. Last season the average price was $22.26, which was said to have been the highest average with one exception, of all the North Carolina markets that season. Plans are now being developed for the building of a third tobacco warehouse in Mebane, to be in readiness for the next season.

—

Giving as their reason the advance in the cost of practically every necessity of life, cigarmakers at Springfield, Mo., at a special meeting of Local Union No. 23, voted to adopt a new scale of pay to be received for their labor, amounting to ten, fifteen and twenty per cent. in various classes of work in the shops. The increases were planned to become effective on January 1. Twenty-one men are affected by the decision and they are employed in eight cigar manufacturing establishments. The average pay of a Springfield cigarmaker is declared to be but $13 or $14 a week.

—

On January 5 a chosen batch of the new National Army men will be assigned to the training school at Yaphank to fit themselves for commissions. This is in pursuance of the new policy of picking officer material from the ranks. Of the 535 men who will begin their training on Saturday the majority are non-commissioned officers. But not a few are ordinary privates. These will all retain their present rank and pay. At the close of the term, in April, the men will return to their former locations.

BUSINESS CARDS

CIGAR IMPORTERS
GROSVENOR NICHOLAS & CO.
14-16 South William St.
New York

G. S. NICHOLAS & SON, LTD.
43 Beaver St.
New York

CIGARS RIBBONS
WM. WICKE RIBBON CO.
Woodhaven Ave.
Glendale, New York

CIGARETTE PAPERS
PETER J. SCHWEITZER
Importer of French Papers
109-111 Broad St., New York

CIGARETTES
T. CHALKIADI & CO., INC.
Cigarettes—Haidee and Salaam
128 Water Street, New York

STRAND CIGARETTE CO.
Manufacturers "Strand" Cigarette
17 West 42d St., New York

CORK
BOUCHER CORK & MACHINE CO., INC.
All kinds of Cork
212 West 18th St., New York

HAVANA LEAF DEALERS
TOMAS BENITEZ Y LEON
15 Monte Street, Havana, Cuba
Cable "Tebenitez"

LEON Y. DELGADO
91-93 Consulado St., Havana, Cuba
Cable "Nautilus"

F. EZQUERRO, S EN C.
10 Luz Street, Havana, Cuba
Cable "Pradillo"

GONZALEZ HNO. & CA. S EN C.
39 Dragones St., Havana, Cuba
Cable "Goncelacio"

GUTIERREZ & FOYO
22 Reina Avenue, Havana, Cuba
Cable "Hermogenes"

MIGUEL GUTIERREZ E HIJO
53 Estrella St., Havana, Cuba
Cable "Cosechero"

SUAREZ HERMANOS, S EN C.
110 Rayo Street, Havana, Cuba
Cable "Ansuar"

PESO & CA.
97 Amistad Street, Havana, Cuba
Cable "Peso"

PASTOR SANCHEZ
225 Monte St., Havana, Cuba
Cable "Pastorama"

HUMIDORS
BUBECK & GUERIN
All kinds of Cigar and Cigarette Humidors
161 West 18th St., New York

IMPORTED CIGARS
RAMON "ALLONES"
Thomas F. Healy, Rep. U. S. & Canada
77 Broad St., New York

PARK & TILFORD
Imported Cigars
New York

JOBBERS
METROPOLITAN TOBACCO CO.
134 Grand St.
New York

CHAS. SCHAVRIEN
General Cigar, Cigarette and Tobacco Jobbers
204 West 20th St., New York

LITHOGRAPHERS
ADOLPH FRANKAU & CO., INC.
Cigar Labels and Bands
129 5th Avenue, New York

PASBACH-VOICE LITHO. CO. INC.
Cigar Labels and Bands
Corner 25th St. and 11th Ave., New York

LITTLE CIGARS
S. MONDAY & SONS
Manufacturers of Little Cigars
34-40 South 1st St., Brooklyn, N. Y.

MADE-IN-BOND HAVANA CIGARS
MARCELINO PEREZ & CO.
Clear Havana Cigar Exclusively
12 Duane St., New York

MANILA CIGARS
SIDNEY I. FREEMAN
La Flor de Intal Factory—Manila Cigars
123 Liberty St.

HORACE R. KELLY & CO.,
Manila Cigars
89 Wall St., New York

THE PHILIPPINE CO., LTD.
American Sales Agent
Bowring & Co., Whitehall Bldg., New York

MANILA LEAF DEALERS
B. CASTELLANO & CO.
Specialty—Manila Tobacco
123 Maiden Lane, New York

MILD HAVANA CIGARS
THE KERN MANUFACTURING CO.
Mfrs. "El Stato" and "Iago" Cigars
152 East 50th St., New York

PIPES
WM. DEMUTH & CO.
"Wellington" Pipes
230 5th Ave., New York

L. & H. STERN, INC.
Manufacturers of Pipes for Jobbing Trade
432 East 10th St., New York

PROTECTIVE PAPER WRAPPING
DIAMOND STATE FIBRE CO.
Glassine Paper Wrapping
Bridgeport, Pennsylvania

SNUFFS
GEORGE W. HELME CO.
111 Fifth Avenue
New York

WEYMAN-BRUTON CO.
1107 Broadway, New York

STEAMSHIPS
PENINSULAR & OCCIDENTAL S. S. CO.
Tampa—Key West—Havana
Jacksonville, Fla.

TIN CONTAINERS
AMERICAN CAN CO.
Tin Cans
120 Broadway, New York

NATIONAL CAN CO.
Tin Cans
Detroit, Michigan

TIN DECORATING CO. OF BALTIMORE
All kinds of Tins
Boston St. and Linwood Ave., Baltimore, Md.

BONE DRY BEVERAGE CO.
NEW YORK
Is about to put on the market a most saleable Non-alcoholic Drink.

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

All Progressive Dealers Read TOBACCO

WE OFFER {Quality / Service} TO THE TRADE

The Finest Grades of

IMPORTED HAVANA CIGARS

SOLE AGENTS FOR

B. MURATTI, SONS & CO., Limited

LONDON, MANCHESTER AND CONSTANTINOPLE

TURKISH TOBACCO GROWERS and CIGARETTE MANUFACTURERS

G. S. NICHOLAS & SON, Ltd.

43 Beaver Street

NEW YORK TEL. BROAD 5221

SAN FELICE.

FABRICA DE TABACOS EXQUISITOS

OUR SAN FELICE CIGAR IS GUARANTEED TO CONTAIN THE CHOICEST HAVANA FILLER

WE LEAD OTHERS FOLLOW.

Manufactured FOR GENTLEMEN OF GOOD TASTE.

SAN FELICE
The Peer of 6 cent cigars

$1000.00 TO ANY MAN PROVING THIS CIGAR NOT TO CONTAIN THE HIGHEST GRADE HAVANA FILLER

REGISTERED IN U.S. PATENT OFFICE
The Deisel-Wemmer Co. Lima, O. U. S. A.

INFRINGEMENTS UPON ABOVE BRAND WILL BE PROSECUTED BY LAW.

Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Office
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY"

GRAVELY'S CELEBRATED Chewing Plug

BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.

P. B. Gravely Tobacco Co. DANVILLE, VA. ESTABLISHED 1831

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

NOT DENIED SWEETENING

Dushkind Gets Government Assurances That the Supply of Sugar Needed in the Manufacture of Tobacco Will Be Continued.

Having received information that the issuance of Government licenses for the importation and supply of sugar needed in the manufacture of tobacco were delayed, Secretary Dushkind of the T. M. A. made a hurried trip to Washington, Friday to take the matter up with the authorities.

It seems that under the new regulations no sugar can be imported without first obtaining a license from the Bureau of Imports, and that in order to secure such a license the importer is required to sign the following agreement:

"In consideration of your issuance to me/us of license No..... dated the ..... day of ..... 1918, covering the importation of ..... bags of .....sugar from ..... I/we hereby guartee that I/we will not sell such sugar to any person, firm or corporation, or at any price without first securing the approval of the United States Food Administration, or its duly authorized agents.

"I/we further hereby promise and agree in the sale or distribution of said sugar to be governed by the rules and regulations of said United States Food Administration.

"IN WITNESS WHEREOF, I/we have hereunto subscribed my/our hand this ..... day of ..... 19....."

It thus appears that after securing the import license the importer must furnish the names of his buyers to the Food Administration and apply for permission to sell to them. The purpose of requiring such permission to sell is to enable the Food Administration to regulate the consumption and to curtail the supply when necessary as it has done for instance in the case of confectioners, where the supply has been cut down to the extent of 50 per cent of their usual requirements.

Mr. Dushkind took the matter up with both Departments, that is, the Bureau of Imports and the Food Administration, and having demonstrated to them the necessity of tobacco particularly as a war essential, the magnitude of the industry, the amount of taxes that the Government is receiving from the manufacture of tobacco, and more particularly the fact that the sugar used in the manufacture of tobacco does not interfere with the domestic consumption, Mr. Dushkind has been assured by both Bureaus that unless present conditions should change, there will be no delay in the future in issuing licenses for the importation and supply of sugar for the manufacture of tobacco.

Secretary Dushkind states, however, that even impressed as the Government authorities are with necessity for quick action in passing upon applications for licenses and permits, the trade is likely to experience considerable delay due to the enormous number of such applications from practically all industries, and the primary stages of the organization of the multitude of new forces and new Bureaus that have been recently established by the Government. No manufacturer therefore, says Mr. Dushkind, should wait until the last moment before ordering such supplies.

Jack Hendricks, manager of the Indianapolis Club of the American Association, signed a contract Monday to manage the St. Louis Cardinals next season.

MOST PROSPEROUS YEAR

For American Cigar Co.—Earnings for 1917 Close to $20 a Share on the Common Stock—A Remarkable Rejuvenation

The American Cigar Co., a subsidiary of the American Tobacco Co., closed the most prosperous year in its history. While it is rather early as yet to give an accurate statement, those who come nearest to knowing would not be surprised if the concern showed close to $20 a share for its $10,000,000 common stock in 1917 as compared with slightly better than $12 in 1915 and 1916.

Of the $10,000,000 common stock outstanding, the American Tobacco Co. owns $7,000,000. Dividends are being paid on the junior issues of the cigar company at the rate of per annum, but in view of the earnings indicated above, which are running at the rate of three times the dividend disbursements, an increased payment in the near future is not outside the realm of possibility.

There is a strong possibility that a new source of revenue will be opened up to the American Tobacco Co. Its income at this time from holdings of the common stock of the cigar company amounts to $420,000 annually.

"The rejuvenation of the American Cigar Co. has been one of the big industrial accomplishments of this country," says the *Wall Street Journal*. It was a matter of only a few years ago when the cigar concern instead of being a large money maker for the American Tobacco Co. was a heavy load on its hands.

This subsidiary at this time is many millions of cigars behind its orders and extensive plans have been under way for some time for capacity increase.

The Imperial Tobacco Co., of Canada has assets amounting to nearly $40,000,000.

Items of Interest

V. A. Milligan, representing Tobacco Products has been in Halifax seeing the trade in the interests of Melanchrino cigarettes.

—

ames A. Farrell, chairman of the National Foreign Trade Council, has issued the formal ca for the Fifth National Foreign Trade Convention to meet at the Gibson Hotel, Cincinnati, Oo, Thursday, Friday and Saturday, February 7, 8 and 9, 1918. The theme of the Convention will be "The Part of Foreign Trade in Winning the War."

—

Deputy Collector Savage at Tampa, stated a week that there were orders for at least or and a half or two million cigars that could ot be filled on account of the inability to obtai stamps from the department. Last year, as a whole, was decidedly the best year in the office's history, and Tampa had sent out more cigars than ever before.

—

An approximate increase of 15 per cent. was shown in the Christmas sale of cigars, according to figures given at the Internal Revenue office at Tampa. For the months of October, November and December, 1917, there was an output of 107,000,000 cigars, while for 1916 there was 94,000,000, which makes a difference of 13,000,000, or an approximate estimate of 1 per cent.

—

Cigar men in London, Ont., are claiming that the cigar situation in Canada is still further adding to the difficulties of the tobacco trade in general. "Cutting off of the Virginia supply to meet the demands of the United States Government," they say "will cause such a demand for tobaccos of all kinds, some think, that the cigarette business may swamp a good portion of the cigar trade."

—

Tobacco is a necessity, not a luxury, declares Lord Rhondda, the British food controller. "We must have tobacco," he says. "I believe that its loss would be a national misfortune. It means both to the manual laborer and to him who works with his brains a saving factor. Men would eat a great deal more if they did not have tobacco. I believe the deprivation of it would work a great discomfort." The same system of rationing tobacco, however, is forecast by the newspapers.

—

A strike of the waiters in most of the restaurants south of Forty-second street, Manhattan, effective Wednesday, was ordered Monday. William Lehmann, organizer for the Hotel and Restaurant Employes' International Alliance, said: "The general strike order affects all non-union restaurants in the section between Chatham Square, East Broadway, East River and Third avenue and Fourteenth street, on the East Side; and between Chatham Square, Third avenue, North River and Forty-second street, on the West Side."

—

Fully 16,000,000 members were added to the Red Cross in its Christmas campaign, Henry P. Davison, Chairman of the Red Cross War Council, said Monday night in a New Year's message to division managers throughout the country. This makes the total present enrollment, he adds, about 22,000,000. "But the wonderful achievement of enrolling one-fifth of the entire population of the United States is less of a triumph," Mr. Davison says, "than it is a call to greater service. As we stand on the threshold of a new year in this hour of world tragedy there can be but one thought in the minds of the 22,000,000 members of the American Red Cross, and that is to serve and to sacrifice as never before."

—

George Ringle, alleged to be a trafficker in draft exemptions; William Abramson, a lawyer, and Morris Assofsky, a notary, were arrested Monday evening following a raid on offices at No. 204 East Broadway, New York, made by special agents of the Department of Justice working in conjunction with the State Attorney General. Agents from the Department of Justice said that numerous other arrests would be made of attorneys, notaries and dealers in draft exemptions who are now under surveillance and whose names at this time cannot be disclosed. The Attorney General is said to have considered the investigation of such importance in breaking up the band that he has frequently come to New York to co-operate with his assistants and agents.

—

When the weather man gave New York below zero temperature for New Year's eve he drove the atmosphere of unrestrained jollity indoors. The usual street celebration was lacking. There was much music, noise and color in steam-heated eating places, but the all-night street parade with its horns and squakers and cowbells was not in evidence. In the cabarets and hotels the New Year fluttered into a warmer environment and felt more at home. His ears were slightly frost bitten and his nose was red, but he was in evidence and in some cases, with bells on. Most of the city retired at 1 a. m. The orders were that restaurant "watch parties" would be given just three-quarters of an hour after 1 a. m. to disperse. The order was generally obeyed.

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CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.

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EL CAVALO
MILD HAVANA CIGAR
An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.
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Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
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MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
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PINZON
HAVANA CIGARS
BONDED FACTORY
M. PEREZ CO.
168 Water Street New York
Factory: Key West, Fla.
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BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

YOUNG MAN, TWENTY-EIGHT, WISHES POSITION as stock, order and shipping clerk in cigar factory. Having had eight years' experience. Good knowledge of Brooklyn trade. Address Brooklyn, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN will be open for engagement Dec. 20th for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

MIDDLE AGED MAN who has been in the tobacco business twenty years and understands every branch of cigar manufacture, has been superintendent of large factory in New York, wishes to get out of the factory and into sales or office work. Speaks Spanish, German, Italian, Russian, and numerous dialects. Address B. F. W., care Tobacco.

STENOGRAPHER WISHES POSITION.—Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

THE COURSE OF A DOLLAR.

It is easy to visualize the course of a dollar saved from waste and invested in Government bonds: First, it goes to the Government as a loan for the war; second, it is expended by the Government for food, clothing, and ammunition which go directly to a gallant soldier, or sailor, whose fighting strength is kept up by the food, whose body is kept warm by the clothing, and whose enemy is hit by the ammunition. It has not been expended in the purchase of needless food and clothing for the man at home, and is therefore released for the use of the soldier; it is *saved* wealth to the man at home and can be loaned to his Government at interest, with resulting benefit to himself and to his Government.

MISUNDERSTANDING THAT PAYS

"It is not likely that cigar manufacturers ever look upon waiters in restaurants and hotels as cigar salesmen, but they are," a cafe patron remarked on New Year's night. "Most salesmen sell goods because they are clever, or the retailers think the salesmen are clever; but waiters get rid of their stock by their apparent stupidity. Waiters receiving a commission on the cigars and cigarettes they sell to patrons have a habit of misunderstanding orders. For instance, three men will be seated at a table, and the man paying for the meal will order two cigars, knowing that one of his friends does not smoke. But Mr. Waiter always brings three, and when notified of his mistake, offers apologies, fully aware that his patrons will not return the extra cigan. Thus he sells a cigar where all the diplomacy and strategy of a finished salesman might fail."

BOSTON BREVITIES

Boston, January 1.—Joseph P. Manning Co. has 46 stars on its service flag. Jeff Landry of the Tobacco Products Co. has bundle-tier's cramp. He was fourth assistant shipper for Charles B. Perkins Co. during Christmas week.

The Philippine Co. is distributing some very attractive calendars displaying a picture of Olga Petrova.

Charles B. Perkins and Irvin Studwell of Charles B. Perkins Co. were in New York City last week.

Report has it that the store at the corner of Washington andl School streets, formerly occupied by the Liggett Co., will be obtained by a New York concern for a retail cigar store.

Houghton & Dutton, who operated a large cigar department during the holidays, now are only carrying full cartons of cigarettes and tobacco in the military department.

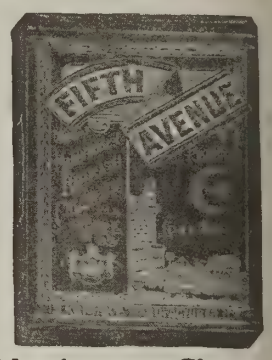
Frank I. Hener, who enlisted in the Naval Reserve a few weeks ago has been called into active service. He will be stationed at Bunkin Island, Boston Harbor.

Max Alexander of the Commonwealth Cigar Co. is visiting his relatives in Washington, D. C.

All the missionary men of the various companies are having their annual layoff, but soon will be on the job again.

Smoking up holiday gifts, sweating off, and zero weather caused retail business to be punk during the past week.

But activity was personified by the jobber who was collecting overdue accounts.



Fifth Avenue Cigarette
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York



VERY MILD CIGARS
A New Creation

MADE by Cuban workmen at Key West of a blend of the finest Shade Grown and Havana tobaccos.

This cigar is being introduced to the American public with signal success. It retails at 5c. to 15c. with liberal margins to retailers.

Apply for prices to

PARK & TILFORD, *or*
TELEGRAFO CIGAR CO. Inc.
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Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew.	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

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Y
JULIETA
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WM. T. TAYLOR - 140 East 34th Street, New York

Waldorf-Astoria
Cigar Company, Ltd.

We carry in stock all popular brands of Imported segars in all sizes. Also invite attention to our special lines.

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York

"A DAY OFF" IN THE WAR ZONE.

A member of a field artillery unit rites of camp episodes and of a particularly full day in a city near the aining camp.

November 27.

"Dear Jo-Jo, Jo and Joe—I'm still in ance and very much alive. Our present camp is far superior to our first one. We sleep in little iron beds, have wooden barracks (without floors), and I tell ou the boys feel mighty good at the ea of going to bed for the first time four months.

"I am writing you this by candle ght, sitting on the edge of my cot. here is a bunch of fellows hanging round talking about every conceivable ubject from being in Chicago at a wake making a living selling pencils at Thirty-fourth street and Broadway ith both legs off at the knee. One certainly gets a very clear insight into uman nature being with so many men very hour of the twenty-four. We have oughnecks, mothers' boys, boys from all alks of life and all nationalities. In he army we are all equal. A barber civil life frequently makes a better oldier than the most brilliant of college en.

"We buried one of the lads from our egiment today. He died of pleuroneumonia. I didn't know him personlly, but the boys in his battery say he vas a prince. It was the first military uneral I ever saw. The entire regiment vith all officers from the General down ook part. It was most impressive and ouching. When taps were sounded ver this American boy's grave, buried omewhere in the woods of France, here wasn't one of us but felt the seriousness of our mission and the great omage that was paid to this boy who lied in service. We marched about two miles to the beautiful strains of the funeral march.

"Tomorrow is Thanksgiving and I helped carry the turkeys to the kitchen; so we'll celebrate it fittingly.

"I had a thirty-six hour pass last Saturday and went to a nearby good sized city. You should have seen the train that took me. It looked like one of these toy trains we have in our amusement parks. I don't believe in the entire history of the railroad that they ever hauled as many passengers as they did that day. They crowded us in the baggage car; even on the toy engine; any place that they could find room for a man. When we came to a grade the engine didn't have the pep to stand the strain. So we all had to get off and push; but gosh! you ought to have seen the speed we made down grade.

"Well, after four hours of pushing and coasting we finally made the thirty-six miles, and we were well pleased that we arrived at all, as it looked very black here for a time.

"It looked like a deserted city by 9 P. M. We went over to a restaurant that had a sign 'English Spoken.' The only English I heard while there was their 'Good night' as a greeting and another 'Good night' as a farewell. We found out later that this privilege of hearing our native tongue spoken so fluently just increased our check 50 per cent. We had quite a time getting what we wanted, as they tried to induce us to eat the things they had most of.

"After the inevitable battle which takes place always on settling the check we went to several cafes. They were all crowded with French soldiers on leave from the front. The air was vile, so thick with smoke you could cut it. The French people in this section believe not in cleanliness or sanitation. There they sit through the nights drinking their vinegar-like wines and smoking their vile cigarettes, and they call it a good time.

"We went to the biggest hotel to put up for the night and to our great surprise found the doors locked. After ringing for about ten minutes a porter opened the door about an inch, took a squint at us and closed it in our faces. To make a long story short, we tried every hotel in the city and had the same experience. It was then about 2 A. M. and we were dead tired, cold and very much down hearted, being in a strange city in a foreign country and not a place to sleep. In camp we retired about 8:30 and we missed our little iron beds muchly. My pal claimed he just couldn't walk any further, so he laid down on the grass in front of the city hall and wouldn't budge. It was cold and damp and the grass was wet; I just couldn't see it, so I told my bunkie I'd keep on going.

"I found my way to the main depot and found it packed with French and Algerian soldiers arriving and departing for the front. The tiled floor was literally covered with them sleeping. That was a sight I don't believe I'll ever forget; those dark, picturesque Algerians, with the strange uniform and red fez, and the wounded being carried to the waiting ambulances. I soon found out there was no room for me to stretch out there, so I left.—*New York Sun.*

The Work of Congress

Washington, January 2.—With Congress scheduled to resume the session tomorrow, and with all sorts of troublesome questions to be considered, the subject of railroad financial legislation is holding first place to-day in point of interest and importance. This is the only domestic issue which is receiving anything like the attention which belongs to matters pertaining strictly to the war, such as the War Department inquiry, the shipping investigation, and the like.

A Cigar of Reputation

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DIEU ET MON DROIT
Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Regarding Export Licenses

For the information of various inquirers, the admonitions of Secretary of Commerce Redfield, given months ago, are here repeated.

"Applications for license to export commodities specified by the President as not to be exported from the United States, except under license, will be made by shippers to the Division of Export License, Bureau of Foreign & Domestic Commerce, and licenses will be issued or refused by that division. The Division of Export Licenses is a strictly war-time organization formed by the Department of Commerce to carry out the policies of the Exports Council and to handle all applications for export licenses.

"The organization of the Division of Export Licenses has been under way for some time and it is now equipped to handle all applications under the President's current proclamation and to issue licenses promptly.

"Applications will be passed upon, first, as regards the quantity which the Exports Council has decided may be permitted to leave the country; second, as regards the amount which it is deemed wise by the Council to permit to go to the country specified in the application.

"If the amount of the commodity applied for, and the country, are satisfactory, the Division of Export Licenses will then pass upon the character of the consignee, satisfying itself that the consignee is not likely to permit the goods to fall in the hands of, or otherwise to benefit the enemy.

"Application forms which exporters are to use in applying for licenses may be obtained by writing to the Division of Export Licenses, Bureau of Foreign & Domestic Commerce, this city, or to any of the districts or cooperative branches of the bureau. The application forms have been drawn up so as to give the Division of Export Licenses all the essential information which will guide them in passing upon the application.

"The work of the Division of Export Licenses will largely be in the hands of practical and experienced business men who have volunteered their exclusive time and services to the Government for war work and have been assigned to this division. The policy of the Division of Export Licenses will be to perform a function of high military importance with as little interference with legitimate trade as is possible.

"Applications in person for licenses, cannot be received, and all applications will be decided purely on their merits, based on the written information given, or filed with, the application.

"The patriotism of American exporters has been manifested in so many ways recently that the Department of Commerce feels that it can count upon the loyal cooperation of manufacturers and merchants with the Division of Export Licenses. The attention of applicants is drawn to the fact that the issuing of a license does not relieve the shipper of his responsibility both moral and legal, to use the utmost precaution to ascertain the character and purpose of the consignee. Exporters are warned particularly to investigate new customers in neutral European markets, before applying for licenses, and the Division of Export Licenses should be promptly notified of inquiries for merchandise which appear suspicious."

The Department of Commerce also gave exporters of the country the following advice:

"In view of the fact that public necessity may in the future require the requisition of vessels by the Government, and as this may be done quickly with but little time for adjustment, it is advisable that exporters, in making contracts for export, should state in the contracts that shipment is to be contingent on their obtaining shipping space. Attention is again called to the fact that exporters will save themselves much annoyance and possible claim for damages if a clause is inserted in bills of sale, stating that the sale is made subject to the seller's ability to secure an export permit, if such permit is required."

SAN FRANCISCO NOTES

(*Continued from page* 11.)

Francisco until next February, when the new season's goods will arrive.

The root swellings or burls of the wild lilac (which grows in profusion throughout the State) is proving to be a valuable substitute for briar in the making of bowls for tobacco pipes. It is said that an effort will soon be made to introduce these in the East.

A good many out-of-town cigar dealers were in San Francisco just before Christmas Day. Among them were George Green, of Chowchilla; William Coleman, Eureka; J. Rotz, Reno; George F. Warren, Cloverdale; W. Brady, Portland, and Ed G. Baum, Colusa.

PERFECTO GARCIA & BROS.

Manufacturers of Superior Quality



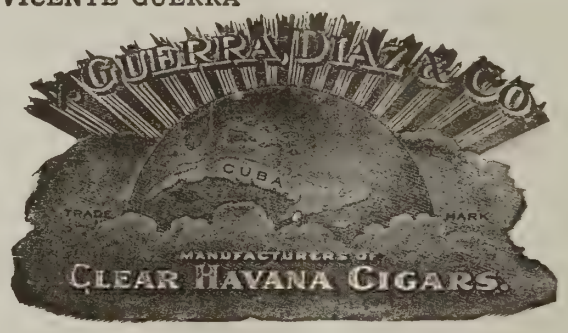
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L. KEHLMANN CO.

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NEW YORK CITY

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FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXV. No. 13. NEW YORK, JANUARY 10, 1918. PER ANNUM, $2.00 SIX MONTHS, $1.00

COMES BACK TO NEW YORK

Irvin Studwell, Erstwhile Vice-president of C. B. Perkins Co. of Boston, Leaves the Hub to Become Manager of the Great Cigar Department of Park & Tilford, Succeeding Walter Pierson.

BOSTON, January 7.—Irvin Studwell, for several years vice-president and treasurer of C. B. Perkins Co., resigned last week to go to New York, where he will become manager of Park & Tilford's cigar department, succeeding Walter Pierson.

Mr. Studwell is no stranger in New York, having spent a number of years in the service of Acker, Merrill & Condit Co. and Surbrug & Co. Many friends will welcome him back to the Metropolis.

Five years ago Studwell entered the employ of C. B. Perkins Co., a perfect stranger, but by his tact and geniality he made himself well liked by every one in the organization from the president down to the office boy. Studwell is a man who eliminates friction in business.

As he leaves Boston, the entire force of C. B. Perkins Co. greatly regrets his going.

President C. B. Perkins said: "I will personally feel his loss very much, having been associated with him so closely for many years. I feel that I speak for all the organization when I say that we all wish him all possible success in his new undertaking and feel sure his ability, tact and common sense will carry him through."

Until 1915 Mr. Studwell had been manager for C. B. Perkins Co. Then Mr. Lloyd, the vice-president, died, and Mr. Studwell succeeded him, assuming the duties of treasurer as well. Mr. Studwell's active connection with Park & Tilford's cigar department will begin some time next week.

Of imported and other fine cigars, Park & Tilford long have been regarded as the largest 'independent distributors in the United States."

Slight Decrease in U. S. Cigar Production

Shown by the Official Figures for October

WASHINGTON, January 7.—The Internal Revenue Bureau has just compiled the figures for the cigarettes, cigars, snuff and smoking tobacco manufactured during the month of October.

According to the new classification the total number of large cigars manufactured in October, 1916, was 752,733,640, decreasing slightly to 752,501,731 in October, 1917. In October, 1917, the following classification is made for large cigars: Class A, 226,957,027; Class B, 382,775,917; Class C, 137,625,681; Class D, 2,517,050, and Class E, 2,626,055, making the total already mentioned.

In October, 1916, there were 79,231,360 small cigars manufactured, increasing in October, 1917, to 101,344,527.

There were 2,859,500 large cigarettes manufactured in October, 1916, increasing in October, 1917, to 3,070,147 and in October, 1916, there were 2,502,289,432 small cigarettes manufactured increasing in October, 1917, to 3,403,437,214.

In October, 1916, there were 2,773,182 pounds of snuff manufactured which increased in October, 1917, to 3,170,677 and in October, 1916, there were 37,561,060 pounds of chewing and smoking tobacco manufactured, increasing in the same month, 1917, to 41,485,529.

The Philippine imports for September, 1917, included 17,821,850 large cigars and 280,400 small cigarettes. The imports for October, 1917, included 9,650,463 large cigars and 510,000 small cigarettes.

The showing isn't so bad.

BIG CIGARETTE FACTORY

Re-established in Norfolk—British-American Tobacco Co. Leases the Margolious Building—Work Begins Again Very Soon.

For cigarette factory purposes in Norfolk, Va., to take the place of the building recently destroyed by fire, the British-American Tobacco Co. has leased the big Margolious building. It is a three-story structure, with about 75,000 square feet of floor space, and covers an entire block extending from Monticello avenue to Armistead avenue and from Twenty-second to Twenty-third street. The tracks of the Norfolk & Western Railroad are located on the Armistead avenue and Twenty-third street sides of the building. The transaction between the tobacco company was negotiated through Benjamin Margolious, the Chamber of Commerce representing the British-American Tobacco Co.

The Chamber of Commerce, which was responsible for the original location of the British-American Tobacco Co.'s plant in Norfolk, was called on again immediately after the fire by Vice-President G. G. Allen, Managing Director E. S. Bowling, District Manager Nathan Toms and the local manager, L. L. Kipps, and asked to co-operate in finding new quarters in Norfolk, if possible. Three different properties were presented by the chamber as being available, and the company officials finally decided on the Margolious building, providing the city would immediately pave Twenty-second street.

Barton Myers, president, and W. A. Cox, secretary, of the Chamber of Commerce, took up the matter with city officials, and after receiving assurances of the earnest desire of the city to co-operate in the matter, the British-American representatives proceeded to close the contract for the property.

The Margolious building is considered an excellent one for manufacturing purposes. It is of heavy brick construction and, while not thoroughly fireproof, is of the slow-burning style of architecture. The structure is equipped throughout with automatic sprinklers for fire protection. Another desirable feature for factory purposes is that it is a 50 per cent daylight building.

About 400 operators, mostly white women, will be given employment when the factory

resumes operations. The new machinery duplicates the destroyed equipment so far as possible, and where it was found impossible to duplicate some feature of the old outfit, the company bought machines of as nearly the same character as it was possible to get.

When the present leases expire, the British-American Tobacco Co. may build a plant in Norfolk. Officials expect at the termination of the lease to have developed an industry of such size that a mammoth plant will be needed. Speaking of the matter, the Norfolk *Ledger-Dispatch* says:

"The British-American Tobacco Co. is a most desirable acquisition to the manufacturing district of any city. Great stress is laid on pleasant working conditions for their employees, and relations between employees and employers always are most satisfactory. The factories of this company are models of neatness and sanitary arrangements, and good wages are paid to those who become skilled in the operation of the cigarette making machines."

When the British-American factory first began operations in Norfolk its output of cigarettes was exported chiefly to the Orient, but of late very large shipments have been sent to England and France.

THE "STATUTE OF FRAUDS"

Be Sure Your Sales of Goods Are Not Voidable

(Copyrighted, 1917, by Elton J. Buckley)

My observation is that a thousand times every day sales of goods take place that are illegal and could be repudiated if either of the parties wanted to do it. Many of these sales go through merely because the parties don't know that they have ignored a law which is in force in practically all the States, prescribing the way in which sales of personal property, amounting to more than a certain sum, must be done. Sales not done in this way are bad.

I have had occasion to ask a great many business men, from time to time, whether they knew about this law, and most of them never heard of it. A very few had a hazy idea there was such a law, but they had never made any effort to obey it.

The law I refer to is everywhere called the "statute of frauds," and it comes to us from an old English statute. It exists in every State of the Union, so far as I know, and the part of it which has to do with the sales of goods is always in substantially the following language:

> A contract to sell or a sale of any goods of the value of $500 or upwards, shall not be enforcible by action unless the buyer shall accept part of the goods so contracted to be sold, or sold, and actually receive the same, or give something in earnest to bind the contract or in part payment, or unless some note or memorandum in writing of the contract or sale be signed by the party to be charged or his agent in that behalf.

The above is from the Pennsylvania act, which is peculiar in that it puts the amount of the contract which is to be controlled by the act so high. In many States the act reads "of the value of $50 or upwards," which, of course, makes the law much more far-reaching than an act putting the limit at $500.

Now what does this law mean? A goes into B's store or office, and makes a verbal deal with him for so much merchandise. This, of course, often happens. The parties know each other very well and they disdain a written contract. If the above law were not in existence, that deal would be a complete legal contract when A left B, and either party could enforce it. But under the above law, provided it involves more money than the sum named in the act, it cannot be enforced, which means that either party can repudiate it at will, unless:

1.—The buyer accepts part of the goods or actually receives part. That, the law says, executes the contract, and the parties are bound. The buyer need not personally receive part of the goods. If anybody acting for him does it, it makes the contract good. For instance, if goods are sold f. o. b. the seller's station, the receipt of part or all of them by the railroad company is an acceptance by the buyer, for when goods are sold f. o. b. the railroad is the agent of the buyer.

2.—Or the buyer must give some earnest or make part payment. This, too, executes the contract. Giving a note is not sufficient, though giving a check as a deposit would be.

(A few State laws do not contain this clause.)

3.—Or a memorandum must be given of the sale, "signed by the parties to be charged." It used to be considered that this meant both parties, but it has later been decided that it means only the party who is trying to get out of the contract. That is, if in such a sale it is the seller who relies on the above act to let him out, the law will require that the memorandum, if there was one, bore the seller's signature. And vice versa if it is the buyer who is trying to escape.

What kind of a memorandum should be given to make the sale safe? It need not follow any prescribed form, but it should state the fundamentals of the contract clearly—the date, the names of the parties, the character of goods and the price. Given these, any form will do—pencil, ink, written or printed. A written offer to sell is enough if it is later accepted verbally, provided the party who signed the offer to sell is the one endeavoring to escape. Also a written acceptance of a verbal offer, if it is the *buyer* who this time is trying to escape. And a telegram is sufficient when it is signed with the right name.

(Continued on page 34.)



In France the announcement that a load of tobacco has arrived for the soldiers is a signal for a marathon. Regardless of the pastime occupying the soldiers' attention, they drop everything and break away like an army of runners, their hands outstretched as they come within sight of the precious stuff as if they were trying to grasp the tape at the end of the run. The photograph was taken in France and gives a better idea of how the soldiers value tobacco than a five thousand word story could.

Alexander B. Dick and Bert Ennis, the men who have charge of "Our Boys in France Tobacco Fund," appreciate the necessity of smokes for soldiers, and to date for the fund they have collected $139,950. While referring to the fund's activities and aims, Mr. Dick said:

"During the week of February 18-24 we are going to make a special drive to get contributions and tobacco, and we hope to secure the co-operation of all patriotic cigar, cigarette, and tobacco manufacturers. To thousands of retail stores we are sending posters for window display, which will ask customers to contribute coin or smokes. Those giving tobacco in any form should see that the seals are not broken, for a broken seal will prevent its acceptance by the fund. Every quarter contributed will buy more smokes than the individual can purchase."

"Have you any suggestions that might be practicable for manufacturers to carry out?" Mr. Dick was asked.

"Manufacturers might have an announcement printed on their stationery calling the attention to retailers to lend their assistance. The four hundred newspapers giving publicity to the fund will distribute posters for 'Tobacco Week,' and any retailer, jobber, or manufacturer who desires to have posters can get them by writing to me for them. If all those in a position to help will do so I don't think that our boys in the trenches will want for smokes for some time to come."

Communications intended for Mr. Dick should be sent c/o "Our Boys in France Tobacco Fund." 25 West 44th Street, New York City.

FROM THE FIRING LINE

Personals and Trade Jottings

Acker, Merrall & Condit Co. is just as busy now as during the holidays.

—

The Independent Retail Tobacconists Association meets this evening at Terrace Garden.

—

The Exchange Buffet at 109 Liberty street, New York, has a window display of Optimos.

—

Joe Gans has joined the sale force of Gans Bros., taking the territory formerly visited by Oscar Veit.

—

The P. Lorillard Co. offers the following gratis deals: 10% London Life cork and 20% Murad plain.

—

The Metropolitan Tobacco Company's business does not show any let down since the holidays.

—

The United Cigar Stores Co. did a business of $43,000,000 in 1917, some $7,000,000 more than in 1916.

—

The United Cigar Stores Co. has acquired the store and stock of the Main Cigar Co. at Roanoke, Va.

—

Liggett & Myers Tobacco Co. is offering the trade a 10% free deal on Chesterfields for a short time.

—

The cigar store and pool room of Jack Cassat at Hagerstown, Md., was destroyed by fire, one day last week.

—

Each citizen in New York City rode 43 times on the street cars in 1860. In 1916 the average citizen rode 350 times.

—

Damages, estimated at $750, were done to the Clute & Williams cigar factory at Waterloo, Iwa, by fire, recently.

—

John C. Cleary, president of Cleary Bros., wholesale liquor and cigar dealers, died January 5, at Escanaba, Mich.

—

George W. Stocking, western representative of Marcelino Perez & Co., has been spending the holidays in New York.

—

Marcelino Perez & Co. are taking an inventory of stock. Within the next ten days the salesmen will start out on the road.

—

The cigar and tobacco store of Jesse Dassau, at Monroe, Mich., was burglarized Thursday night. About $400 in cash was taken.

—

W. T. Hicks, representing the Cien Porcido Co., leaves for the South the latter part of this week. C. H. Knubel will start for the East next week.

—

Two erstwhile salesmen in the United store in the Flatiron Building are now wearing army uniforms. George Carnier and Geo. Abrams are the clerks who enlisted.

—

Themelis Bros. Co. is starting a window display campaign for the Rose Tip cigarettes. The Rex Window Advertising Co. is making exceedingly attractive settings.

—

Manager Moriarty, of the King Cole sales force, is getting plenty of new business since the first of the year. And he had nothing to complain about last year's trade.

—

Light receipts still prevail on the Paris, Ky., tobacco market, with slight prospects of improvement in the next few days, because of weather conditions and impassable roads.

—

Asa Lemlein, manager for E. H. Gato Cigar Co., has gone to Key West, and will make a stop at Jacksonville, where his son, Harold, now a lieutenant in the army, is stationed.

—

In the fire which caused the Bardwell Hotel in Rutland, Vt., to be gutted, last week, Francis Welch, who conducted the cigar stand in the hotel lost all his stock. The goods and fixtures were not insured.

—

E. M. Freeman left Wednesday to look after trade in the upper part of New York state. S. J. Freeman will break away from the New York office on Monday to cover the eastern territory.

—

Riker-Hegeman store at 42nd Street and 6th Avenue has a special Christmas box offering still displayed in one of the windows. La Coronas, Padovas, and Earl of Pawtucket are very much in evidence.

—

John J. Flaherty, manager of the United store in the Flatiron expects to have all traces of the recent fire removed within the next five days. Since the holiday rush subsided business has been good.

—

Two notably successful representatives of the E. H. Gato Cigar Co., "Jimmy" Goldwater of New York, and Fred Oakes of Chicago, are enjoying a trip to Key West, being the guests of Manager Asa Lemlein.

—

S. E. Appelgate of The Strand Cigarette Co., is expected to return to New York during the week. Mr. Grashoff has been out of town on a week-end visit. Mr. Simmons has been rushed trying to get out the orders.

—

A. Santaella & Co. are all set for the new year's business. H. Caro, Ben. J. Straus, Robt. I. Ellis, and I. I. Hess will start out on the road some time this month. Wm. Ferisch, who handles the city trade has been on the job all the time.

Sales of tobacco in Carlisle, Ky., were suspended during the past week because of weather conditions, which have caused deliveries to be very light. Receipts at the warehouses were reported to be the lightest of the season.

—

Speer's Pharmacy at West Palm Beach, Fla., has incorporated with a capital of $25,000 to conduct a wholesale and retail drug business, selling sundries, sporting goods, tobacco, jewelry, etc. C. C. Spear is secretary and treasurer.

—

John W. Merriam & Co. are very busy. Mr. Merriam has not left town. Mr. Lahr will go out for new business the latter part of the month. The recent zero spell froze the pipes in the factory building and held business up for a week.

—

On the New York elevated and subway trains crossing the East River Bridge the daily average number of passengers carried in 1912 was 263,765; in 1913, 314,797; in 1914, 323,902; in 1915, 357,636; in 1916, 432,665, and in 1917, 522,505.

—

"Gene" Stlotz, representing Simon Batt & Co., is in the city on a visit from California. He will remain in town until the middle of next week. F. Rian has just pulled out for Chicago, and T. Torbet is taking care of the trade in Dallas, Texas.

—

Hirtenstein's cigar store on Fourth Avenue did about the same amount of business during the holidays as it did last year. But Mr. Hirtenstein said that his start for the new year is much better than that of 1917. His La Murien has enjoyed a large sale of late.

—

Julian Crofton, representing the Strand Cigarette Co. in Montclair and other parts of New Jersey, is meeting with considerable success. H. E. Wrensch, of 618 Bloomfield ave., and H. Grassi, of 550 Bloomfield ave., Montclair, have excellent window displays of Strand Cigarettes.

—

The Lynn, Mass., retail tobacco dealers association has been organized, with 100 members. The officers of the organization are Michael H. Cotter, president; Thomas McLaughlin, vice-president; Walter Guptill, recording secretary; James R. Flannagan, financial secretary, and Samuel Sofer, treasurer.

—

W. B. Wohlgemuth, who has the cigar stand in the Marbridge Building, had the misfortune to be taken ill just before Christmas, leaving his wife no alternative but to go down and handle the business. Had she been able to secure proper help she could have done a much bigger business than she did.

—

The Waldorf-Astoria Segar Company has received a number of large orders through the mail since the first of the year. J. Culver Wolfe will leave next Monday to cover Philadelphia, Baltimore, and Washington, and C. B. Cameron will start west about the 20th of January, to be gone two months.

TOBACCO
· ESTABLISHED · 1886 ·

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, JANUARY 10, 1918.

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SERVICE REQUIRED

It takes time to accustom men to the short, hard words of command, and to the surrender of personal judgment. It is not easy, either, for a nation to turn its back upon the conception of a world where justice works out its ends by quiet processes, and in its stead come to the stern belief that the ultimate court is a battle field. So if there is wrenching and sideslipping and confusion there should be no surprise.

The year 1917 was a year of expansion within the nation.

The acceptance of Germany's challenge and the realization that the national life was now at stake brought at once a new sense of the relative importance of what we did, what we had, and how we used it. Things fell away as of little value which had hitherto been accepted without questioning as worth while, and ideas, resources, powers which had hitherto been slightingly regarded, rose in their stead into matters of prime national concern.

Unless we could transmute gold and silver into coal and iron they could no longer be called the precious metals, and unless men had the power to convert skill, strength, and imagination into some form of shield or spear they could not play in the great game. Therefore we made new appraisal of ourselves in terms of ability to do something that would hasten the great day of peace. We judged each other by primal standards of proved capacity, not by the standards of a superficial social system. For this is the curse and the glory of war—that it has but a single scale of measurement, it puts but one simple question:

"What can you do to serve me?—for now I am the nation."

It is the directness and the fullness of this challenge that gives war its spell and likewise gives birth to its horrors.

"What can you do to serve me?"

To that question each individual and each department of the Government must give answer.—Franklin K. Lane, Secretary of the Interior.

A TRADE PAPER'S POSITION.

Not every trade paper pretends to be an oracle. Nor always is editorial utterance concentrated wisdom. Journalism isn't entirely altruistic. Guiding and saving business by giving advice every week is service less important, possibly, than "what it is cracked up to be," by some people. Yet few successful men deny that a trade newspaper is useful. How helpful a trade paper may be, in various ways, is susceptible of proof.

Who knows how far the influence of a paper may extend? Who can measure the reach of a "mere suggestion"? Where and when does a thought terminate?

The good that a trade paper may do is not fully understood by everyone. The value of information to a business man depends largely upon how and when it is presented. Timeliness and authenticity are especially important in trade reports. But a trade paper should be something more than a vehicle for conveying statistical and similar information.

Ponderously dull, invariably dry, restricted to a single interest or afraid to display any initiative, a trade paper may become tiresome to the extent of discouraging readers and advertisers. Or, it may have originality enough to attract and retain attention.

When a crisis occurs, when business confronts an uncertain year, the assistance a real trade paper offers may be of substantial benefit.

The busiest men, the acknowledged leaders in any industry, take time to read the trade papers. They keep posted. They know what is going on; they perceive the advantage of seeing things, occasionally, from the "other fellow's" point of view.

A trade paper's ability to be of service, perhaps, corresponds to the support it receives. A trade paper, worth while, labors for the defense and advancement of the industry it represents.

Which, possibly, is all a self respecting trade paper need say for itself.

GETTING SHAVED ON A PULLMAN.

Regardless of danger and fearless of pain,
I thought I'd get shaved on a Limited Train.
I seated myself in the ample plush chair,
So broad and capacious, so restful and fair,
And called for the chap
In the white canvas cap
Who gallantly barbered the passengers there.

He had me strapped in in a minute or two,
And brandished his brush like old Brian Boru,
He lathered my jaw, and my brow, and my studs
He speckled and spattered me as to my duds,
And when with a swerve
The train took a curve,
He filled up my mouth with a brushful of suds.

His razor he stropped till its edge was as keen
As the blade of a premium mowing-machine,
Then poising himself on the tip of his toes,
For the base of my chin made a couple of throws,
When the car with a twitch
Jangled over a switch,
And up in the air flew the end of my nose.

Undaunted, his razor held fast in his fist,
His elbow thrust deep in the midst "o' me chist,"
He gave seven swoops—it may have been more—
One furrowed my forehead, the others the door—
When a signal ahead
Stopped the Limited dead,
And the lobe of my ear slithered off to the floor.

"Please leave me my cheek," I observed with a grin
"My business calls for much cheek, and my chin—"
And the engine ahead gave a toot and a crash,
And we started again with a bang and a smash,
And the chap with the knife
Gave the whoop of his life,
And swish went a half of my treasured mustache.

I soon sank unconscious deep down in the chair,
And lay for two hours unknowingly there.
What happened in detail is shadowed in doubt,
Ere I rose from the chair at the end of the rout;
But this much is true—
When at last I came to,
While I hadn't been shaved, *my appendix was out*
—John Kendrick Bangs in *Life*.

In France, from 1913 to 1916, the use of smoking tobacco increased 50 per cent and the consumption of cigarettes rose nearly 30 per cent.

PROVEN BY THE FIGURES

Cigars and Tobacco Caused Old 1917 to Be a Record Year for Tampa—Gains in Manufactures, Imports and Revenue.

With total collections for cigar stamps alone amounting to $1,252,591.70 and the manufacturing of 353,494,990 cigars, 1917 has been the record year in every respect for the Tampa internal revenue office.

Counting 300 working days to the year, excluding Sundays and holidays, Tampa has made 1,176,000 cigars a day, far eclipsing all former records and setting a new mark that will be hard to hit again.

November was the record month, there being 38,493,690 cigars manufactured in that month. In all there have been 40,038,200 more cigars made this year than last, which broke all records. The collectors were anxious in 1916 to see if the collections would amount to $3,000,000, and it surpassed that, but this year the collections for cigar stamps alone have amounted to more than the million mark. This is not only due to the increase in revenue, even though it has greatly increased the amount, but is due to more cigars being made. The following tables show the total number of cigars manufactured each year since 1898:

1898.....	85,144,000	1908.....	236,681,000
1899.....	111,670,000	1909.....	267,059,000
1900.....	147,848,000	1910.....	201,405,000
1901.....	147,330,000	1911.....	293,360,000
1902.....	141,905,000	1912.....	276,278,000
1903.....	167,630,000	1913.....	286,148,000
1904.....	196,961,000	1914.....	267,866,000
1905.....	220,430,000	1915.....	285,836,000
1906.....	277,662,000	1916.....	313,456,790
1907.....	285,660,000	1917.....	353,494,990

All year's records have been surpassed by the importation of tobacco for 1917. In all 3,269 bales have been handled by the Tampa customs house, making an increase of 667 bales over 1915, which was the banner year prior to this report. The record month was November, 4,812 bales being brought in during the month, but December ran a "nip-and-tuck" race by the importation of 4,383 bales. This tobacco is from Cuba and, collectively speaking, according to the appraisers, the quality has excelled the tobacco for any previous years.

With the highest reports from the internal revenue office and the customs office, indications are that Tampa's cigar industry is far from suffering a relapse. One of the largest shipments for the year came in last week and there is an excellent supply of tobacco in the bonded warehouses at present.

Following are figures showing the number of bales of tobacco passing through the Tampa customs office since 1912:

1912	50,713
1913	49,353
1914	50,713
1915	52,592
1916	50,209
1917	53,269

Tampa's customs office closed the 1917 records by announcing the total collections as $1,959,786, which makes 1917 the banner year in the history of the office. In 1881 the total customs receipts amounted to $181.41, in 1886 the receipts were $2,508.70, and in 1901 passed the million mark. Within 20 years the collections had jumped from more than a hundred dollars to more than one million dollars, and has shown wonderful increases at the close of each year since.

In 1917, the record year, great gains have been made, which marks Tampa high for other ports have fallen down in receipts because of the war, which curtailed the importation of foreign goods. The record-breaking year was caused by the vast amount of tobacco, which is the principal import at Tampa, and which has not decreased because of the war.

The following table shows the customs collections for Tampa since the year 1881:

1881.....$	181.41	1900.....$	636,062.03
1882.....	111.84	1901.....	1,007,508.70
1883.....	142.13	1902.....	1,008,834.89
1884.....	612.59	1903.....	1,301,986.36
1885.....	623.08	1904.....	1,331,057.31
1886.....	2,508.70	1905.....	1,651,043.60
1887.....	4,232.15	1906.....	1,679,004.62
1888.....	88,578.11	1907.....	1,722,551.43
1889.....	179,815.17	1908.....	1,570,383.36
1890.....	254,338.26	1909.....	1,756,057.20
1891.....	256,552.48	1910.....	1,936,316.53
1892.....	327,991.48	1911.....	1,721,360.29
1893.....	399,199.21	1912.....	1,867,763.84
1894.....	407,909.25	1913.....	1,849,100.45
1895.....	625,864.24	1914.....	1,823,518.11
1896.....	782,032.84	1915.....	1,801,086.06
1897.....	748,977.29	1916.....	1,887,945.30
1898.....	504,727.14	1917.....	1,959,776.57
1899.....	436,866.33		



GEORGE ZAFIRIDES WAS INSPECTING TOBACCO

The picture shown above is a "still" from an educational reel made in The Strand Cigarette Factory by the Hearst-Pathé Weekly. Several hundred feet of film were made, showing every phase of cigarette making, from tobacco as it comes from Macedonia until it passed out of the machine a finished cigarette.

The Hearst-Pathé Weekly releases on an average of twenty reels every week, which show to about sixty thousand persons every day, and before the reels have been taken out of circulation something like ten million movie fans, many of them cigarette smokers, will have seen how The Strand Cigarette Co. manufactures its popular brand.

Charles Burrucker, 72 years old, a retired cigar dealer of Brooklyn, and in recent years owner of a hotel on Jamaica avenue, died on Thursday at his home, 206 Elton street, Brooklyn.

Emil Goodworth, a cigar manufacturer, recently purchased desirable real estate at 3621 and 3623 Hartford street, St. Louis. The property lies immediately west of Grand avenue and immediately south of Arsenal street.

WESTERN RETAILERS

Will Hold Their Annual Convention in Tacoma on February 26 and 27—Plans for a Very Important Meeting.

Tobacco trade conditions will be discussed by retail dealers from all parts of the West when they meet in Tacoma, February 26 and 27. W. L. Alfred, Tacoma, and N. E. Nelson, Seattle, have arranged to hold the annual convention of the Western Association of Retail Cigar Dealers at the Commercial Club on those dates.

Dealers from points as far east as Minneapolis and Duluth and from intermountain and Pacific Coast States will gather and talk over their business problems with manufacturers and salesmen from all parts of the United States. Mr. Nelson anticipates an attendance of at least 70 men.

The convention is regarded as vital to the trade which is in a troubled state, due to the change in revenue laws and size of packages brought about by the war. The dealers say that for their own protection and that of the public they must get together with the manufacturers and seek uniformity.

The Tacoma branch of the association, of which Mr. Alfred is president, will see that the visitors see the cantonment and all the points of interest about the city. The committee on arrangements is composed of Mr. Alfred, Howard Poppock, Frank L. Scobey, Fred Thiel, J. E. Cooksie and Tim Coughlin. Mr. Nelson is secretary of the national association.

DRAFT LAW UPHELD

By the United States Supreme Court—A Unanimous Decision—Chief Justice White the Spokesman.

WASHINGTON, January 7.—The Supreme Court today declared the draft law constitutional.

Chief Justice White, in handing down the decision on the nine cases against the draft law that had reached the Supreme Court, said the arguments of all the objectors were absolutely without merit.

"Our mind is unable to conceive that raising armies by draft is slavery and violates the Thirteenth Amendment," Chief Justice White said.

The decision of the court was unanimous.

Refuting the argument of the draft objector that Congress did not have the power to draft citizens, the Chief Justice said:

"As the mind cannot conceive an army without the men to compose it, on the face of it, the question that it does not give power to provide for such men would seem to be too frivolous for further notice.

"The grounds for opposition to the draft challenge the existence of all power," the Chief Justice said. "For a governmental power which can only be exercised provided the citizen consents to its exertion is in no substantial sense a power.

"We are unable to conceive," he continued, "upon what theory the exaction by Government from the citizen of the performance of his supreme and noble duty of contributing to the defense of the rights and honor of the nation as the result of a war declared by the great representative body of the people can be said to be the imposition of involuntary servitude in violation of the prohibitions of the Thirteenth Amendment; we are constrained to the conclusion that the contention to that effect is refuted by its mere statement."

The Chief Justice quoted historical incidents from the Norman Conquest down to the present day to show that in all just governments the idea of citizenship carried with it the obligation to render military service and the right of the Government to enfore that obligation if need be.

KEEPING OUT MINORS

Retailers in Mansfield, Ohio, Take Steps to Prevent Youths Under Age from Frequenting Cigar Stores.

The retail cigar dealers and pool room proprietors of Mansfield, O., held a meeting at the mayor's office recently, having been summoned to consider complaints which had been filed by C. H. Workman, general secretary of the Y. M. C. A.

The complaints on file specified that minors had been allowed to frequent cigar stores, and the object was to prohibit the youths of the city from spending their time in playing pool. The dealers were cited to the state law governing the conduct of pool rooms so far as minors are concerned. Mayor Lowrey read sections from the general code of Ohio, and the dealers present expressed themselves as being perfectly willing to go on record as favoring the prohibition of the minors frequenting their places of business.

In order to work out a plan which will have the desired effect, a committee of four was appointed to make suitable provisions, which will have for its object the preventing of boys loitering in the cigar stores, and from the same standpoint will be fair to the patrons who are of lawful age. The age limit was placed at 18 years, according to the state law, which will be rigidly regarded by all the cigar dealers in Mansfield. H. V. Downs, of the Smokehouse, Fred Wolfe of the Brunswick, Ben Pierce of the Crescent, and C. H. Workman were selected to draft regulations for the guidance of the dealers in properly conducting their places of business as bearing on the situation which has heretofore existed, regarding the frequentlng of the pool rooms by minors.

TOBACCO FOR CONVICTS

Georgia Law Makes It an Essential Part of the Prisoner's Ration—Judge Davidson's Decision.

According to Georgia law tobacco is a necessary part of the rations of a convict, and a weekly allowance must be supplied him. This is the decision of R. E. Davidson, chairman of the State Prison Commission, who has received requests from various counties of the State to be permitted to discontinue the purchase of the article, because of increase in price and the high cost of living generally.

Judge Davidson looked up the law on the subject and found that each convict who has been in the habit of using tobacco must be supplied with "one plug of good, sound tobacco, six-inch fours, or its equivalent," in his weekly ration.

"It upsets a man's nervous system to be deprived of a narcotic that he has been accustomed to," declared Judge T. E. Patterson, a member of the commission, "and renders him less capable of doing his work. It makes him dissatisfied with conditions about him."

It's all right to quit tobacco permanently, thinks the judge, for he did that himself, but to be without it for a short time is not good, he says.

WILL RAISE DEMURRAGE RATES.

To spur shippers and consignees in the expeditious delivery of freight, Director-General McAdoo has issued an order effective Jan. 21, whereby present demurrage rates are raised from $1 a day after two days, to $3, and $1 a day additional thereafter until a maximum of $10 is reached. Mr. McAdoo says: "I have fully considered the embarrassments of shippers and consignees on account of the scarcity of labor and the weather, the irregularity of transportation and the consequent bunching of cars. Nevertheless I am convinced that the total inconvenience will be far smaller than the hardship which our people as a whole are suffering from the undue tying up of railroad equipment."



KORN IS AS GOOD AS WHEAT

From wind swept Chicago to sun kissed Los Angeles, Al Korn is persona grata. To the cigar trade from Pittsburgh to the Pacific, he needs no introduction. Everywhere he is as popular as a Vega del Rey cigar. Among salesmen, he is a dignitary. Though as a tobacco stripper, he began his career, he is noted now for being "a swell dresser." Acclaimed as a man of ability and liberality, the famed representative of S. H. Furgatch & Co. can go from coast to coast and never escape recognition. Spoken of enviously, in connection with an expense account, he covers much territory and specializes in getting big orders. In Milwaukee where the white foam tops the amber beer, men whisper to each other concerning the millions of cigars Al Korn can sell. If he should stroll idly down a boulevard in St. Louis, pretentious tailors would follow him to obtain "ideas" concerning the latest New York style. In Kansas City, Omaha, St. Paul and Minneapolis, who can say how many friends he has? Yclept a good fellow in mile-high Denver and deemed a celebrity in unregenerate Butte, he gathers enconiums along the route until he reaches San Francisco. What they say about him there is censored for fear of exciting jealousy.

Al Korn can make cigars as well as sell'em. He made some, once. The first of the Boquet de Ada brand, they were. In doing so, he had a contest with Sol Furgatch. The two started to make 100 cigars. Korn constructed 38 while Furgatch fabricated 62. Deciding that selling, rather than manufacturing, was his forte, Korn scooted to Chicago and proceeded to take orders. He did so well that he has been taking orders from and for Furgatch ever since.

PRUDENT FINANCING

Stockholders of American Tobacco Co. Approve Recommendations Made by the Directors—Scrip Dividend.

At a special meeting of stockholders of the American Tobacco Co. on January 7, it was voted to create a new issue of $50,000,000 of B common stock. There is now in the treasury of the company slightly less than $60,000,000 of common stock unissued, and the new issue of "B" common stock is to be created from this issue. The new B stock will be without voting rights.

It was officially stated that there is no present intention of issuing any of the new "B" stock.

Beginning March 1 the American Tobacco Co. will pay its common stock dividend in scrip. Official announcement to this effect confirms the forecast made by the *Wall Street Journal,* three weeks ago.

The full financial plan, which includes the continuance of a 20% dividend, is contained in the following official statement: "This company now has outstanding $52,699,700 of 6% preferred stock, and $40,242,400 of common stock. An additional $59,757,600 of common stock was long since authorized, but has never been issued. The proposition before this meeting was that $50,000,000 of this unissued common stock be made common stock 'B,' entitled to the same dividends and with all the other rights as the issued common stock, except that of voting; this elimination of voting rights being in order not to disturb the present proportionate voting power as between the preferred and common stocks.

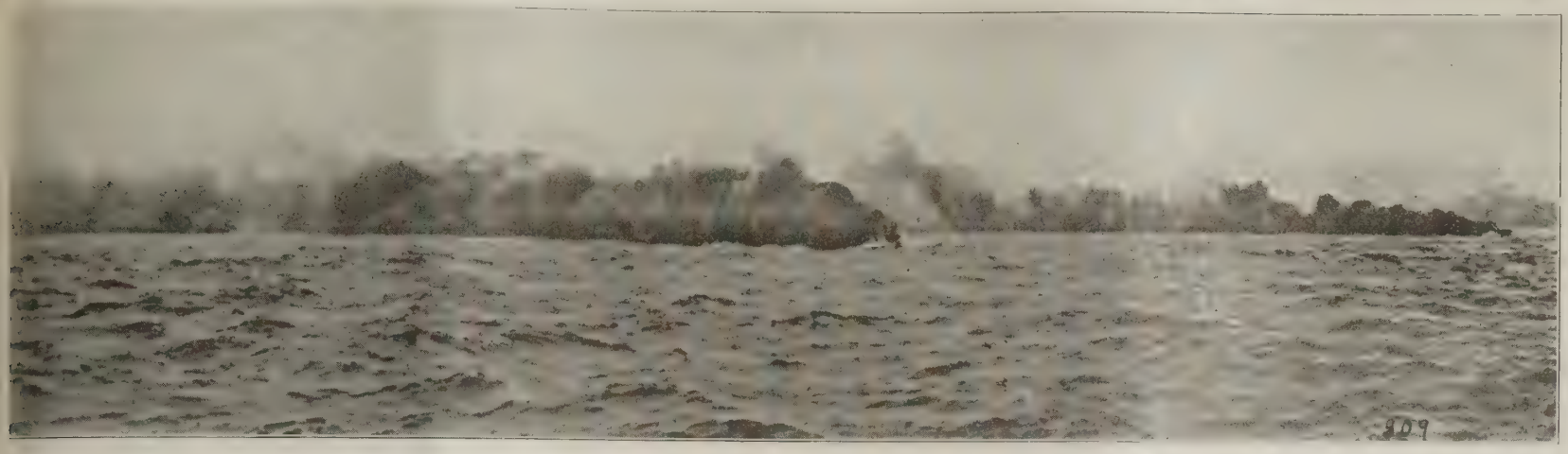
"The enormous increase in cost of materials, particularly leaf tobacco, and the great increase in volume of business, which amounted in 1917 to more than 27%, or more than $19,000,000 over the business of 1916, has made necessary the employment of much greater working capital, and to meet this need the company has borrowed $25,000,000.

"In order to provide for this obligation, the directors proposed to utilize the cash which would otherwise be paid out in dividends on the common stock. They believe that the present earnings of the company fully justified the present rate of 20% dividends on the common stock. They propose that, beginning with the dividend of 1918, the dividend upon the common stock should be paid in scrip, bearing interest at the rate of 6% per annum, interest payable semi-annually, and maturing in three years from March 1, 1918, and redeemable at maturity at the option of the holder, either in cash or common stock 'B' at par. Having fully cosidered the situation, the directors are of the opinion that this policy will result in meeting the financial requirements of the company, that it will conserve the interests of stockholders, that it is prudent and conservative, and they unhesitatingly favored its adoption.

"It may be added that the suggestion that the amount of common stock to be changed to common stock 'B' be fixed at $50,000,000, does not mean that anything approaching that amount is to be in any way issued, in connection with present or contemplated financing, or otherwise. The amount is fixed at $50,000,000, in order that the whole amount of authorized common stock, to wit, $100,000,000, be divided equally into two classes, common stock with voting rights, and common stock 'B' without voting rights of $50,000,000 each."

JEAN BART FACTORY BURNED.

Fire completely destroyed the Jean Bart cigar factory at 28 Howard street, New York, Friday. Oscar Friedman immediately obtained quarters at No. 108 Grand street and started work, Monday. It was a case of being prepared to do business quick.



A smoke screen capable of concealing a fleet—an opaque curtain quickly made to confuse U boats and other enemies—The picture, taken somewhere on the ocean, is authentic—but, for the best of reasons, further description is omitted.

When an Advertisement Doesn't Tell the Truth

(*Copyrighted*, 1918, *by Elton J. Buckley.*)

CAMBRIDGE, Mass.

About a month ago I bought a certain store fix-re from a concern in Ohio, dealing by mail en-ely. They advertised this thing in a trade irnal, stating that it had four different operations, d also stating "guaranteed for life against all fects." I had seen the advertisement before ite a number of times, always stating the same ing. Another representation was that it would st so much per hour to run it by electricity.

I tested the apparatus when it arrived, and found not up to claim in several points. It really only s three operations instead of four, the fourth ing almost impossible to work. They sent me receipt for my money, in the upper part of which says: "Guaranteed against defects for six nths." And by actual test I find that the cost operating by electricity is two and a half times much as they said it was.

Please advise me whether I have any way of get-g my rights in this case. I had no particular rrespondence with these people; the thing I rchased was completely described in the adver-ement, and when I sent for it I ordered the one vertised in such and such a paper.

E. K. K.

There is an important legal principle involved this case, and in answering this inquiry I will scuss it for the benefit of whoever it may ncern. The principle is this:

To what degree is a merchant or manufac-rer responsible for statements which he ts in advertisements, catalogues, circulars d such matter regarding the quality or haracter of goods he is offering for sale?

The nutshell answer, though this will re-ire explanation, is that if he is making spe-ic statements regarding the quality or char-ter of his goods, which he knows the buyer ill probably rely on when he buys, his printed atements will be considered warranties and he ill be held bound by them. If he is simply dulging in the extravagant laudatory lan-age and opinion which every seller is per-itted to use without responsibility—up to a rtain point—then what he says is not a war-nty and he is not bound.

I extract this from a leading case:

> Descriptions or statements contained in written printed invoices or advertisements are not nec-sarily or presumably warranties; they are more roperly to be considered generally dealers' talk—d the burden is on the buyer to show that they eant more. It is a matter of common knowledge at dealers and traders make use of extravagant nguage in advertisements praising the quality of eir goods, and the buyer cannot rely upon such presentations and insist on them as warranties, less other facts and conditions are proven such are requisite in the case of verbal representa-ons.

Statements in an advertisement can very sily constitute warranties, when they are so ecific that the prospective buyer will naturally ly on them in making the purchase, or where ey are evidently intended as a warranty by the ller, or where they state material facts relative essential qualities of the thing advertised.

A very good case in point is that cited by this correspondent. The seller there put in his advertisement a complete description of his product. The advertisement was his salesman; the buyer will have to rely on it if he relied on anything. There is no doubt in my mind that the court would hold everything in that advertisement to be a binding warranty.

The same applies to all sales conducted by mail, where the description of the thing sold is conveyed through advertisements. In that, as in the above inquiry, all the talking is done by the advertisement, and therefore the talking must not mislead.

Here is the law right on this point from a New York case:

> From examination of all the cases it may be safely ruled that a sample or description in a sale note, advertisement, bill or invoice, is equivalent to an express warranty that the goods are what they are described or represented to be by the vendor.

Of course, no buyer can hold a seller responsible for misstatements in an advertisement which he didn't see till afterwards. There are cases where a buyer bought something that didn't turn out as he expected. He hadn't bought through an advertisement, but subsequently he found an advertisement that made misrepresentations about the article, and this he tried to turn to his own advantage. The court has always ruled that as he hadn't seen or relied on the fraudulent advertisement he could not bring it into his case.

Any seller can safely express his *opinion* in an advertisement without making himself liable as on a warranty. But he must make it clear that it is only an opinion. In one case a manufacturer advertised at $75 a patent store counter in these words: "Equal in quality of wood and workmanship to any counter sold by others at $125." A merchant bought one by mail, but found it wasn't as represented either in wood or workmanship and they had a law suit. The counter manufacturer said, "Oh, that was only my opinion," but the court said, "Not at all. You went far beyond mere opinion and made a positive express statement which went to the quality of the counter, and which you could not but know would be relied upon." The "opinion" was held to be a warranty, and the counter man lost his case.

Here are a few advertising expressions which courts have held were warranties, binding the advertiser:

An advertisement described a cooking utensil as "copper fastened." It was not copper fastened, but the seller endeavored to work out of it by pointing to another part of the advertisement, which said "to be taken with all faults." The court said the copper fastening was an express warranty.

In a piano catalogue it was stated "every piano warranted for five years." This was held to be an express warranty, without anything more.

A Pennsylvania man bought a wagon out of a mail order dealer's catalogue. It was No. 278, represented to have a certain kind of brake, and to hold so many people. The buyer found it wouldn't stand the strain of the number of passengers it was supposed to hold, and the brake wouldn't work the way the advertisement said it would. He rejected it and refused to pay, and the court said he was justified.

Notice one thing that runs through all these cases, viz., that the buyer must have relied upon the representations in the advertisement. That makes the law apply particularly to mail order advertising of any kind, where the buyer and seller never come in contact, not even through agents. And in my judgment, it does not apply anywhere near so strictly to cases where the advertisement was merely a bait to get a buyer to go somewhere and negotiate. For instance, a manufacturer advertises something in a trade paper, names his local agent and tells the buyer to go to see him and examine the article. The advertisement makes specific statements about the article, some of which are not true. The buyer goes to the local agency, sees the article, sees it demonstrated, tests it himself and talks at length with the agent. If the machine subsequently fails to make good all of the advertised representations, it would be exceedingly hard to convict the manufacturer, *unless the agent in some way continued the misrepresentation.* The court would likely hold that the buyer bought upon his own inspection and his own talk with the agent. In other words, he did not rely on the advertisement.

I think I should say to this correspondent that his remedy is to reject what he bought, notify the seller of his rejection and that the appliance is held subject to his order, and enter suit to recover his money.

An Associated Press report says that French tobacco and cigarettes are now obtainable in Paris only once each week, and even then during the space of but about thirty minutes. During that half hour the tobacconists' shops present about the same appearance as did the coal and wood yards during the fuel famine last winter. It takes from three to a half dozen policemen for each shop to keep waiting smokers orderly while the weekly supply is being dealt out and to pacify those that are still in line when the "No more tobacco" sign is hung out.

—

Joe Strauss, for some time with The Pasbach Voice Litho Co., is now assistant to Harry Prochaska, manager of the label department of A. Frankau & Co.

Embelished with Horseshoes and Wishbones

A Budget of Trade Information from Up-State

New York State Capitol District,
January 7, 1918.

"That illustrious old villain, General Expense, advances on our last line Surplus trenches like a 26-ton British tank!" howled an Albany dealer the other day. "And, just like the tank, this undefeated monster has five machine guns! Instead of being typed in the patterns of Colt, Lewis, Vicker, Browning, or Remington, these more effective weapons are better known as Rent, Help, Light, Heat, Incidentals. Then, too, they travel, tank-like, in companies of five, 20 to the battalion. For, with the numerous subdivisions of the Army of Disbursements, these overhead items even excel the tanks. Crushing everything in their path, these terrible brutes forever endeavor to conquer their natural born enemy, Net Profit. But N. P. is an artful dodger. With half a chance on an open battle front, assisted by his allies, Increased Prices and Reduced Sizes, perhaps the strategy of Net Profit will pull through after all! 'It's wan foine foight,' as Mr. Dooley remarks, 'an' moight th' bist mon win!'"

Right in line with this idea, the Cameron Tobacco Co., of Richmond, sends a revised price and size list under date of January 2nd. Their Eutopia Mixture is slightly reduced in weight, prices as formerly. Jefferson Mixture sizes and prices are both changed, the one downward, the other upward. Alex Cameron says, in passing, that tobacco, labor, supplies, and so on, have advanced 100 per cent. since the last list was issued one year ago.

From Schenectady comes another letter on this subject. It is written by Jonathan Levy & Co., the tobacconist-grocers, wholesale only. And it very politely, concisely, emphatically announces to the retail trade that, beginning January 1, all merchandise will be sold strictly *one* week's credit!

Terms of ten days net from manufacturers and supply houses have compelled the Levy firm to adopt this course. Their customers are likewise urged to eliminate delivery, and sell on a single cash basis.

Effect of this movement is almost immediately apparent. In Mechanicville, many retail merchants have assembled to decide what their future policy shall be. At the first meeting it was proposed that each member of a prospective retail association post $300. This will be used as a forfeit fund against those who persist in credit and delivery system.

Up in Whitehall similar action is imminent. Jones objected, persisting the plan was not feasible: "Why, if you do that, you'll drive all your old trade into the big chain stores, then both your business and your money's gone!"

Brown jumped up: "Well, Jones, in thirty to sixty days more my money will be gone anyway if this extended-time-credit-charity continues, so I guess I may as well retire from business on a *cash* footing, with what little money I've now got!"

Where is Watt? Not Mayor Watt, of Albany, but Boss Watt, of the Liggett & Myers' tobacco division. Since he removed from Albany to Utica last October the lower Capitol District hasn't seen much of him.

However, Watt's scouts are busy. Messenger Myer Azie is out somewhere in the wilds of Schenectady, Fulton, or Herkimer counties. He, and all the other L. & M. tobacco boys are working a 36-pound deal from jobbers' stocks. Five cent cigarettes count as 6 pounds, and 10 or 15 cent cigarettes go as 12 pound to the gross in this offer. As a bonus, 8 cans of Velvet are free.

Over in Penn Yan (New York State, though it does sound like China), a barber named Harry Morgan has been at the business 32 years. Ever since he was 18, Harry has been cutting hair. And he now figures some 200,000 straight and round cuts, Buster Brown and plain John Brown styles, as his present numerical record.

Some such extensive register as this is due Max Frumkin as a tobacconist. Max has a long list of years behind him as a Schenectady jobber and retailer.

But he has now cut out the retail. This has been sold to a Greek syndicate, who'll run the State street business at the same location, next the trolley terminal.

Hereafter, Max will devote his total time to wholesale. Two or three roadmen will cover Schenectady, Amsterdam and surrounding territory. And his coal business will automatically run itself for awhile at least. Or until warmer weather permits the railroads to bring in more of the $9.15 ton chestnut, which costs only $4.75 to Scranton consumers.

Inventory is now complete at the wholesale and retail departments of the Dearstyne Brothers Tobacco Co., Albany. After holiday business has been extremely quiet, the better times are hoped for with the anticipated above zero weather.

"Here I am again," greeted George Thompson, upon his return to the capitol District after a holiday vacation at his New York home. "All the boys of the Fatima department have reported back on the job, factories are busy, transportation is bad. And it's hard to get less than entire car-lot shipments through from New York and Richmond in less than eight to ten weeks just now. Albany is the sole spot in the greater Capitol section where such a consignment of six million cigarettes can be used in a capacity car-load. Other districts take considerably less, therefore deliveries are delayed in partial or mixed cars."

Uncle Bill Keeler has gone away. Seventy-five years ago he came to Albany. Seventy-five years he worked here, building up the most successful hotel-restaurant-cafe-cigar business in the district. And now he has gone!

Everybody liked the quiet old Sheriff. Born here March 23, 1843, he lived to die in Norfolk, Virginia, January 4, 1918.

He had recently gone south to his Virginia oyster beds to escape the severe cold weather. His health had been poorly for some months, though his rather sudden death was a tremendous surprise to those who knew him from Coast to Coast.

Starting trade in his eighth year, as a messenger boy for oyester sloops coming to this port, William H. Keeler acquired his first big round dollar on New Year's Day of '51.

From that very day to the date of his death the benevolent, plainly finished gentleman made more money than he could conveniently use. So he helped, in many and various ways, to assist those he had always known, who were less fortunate.

Two sons, John and Rufus; two daughters, Mrs. Sanford and Miss Grace, with his stepson Charlie Mann and five grandchildren, survive in the family circle.

Wednesday morning, January 2, 1918, anno mundi, there was a gatherin' of ye clan! Blanda Jordan, boss of the R. J. Reynolds Capitol District crew, blew his trumpet mightily, an' the laba-laba boys came a-runnin' from Welterveden an' Weehawken!

Inspection proved that every man had his blue berette cocked at the proper angle upo his bean, while his equipment of haversac contained the required implements of com mercial warfare.

Pencils, sharp, order books ready, vacatio forgotten, business on the job! Such was th report of the Prince Albert battalion pr paratory to its new year charge against th intrenched brigade of unsuspectin' jobbers a retailers.

Instructions were issued to the men in th ranks that a soft pedal must be placed upo Prince Albert and Camels. Railroads ar steamin' an' snortin', still the shipments ar short! Coal must be moved first, tobacco a cigarettes last!

And those dealers who were fortuna enough to have sufficient stocks of P. A. i 16 ounce glass and 8 ounce tin, may just a well know now as later that these sizes ar not only rare but practically off the marke Boss Jordan isn't sure, yet he believes th larger packages of the jimmy-brand will b off the slate entirely in a very short tim Material for glass and tin is in class wit Vichy water in the Sahara—impossible to g just now.

Thirteen cent tins of Albert, two-for-a quarter, are fairly numerous, though, whil Camel cigarettes in 20s are still selling for 1 an' 13 cents, with a Kid Wedge hump o nearly everything else in th' beautiful snow bound Mohawk-Hudson Valleys.

At last! Horseshoes an' wishbones! A in roses, per attached cards via florists an greenhousemen! Good Luck, Best Wishes

For the occasion was the g-r-a-n-d openin of M. J. Canaday's new cigar stand in th Ten Eyck Hotel, Albany. New Year's Da however, saw almost everything complet and in proper place. Moved from the sunse to the sunrise side of the large lobby.

After weeks and months of tantalizing de lays, the fixtures were finished eventually and the stock transferred. And such a stock

Call for anything you wish, sir, M. J. Cana day an' his faithful folk can supply it! Im ported? Yes, sir! Monterey, Romeo, Carc Jina, Bock, Manuel Garcia, Coronas. Or dc mestic Habana, perhaps? Garcia-Vega, Mar tinez, Webster, Solace, William the Fourth and the compatriots of these brands. Whil in domestic blends, sir, the Canaday case offer Admiration, Que Places, America Cabinet, Blackstone, with all their relation and connections!

Socialists and republicans, democrats an suffragists came. They got here January firs and, being senators, assemblymen, their wive and husbands, of course, the Ten Eyck wa the objective.

That is, the State Capitol with its nev legislative session was the direct cause o this pilgrimage from Mount Marcy and Man hattan. But, before the gang got through with the little shindig of Professor Shaw's or the 16th floor, every man in the crowd wh could smoke a smoke, was puffin' on one o M. J.'s segars or sigarets, else yonder mandu at ye portal refused to permit passage t mine tuan gusto!

"Like the yap I was," Irving Fulder de clared, "there I stood looking at the new women conductors on the street cars in New York! I went down to the lightless, coalless eatless town for my holidays, and I tell you honestly I had to simply stare at those war conductors gather in the nickels! They wear a uniform, with pants, just like a man, and the people down there don't pay any more at tention to them than they do the falling ash of their smokes.

"Surely," Irving proceeded, "the business around here is dead as a nail, but we look for improvement just so soon as father starts out on his territory in a couple of weeks. Meantime, the house of Fulder will continue to sel

s many cigars as possible until Albany and vcinity recovers from the holiday relapse."

Along about the time Harry Lauder first me to America, before Lauder & Carnegie tok most of removable America over there, Clarence Russell made his initial trip to Scotlnd.

At that day and date George H. Russell, pp to Clarence, was interested in the Howard layn retail store, Maiden Lane and James sreet, Albany.

So Clarence went in to bid Howard goodye: "Look up my old friend Sandy Macherson, Clarence, when you arrive," urged loward, "and let me know how he is."

And Clarence, not being aware at the time iat Sandy MacPherson in Scotland was smilar to John Smith in the U. S. A., promied Howard he would faithfully perform the uty.

Germ-any had not then put the unterseebten on the trail of the Anchor Line, so Clarence eventually landed safely in Robert Burns' own country.

Going up the street, from wharf to hotel, friend who accompanied Clarence, spotted typical old Scotchman a-sittin' ne'er his oorway, smokin' a stubby Thomas Dorni, a ere inch or so afront of his fiery red whisers.

"Hello there, Sandy!" greeted the friend great joy, "How-areye? Glad I am to e ye agin, ye're lookin' gude t' th' eye! Be equainted with m'frien Clarence Russell, of ' States, o'er here on a little pleasure."

And the Scot appeared to be equally glad see both of the Americans, not forgetng to remind Clarence that he must remember old Sandy to his dear friend Howard ayn, of Albany.

To this day, however, Clarence Russell ispects that perhaps Dave Kinnear and loward Payn put over a Highland sketch, rearsed in the ancient corner cigar store, on im. For, he afterward discovered another andy MacPherson, in kilts or out, on nearly very little journey he made o'er th' moor hile lookin' at th' strange sights of th' yidisher iceland!

What fire didn't burn in Catskill on New ear night, the dynamite, used by the firemen in the Main street disaster, did destroy. ven Joe Jefferson's original Rip Van Winle theatre, Uncle Sam's Postoffice, and no nd of stores and dwellings went up in the 150,000 conflagration. About the only thing aved was a small stock of cigars in C. J. Hammer's place. And it was 12 below zero, oo!

"Can't get used to writing that figure ight," grinned A. C. Bente, as he changed ne 1917 dates on his day's orders of Fatimas, Chesterfields, Richmond Straight Cuts, and Piedmonts. "Anyway, our factories are ight weeks oversold on all Liggett & Myrs' cigaret brands, so I guess this here "8" our lucky numeral this year.

"Yes," he continued, "our two New York ity plants are making only a couple of ciaret packings at present. Girl help is exensive there, also hard to get. They earn ood money two or three days a week, then ay off 'til the cash goes. Result, not enough mokes for his highness, the American Genleman.

"Our new 1918 deal, by the way," Bente ent on, "is for Chesterfields. We're giving his combination cigaret case and dice cup, of lack leatherette, gilt and covered by the telecope top, with every sale of a 100 packet, nd an extra 20 bundle free in the outfit."

Down the river, at Kingston, about 1200 ands are busy in the three largest cigar lants there. At the American Cigar factory, pproximately 500 people are on the payroll. n the Fitzpatrick & Draper shop, almost 00 men and girls are working. And the G. V. Van Slyke & Horton concern employs nearly 500 more. Help is rather scarce in Kingston, everybody holding on to those they have, while fishin' for those the other fellow has!

Little cigars in the Capitol District are almost as difficult to find as coal and sugar. What few there are obtain retail prices like these: Prime Puffs, 18c.; Flexo, 17c.; Bengals, 16c.; Hoffman House Magnums, 18c.; Telonettes, 16c.; Between the Acts, 11 to 12c.; Piccadilly and St. Leger, the same; while all packets of former five-cent goods sell for 6c., new sizes of eights for 5c. And smokers shop for them as juffrouws do for ribbons!

"Once again I'm a free citizen," laughed former mayor J. W. Stevens, as he stood behind the breastworks at his State and Broadway store, Albany. His duties as Catskill Watershed Commissioner require only three or four days each week, so the desk at the old corner will resume relations with the Lord Mayor upon the original business basis. During the reception to Mayor-Elect Watt on New Year's Day, every visitor to the City Hall came away with a Lord Mayor cigar in his boca. Manager C. J. Shaxby reports the January inventory nearly off his hands, after a busy week or more at it.

"Wow!" yelled Eddie Englebrecht, "What do you think of this Fahrenheit weather? Here it is high noon, in the so-called warm rays of yonder sun, and it's still 3 below zero out there on that corner pole! And what's the consequence? Orders are dated a month ahead, there's no immediate business, I'm spending Fitzpatrick & Draper expense money! Alright! Keep it up! Let's have some F & D Perfectos for a hot smoke on a cold day! This thermometer will break before June if it goes on in this bug-house way!"

Theo. S. Moker was waitin' for a chap in the State street, Albany, financial district 'tother day. Along came Joking-Joe McElveney. "Looking for a job?" asks Joe, "For, if y'are, just stand here for me a half-hour in front of this bank—*there's money in it!*"

Some one who knows all about it has said that an ostrich can eat anything. Also, that the big bird thinks he is fully covered and protected when he buries his head in a sand hole!

That this must be so is further attested by the trade-mark of Otto Eisenlohr & Brothers, Philadelphia. Because they have their famous Cinco champ engraved on the firm's New Year card with a horseshoe in his mouth. And the very fact that the feathered-fellow hails from Phillie is evidence enough he has his head in a hole!

There are just two things, however, which will extricate the plumed hat-rack from his predicament. One of these things is the popularity of the Cinco. While the other item is the sincerity of the Greeting, which the house has mailed to every customer in the Capitol District.

"Just back from New York," confided Paul Wessels, "where all our road representatives put in three days at the annual conference of the M. A. Gunst Branch of the General Cigar Co. Did you get your notice of price change on Owls and White Owls? This advance puts the Owl in the $43 class, all unfilled orders being shipt at the new figure. White Owls will retail now at 7c., or 3 for 20c. Business is slow right now, as you're aware, but we're still 40,000 behind our local orders. Cigarmakers are shy, leaf is shootin'".

THE SMOKER.

J. Littman, formerly with the Martinez-Havana Co., now seeks a Tampa or Key West factory on a commission basis.

UNTIL THE WAR ENDS

High Officers of the Tobacco Corporation of America Will Serve Uncle Sam—The Big Company Makes Plans for the Future.

Willingness to fight, desire for active service in this war, notably has been shown by officers of the Tobacco Corporation of America. President William Ziegler, an eager volunteer, now is a First Lieutenant in the Ordnance Department. Walter S. Velie, the treasurer of the Company, is an Ensign in the Navy. William J. Demorest, the assistant treasurer, is a Lieutenant in the army. And from the office and factory forces, the volunteer enlistments in the army and navy were noteworthy.

During the war, the absence of important executives necessitates a re-assignment of high responsibility in the offices of the big company. Vice-President J. Curry Watson, the father-in-law of William Ziegler, will assume, for the time being, the duties of the presidency. G. W. Ziegler has been elected vice-president and made a director. Scretary G. H. C. Lichske will have additional work to do.

As before, Vice-President Max A. Kreielsheimer will supervise the manufacturing and selling. And there will be no let up in the company's activity. Frank Gleichman, Joseph Herzog, J. H. Dobbins, Frank A. Green, Joseph Lichtenstein, David Keith and P. Lederer, on the road for the Tobacco Corporation of America, are expected to develop business that will keep the factories operating to capacity.

La Sultana, the brand that the company made a phenomenal favorite, from coast to coast, in record time, has been advanced to the six cent class and is now known as La Sultana salute.

A new process, originated by Mr. Kreielsheimer (utilizing half long filler fashioned to prevent any particle of tobacco from getting into the smoker's mouth, when the end of the cigar is bitten off) gives added value to the popular brand. The boxes labeled La Sultana, "improved process, standard quality," contain cigars that appeal most favorably, in fact, they sell and repeat more rapidly than the nickel La Sultanas did.

Other brands that the Tobacco Corporation of America will feature during the coming years are Duke of Flanders, in three sizes, William Gillette in two sizes, T. A. C. selected smokers, Contest, in two sizes, and Little Flanders.

Though it is proposed to move the general offices of the company soon to Allentown, Pa., where the main factory and shipping department is located, the probabilities are that the executive board will continue having an office in New York.

FRANK WIRTHSAFTER

A Pioneer Cigar Man in Omaha Dies of Heart Disease.—Was Prominent in the Masonic Fraternity.

Frank Wirthsafter, pioneer Omaha cigar man, died Friday at his home, 110 Park avenue, Omaha, from heart disease. He had been ill three months.

Mr. Wirthsafter was a resident of Omaha for 30 years. He came to this city from New York, where he was in the cigar business for a number of years. With his son, Edward, he owned and conducted the cigar store in the Bee Building.

Mr. Wirthsafter was a member of Omaha Lodge No. 288, Ancient Free and Accepted Masons, Scottish Rite, and Tangier Temple, Shrine. He was 54 years old.

He is survived by his widow, one son, Edward, and four daughters, Fanny and Ida Wirthsafter, Mrs. C. H. Pill of Fort Dodge, Ia., and Mrs. Joe Wolfe of Omaha.—*Omaha Bee.*

La Sultana
"EMPRESS OF CIGARS"

CAPITAL $1,000,000

TOBACCO CORPORATION OF AMERICA

6 EAST 39TH STREET

TELEPHONE 1523 VANDERBILT

NEW YORK

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LITTLE FLANDERS

DUKE OF FLANDERS
"A ROYAL SMOKE"

The Announcement that

LA SULTANA

SALUTE

NOW IS IN THE

SIX CENT CLASS

Signifies Additional Success

For every dealer who handles this

EXCELLENT CIGAR

THINGS THEY DON'T FORGET IN CHICAGO

Looking Back Over 1917

CHICAGO, January 5.—Annals of 1917, in Chicago show a very remarkable, perhaps the most trying year the cigar and tobacco trade ever experienced. Prices soared to heights hardly dreamed of, before. A thousand things, of which labor troubles were not the least, added to the difficulties of manufacturers and dealers. Production was retarded, transportation delayed, big and vexatious strikes occurred, much happened to interfere with the regular transaction of business. Yet, sales in the aggregate, were the largest known.

Undiscouraged retailers opened numerous new stores. Great and rapidly acquired popularity was attained by several shade grown wrapped brands and today these mild havanas have a strong hold on the Chicago market.

Cigarette sales jumped forward by leaps and bounds. Chicago did amazingly large cigarette business.

Imported cigars increased in sales while clear havanas about held their own.

During the month of January, 1917, Chicago lost a very well-known cigar man, George W. Anderson, who for almost thirty years represented the jobbing house of Reid Murdock & Co. as cigar department manager and chief of the sales staff.

Ira Stover resigned from the sales force of Liggett & Myers during the month. Up to that time he had spent almost thirty-five years in the tobacco business always holding a position as sales manager.

The old established importing firm of C. Jevne & Co., which went into bankruptcy in 1916, was finally wound up by the creditors. C. Jevne & Co. were numbered among the largest importers and dealers in fancy groceries in the Middle West.

John Mante became manager of the Monroe Cigar Co. Harry Allen, who previously held this position, resigned and withdrew from the cigar trade.

Ed. Wodiska entered the firm of Salvador Sanchez & Co.

Grommes & Elson, manufacturers of "Ben Bey" cigars, dispensed with their sales force. This order let loose several good cigar salesmen who quickly connected with other houses.

February witnessed the passing of one of the best known cigar salesmen in the United States, Michael Rosenfeld, who represented Salvador Rodriguez for almost twenty-five years. "Mike," as he was known to everybody, was 72 years of age. His son William took over the territory shortly after his father's death.

Another death that caused a lot of sadness was that of Ralph Hamburger a partner in the Clayton Cigar Co., who died on February 7. Ralph Hamburger had been in the cigar business for many years and no man was better schooled in retailing than he.

Dan Dowling, who represented M. Melachrino & Co., also passed away during the month.

Sid Lowenstein resigned his position as city salesman with the San Alto Cigar Co. to become a partner in the firm of Lopez Garcia & Co.

As the month was closing G. W. Faber, Inc., announced to the trade that the house had secured for distribution in the states of Wisconsin, Minnesota and part of Illinois La Flor de Cuba brand which formerly had been handled by Best & Russell Co.

March saw the passing of two prominent cigar men, Charles Voltmer, a popular retailer, and A. H. Hoefer, a salesman known to everybody throughout the Middle West.

Harry L. Harris surprised the trade on March 24 by announcing he had resigned as general salesman for C. Waldbott & Co. and had connected with Harris-Schwarz Co. of New York to represent them throughout the Middle West.

Anderson, Thorson & Co. incorporated to operate a fancy grocery and cigar store. The incorporators formerly were connected with C. Jevne & Co.

Cliff George resigned from the sales force of the Havana-American Co. to again represent his first love the jobbing house of J. & B. Moos.

The Rex Window Adv. Co. of New York opened a Chicago office at 500 South Wabash ave.

The Palmer House Invincible a big seller locally was withdrawn from the market.

Joe Feiger a cigar man formerly of Milwaukee became manager of the Schulte chain of stores. Feiger took the place of Stanton Harris who left Chicago to make his headquarters in New York.

Walter Bloch for years connected with Leopold & Mergentheim resigned and entered business on his own account. He has one of the largest private box trades in Chicago.

I. Briskin moved from 516 South Halsted street to larger quarters in the loop at 167-169 West Lake street.

The first large failure of the year was that of H. H. Kohlsaat & Co. who operated seven large restaurants. They did a very large cigar business. Liabilities were placed at $500,000 and assets at $325,000.

W. P. Mussey & Co., of 67 West Madison street, bought the business of W. S. Fenner & Co. of 11 West Monroe st.

April saw the sales force of Ruhstrat-Cowley & Co. hard at work on the Mozart brand which E. M. Schwarz & Co. had placed in their hands for distribution.

The McLean Drug Co., owners of the Central Drug store chain, increased its capital from $100,000 to $500,000.

Morris Willner, salesman for the house of Grommes & Ulrich, was taken by death.

The jobbing house of I. Briskin took on Banderos of E. M. Schwarz & Co. Best & Russell Co. were its former distributors.

George Smith resigned from the sales force of the E. H. Gato Cigar Co.

Fred Steenbock of the Havana-American Co. several years away from the Chicago trade returned to work La Preferencias. He made regular calls during the year.

L. C. Widduck, formerly salesman for Berriman Bros., decided to enter the retail field. He bought out the old established business of H. R. Swezy at 116 North La Salle street and now conducts a large jobbing business in addition to his retail trade.

Charles K. Link resigned as manager of the Inter-Ocean Building store of Schmerhom and embarked in the retail business with Chas. Abraham at 51st and Prairie ave. as Abraham & Link. Later in the year they sold out and Link returned to his former position.

In April Albert Breitung, Chicago's largest independent retail and chain store owner, leased for a number of years the store at the southeast corner of La Salle and Monroe streets in the Borland Building. This store is one of the best cigar locations in Chicago today.

The La Kurba Cigar Co. of Chicago and Benton Harbor, Mich., increased its capital from $20,000 to $75,000.

Ruhstrat Cowley & Co. gave up the distribution of the Alexander Humboldt brand.

Adolph Myers, a well-known salesman, passed away on May 19 after a long sick spell. He was one of the best known men that ever carried the grip and his death was a shock to everybody connected with the Chicago trade.

On May 25 sorrow came again when Martin Hensel passed over the great divide. He was 64 years old and for over 30 years he represented the J. C. Dill, selling Dill's Best and other brands of tobacco.

T. W. Clayton, of the Clayton Cigar Co., opened his new store at the southwest corner of State and Van Buren streets early in May. Best & Russell Co. formerly occupied this location.

Peter J. Reinhart withdrew from the firm of E. G. Bennett & Co. to enter the paper business in St. Paul on May 1.

Mi Lola cigar factory of Milwaukee opened a Chicago office with Jos. Loeser in charge. Mi Lola's which had been jobbed formerly by Thorwart & Roehling were made an open brand and sold direct.

Several strikes in cigar factories took place during the month.

F. H. Peterson became the representative in the Middle West for S. Palo & Co. of New York. He made a great showing of the Palo brand in a short time. Palos are distributed by Thorwart & Roehling.

Schmerhorn, Inc., opened a new store at the northeast corner of Dearborn and Monroe streets, a location that had been occupied by the "United" for many years.

Julius Herschman sold his store to his brother and retired from the cigar business to deal in a novelty line. The Herschman store at 234 East 58th street is one of the finest on the south side.

Thirteen members of the local Cigar Makers Union were indicted and held to the grand jury on conspiracy charges growing out of strikes.

Julius Fernbach & Co., makers of Cyrilla clear Havana cigars, launched their shade wrapped Baron Forbes brand on the Chicago market.

Walter Tobin opened a new store on Washington street in May.

Another store to open was that of Thorsen & Co. who had filed papers of incorporation in March.

Federal Judge Landis confirmed a composition of settlement of the bankrupt firm of H. H. Kohlsaat & Co. whereby the creditors were to receive 33⅓% in notes due in three years and 66⅔% in common stock of Kohlsaat & Co. a corporation that was formed to take over the bakery end of the business.

McNeill & Higgins Co., cigar jobbers and wholesale grocers, took over the distribution of the Apropo brand, made by Ruy Suarez & Co., of New York. Prior to this Apropos were controlled here by the Steuben County Wine Co.

S. R. Poe, a well-known salesman, covering part of the Chicago trade and points in the Middle West for Berriman Bros., resigned and entered the talking machine business.

Libenfeld Bros. worked a big advertising deal on La Azora cigars during the month. Large ads were carried in all the daily papers and the consumer if he bought 5 La Azoras and was not satisfied with their smoking quality could redeem the bands and get his money back.

July started with a really interesting bit of news, when the trade heard that Wm. M. Best, Jr., of Best & Russell Co. would succeed Alfred Esberg as vice-president of the General Cigar Co. with headquarters in New York.

The cases against the members of the Cigar Makers Union who were indicted were dismissed.

Art Goodman, liquor and cigar salesman, who was connected with the wholesale house of Hannah & Hogg, passed away during the month.

Another well known man taken by death was Louis T. Hiller of the leaf house of Hiller & Kollenburg.

Sam Zuckerman, pipe salesman, withdrew from M. Linkman & Co., pipe manufacturers, and connected with Wm. DeMuth & Co.

Nick Arial resigned as Middle West representative of Lincoln Bros., manufacturers of First Consul and Monte Cristo brands.

The Brevoort Hotel was sold by Hannah & Hogg to L. R. Adams of Chicago and E. U. Matthews of Cleveland.

Fuller-Morrison Drug Co. took on the distribution of the Prince Hamlet brand made by Bayuk Bros. The deal was for the retail drug trade. I. Briskin took on Prince Hamlet for the cigar trade.

Clark Cutler, representing Alvarez, Mendez & Co., placed the Alexander Humboldt brand with the following jobbers: P. J. Rubey, Sam Bloom and Chas. Barker Co., who cover the trade outside of the loop. James Sheridan was engaged as salesman to work through these houses.

August saw another cigar jobbing firm enter the field. Iwan Ries & Co. opened at 104 North 5th ave. Mr. Ries for many years was the partner of Louis Neuman in E. Hoffman & Co. A full line of pipes were stocked by Ries & Co. who aim to feature smokers articles to the trade.

Harry Pethick entered the box business for himself at 902 Heyworth Bldg.

Walter Tobin & Co. gave up their store at 24 East Monroe street and opened a large cigar department in the fancy grocery house of Stanton & Co. at 30 West Washington street.

Jacob Berolzheim entered the trade again with offices in the Kesmer Building, catering only to the box trade. He used to operate the well known Horseshoe Cigar Co.

A big surprise late in the month was the news that I. Briskin, of I. Briskin & Co., large downtown jobbers, had disappeared. Trustees were appointed to continue the business.

The Chicago factory of the Havana-American Co. was closed for the second time during the year on account of labor troubles.

The Schmerhorn, Inc., chain of stores added to their stock the La Sultana brand.

"Bob" Delaney, a cigarette and tobacco salesman known to everybody, resigned his position as manager of the sales force in the Middle West of the Standard Tobacco Co., which he represented for 5 years. He joined the sales force of Schinasi Bros.

Walter Sloman, who represented the Hansel and Gretel factory for several years in this market, resigned to become representative here for Mendel and Co.

Lemuel Lemuel, for nine years manager of the Old Colony building cigar store of Albert Breitung's chain, passed away.

September was a month of ups and downs. The increase cost of goods made the dealers change all retail prices.

The Federal Cigar Co. incorporated for $15,000.

Hiram Wiltse, a 33rd degree Mason and a man well known to the tobacco trade of Chicago for a great many years, returned to the field as manager of store number 12 of the firm of Albert Breitung.

Frank Patton & Co., who had represented Bayuk Bros., of Philadelphia, in the Middle West, resigned and joined the sales force of Francisco Torre & Co., of Tampa.

Otto Lormatsch celebrated his fourteen years of service with Albert Breitung. He started in as errand boy and worked up to the position of manager of the Rookery Building store.

S. Anargyros placed on the market its latest smoke "No. 25A," a cigarette that sold at 35 cents for 10.

The Chicago Daily News started its smoke fund for the boys in France. The United Cigar Stores Co. in all of their 105 stores in the city acted as agents for the fund.

Ramon Dobler on his return from a visit to New York advised the trade that he had taken on the states of Iowa, Minnesota, Wisconsin, Michigan, part of Ohio and Kentucky in connection with his Illinois for Park & Tilford territory.

Albert Breitung closed a lease for the store at the southwest corner of La Salle and Washington streets. This store was for many years the headquarters of the old established firm of Leopold & Mergentheim, who gave up after the death of both partners. Breitung opened this location on September 5.

E. C. Frisch came from Fort Worth, Texas, to become city salesman of the Preferred Havana Tobacco Co.

James Sheridan resigned from the sales force of the Preferred Havana Tobacco Co. He connected with Spector Bros.

The Bankers Special, a 25-cent cigarette, made by Theo. Photiades, was placed with the city trade.

Jos. H. Weiss, the owner of J. H. Weiss & Co., who run two retail stores, entered the candy jobbing business with Clarence May as the May-Weiss Co.

Thorwart & Roehling placed with their trade a new brand called Thorwart's Seven Centers made by E. Popper & Co.

During the month several large loop accounts took on the Romeo-Garcia brand of Harris Schwartz Co. of New York. The sales on this well known brand have increased each month.

A big failure took place when the Colonel Buffet went to the wall with liabilities of $50,000 and assets around $8,000.

Another failure that caused much talk occurred when J. E. Stove closed his store at 529 West Madison street. Stores liabilities were $7,000.

McNeill & Higgins Co. closed a very important deal when they secured control of the imported Eden brand of cigars.

The Brown Cigar Stores Co., owning a chain of stores on the north side, signed a lease for a store at 16th and Michigan ave., on the south side for a term of fifteen years.

Mrs. Briskin, wife of I. Briskin, who disappeared some weeks ago, had her son Jack and Sam M. Grossman appointed receivers for the business of I. Briskin.

A new size of Tom Moore cigars, called Royals, was placed with the trade by Clarence Hirschorn & Co., Chicago's distributors of the Tom Moore brand.

Ernest McKenzie was successful in placing El Roi Tan cigars at the Post Exchange in Camp Grant, Fort Sheridan and the Great Lakes Naval station.

Samuel Gessler, head of the Havana Importing Co., was appointed by Mayor Thompson a member of the Library Board of Chicago. This was the first time the honor was ever given a Chicago cigar man.

The striking cigar makers of the Havana-American Co. returned to work.

George Cameron, who was connected with Best & Russell Co., resigned to become general manager of P. J. Rubey & Co.

Robert Burns brand of cigars were increased in price. New sizes were put on the market and the three for 25-cent size taken off the list.

The Chicago Retail Cigar Dealers' Association was organized.

Local jobbers got together and formed the Wholesale Tobacco Association, Inc. Louis Neuman, of E. Hoffman, was elected president. Its object was to better conditions in the jobbing business. The board of directors comprised Carl Sanders, of Clarence H. schorn & Co.; Arthur Simpson, of Best Russell Co.; John Morrison, of Ryan & R. phael Cigar Co., and R. Ruhstrat, of Ruhstr Cowley & Co.

November found business in poor shap The increasing prices demoralized things.

With the starting of the month the first b selling 5-cent cigar to go up was the we known Bachelor that advanced to $44. It w followed by the San Felice brand, which i crease in price to $43. Many other big selle went into the 6-cent class.

The tobacco funds for the boys at the fro and in the different camps reached large t tals as the month drew to a close. Th *Tribune*, *Herald*, Best & Russell Co., Unit Cigar Stores Co., A. Schulte and the *Da News* turned in many thousands of dolla which was exchanged for smokes and fo warded to the front.

Wm. A. Vohauer & Co. advised the tra that their private brand, S. & W., and the S lome cigar, jobbed by them, had advanced a was a 6-cent seller.

E. Regensburg & Sons advanced the pri of their Admiration brand and discontinu some sizes.

Another firm to send out notices advancir prices was the Harris-Schwarz Co., of Ne York, who have a large sale here on the mild Havana "Romeo-Garcia" brand.

The Harmon Cigar Co., which entered th retail business during the summer, opene store Number 3 at 115 South Dearborn stree

The Independent Drug Co. opened sto Number 11 at 55th and Halsted street.

Liggett & Myers Tobacco Co. put ne packings of Piermonts on the market ar Chesterfields packed in packages of 16 eac Home Runs were packed in packages of 20 retail at 10 cents.

McNeill & Higgins Co. took on for distribu tion the Henry the Fourth brand of the Pr ferred Havana-Tobacco Co.

The International Cigar Makers' Union America settled their differences with I Kurba Cigar Co., of Chicago and Benton Ha bor, Mich. The union fought the La Kurl firm for four years and and forced them move their large factory to Benton Harbo

December found things picking up and th dealers all in better spirits. Having becom used to increased prices consumers becam accustomed to "the odd cent."

Dealers were advised that the few wel known 5-cent brands that had not gone will advance during January. These brand being El Proposo, Owls and Tom Keene which went to 6 cents, and White Owls to cents.

One of our old and highly respected dealer Simon Lichtenstein, passed away Decembe 9. He was the owner of two downtow stores.

As the month drew to a close Steel Wedeles Co. announced that their cigar de partment would be run separate from the large wholesale grocery business, startin with the new year, and that no grocery sales men in the future would book orders fo cigars.

Joe Cowley, who retired from Ruhstra Cowley & Co., signed up to represent the ciga manufacturing house of Grommes & Elson.

Paul Alberty, a very popular cigar sales man, surprised the trade with the news tha on January 1 he would forsake the cigar field Alberty for a number of years represente the New York house of Frederick Fleishma Co.

Another surprise came when Bob Delane left the sales force of Schinasi Bros. on De cember 1 to go into the chemical business.

The United Cigar Dealers Co., jobbers o the Cyro brand, gave away five $50 Libert Bonds to the five dealers who turned in t them the most Cyro bands.

(*Continued on page* 16.)



The Pequot Brings Manila Cigars to America

In 1817 the American ship Pequot sailed from the Philippine Islands with the first Manila cigars for the United States, arriving at Salem, Mass., in July, 1818. The record of the Pequot's adventures together with the description of her cargo is contained in an old letter written by a Salem merchant, Saltonstall. Of the Manila cigars he wrote:—

> **"Manilas are of a style approved by Spaniards who excel in knowledge of cigars. They burn handsomely and have a flavor very agreeable. A man may smoke many during a day and not be surfeited or made ill."**

The character of Manila tobacco has not changed since then. The quality of cigars has improved and the quantity imported into the United States is counted in the hundred millions.

Boost Manila Business
There Is Money In It

Complete list of Manila manufacturers and distributors on application

THE MANILA AD AGENCY 546 West 124th St., New York

WISCONSIN NOTES

EDGERTON, Wis., January 4.—Severe winter weather has prevailed largely during the week, but stripping has proceeded upon the farms where the bulks were not permitted to become frozen too hard. It appears more of the crop is ready for delivery in the northern sections than the southern counties, for several firms have already started warehouse handling there with stock on hand sufficient for steady operation. Some receiving is also under way in the lower section, but only one or two warehouses have started warehouse operations yet. H. T. Sweeney received a few lots on Wednesday for Cullman Bros., who have received at other points during the week. Packers are beginning to wonder if the car shortage will interfere with the concentration of their purchases from outside delivery points and what effect it may have during the handling season, provided their tobacco cannot be forwarded at the time set for delivery, for they generally receive directly in cars at such points.

The market for cured leaf brings no new features.

There are plenty of orders on hand for shipments out of storage warehouses, but little is moving because of rail facilities on eastern connections.

The Bentley warehouse, No. 9, owned by Rose & Wobbe, of New York, has recently been sold to E. M. Hubbell.

M. H. Bekkedal has secured control of the tobacco warehouse at Cashton, Wis., which the General Cigar Co. had leased for some years. This adds another link to the chain of warehouses the Rosenwald-Bekkedal firm operates in the Vernon county section, about a dozen in all.

C. E. Shannon, after being with the General Cigar Co. in charge of their Wisconsin business for twenty-one years, has resigned his position, to take effect July 1. He will be succeeded by his brother, A. B. Shannon, of Portage, as the firm's western representative.

—*Edgerton Reporter.*

NOT FORGOTTEN IN CHICAGO

(*Continued from page* 14)

During the month McNeill-Higgins Co. started their selling campaign of the Eden imported cigars. They also announced that they had discontinued the Apropo brand, which they worked for the past year.

An important deal was closed by the Mendelsohn Co., of Cleveland, with the jobbing house of Thorwart & Roehling, who were appointed as distributors of the Paramount brand of cigars.

G. A. Johnson, who had been cigar manager for the wholesale house of Franklin MacVeagh & Co., resigned as the month closed.

Omar and Lucky Strike cigarettes came into the market in their new packages of 16 cigarettes, selling at 10 cents and 15 cents.

During December downtown dealers found a big sale on the latest offering from the Harris-Schwarz Co. factory of New York. The brand was the Romeo-Garcia, packed in Boite nature boxes of 10 cigars.

P. Lorrilard, through their Chicago office, put out the finest cigarette windows ever seen here. The brands featured in these displays being Murads and Egyptian Deities.

The cigarette factories flooded the market with holiday packings that sold well. Among the finest seen were Condax, Benson & Hedges, Phillip Morris, Egyptian Deities, Murads, Moguls, Pera, Pall Mall, Omar, Lucky Strike, London Life, Helmar and Turkish Trophies. The demand greatly exceeded the supply, and at Christmas time they were very hard to get.

Don't overlook the most remarkable sal record ever established by a new cigaret Lucky Strike, which came on the market he ten months ago. Today it is the second lar est seller in this city, and while the number cigarettes contained in the package is le than formerly they have not lost any of th popularity.

I. Briskin, the jobber, who disappeared August, was located in December in Los A geles suffering from mental troubles.

Two well-known cigar men joined t colors in December—Ned Berriman, son Ed. Berriman, left for Columbus Barrack and John Dolan, Jr., son of John Dolan, e listed in the Quartermaster's Department.

Lucius Berdan, of Berdan & Co., Toled O., passed away at the Auditorium Hot Much mystery was attached to his death.

Seth Laycock joined the sales force of Rul strat-Cowley Co. Laycock had been up this time general sales representative of t J. C. Neuman Cigar Manufacturing Co., Cleveland.

Dealers are advised that new sizes of Roi Tans will be out during January.

Bert Cunningham resigned from the sal force of the Best & Russell Co. to becon sales manager for Henry Straus, of Cinci nati.

As the year came to an end the few remai ing well-known brands that had not gone u in price were raised. These included Cuest Rey, Frats, El Talento and Perfecto Garcia.

H. L. H.

The Cigar Makers Union at Paterson, N. J has endorsed the plan to secure increase wages for postal employees. In furthering th pledged support, the secretary has written Congressman Dow H. Drukker and Unite to exert their efforts to have the bill passed.

EL ARABE

The Reliable Leader

MADE IN
3 POPULAR SIZES

Wentworths . . . 3 for 25 cts.
Coronas . . . . 10 cts. straight
Perfectos . . . . . 2 for 25 cts.

SHADE-GROWN WRAPPED

CUBAN WORKMANSHIP

EL ARABE justifies confidence
EL ARABE accelerates sales
EL ARABE assures dealers' profits

Benito Rovira Co.

311-321 E. 62nd St., New York
Manufacturer of "Good Cigars"



PROFIT NOT PROPORTIONATE TO OUTPUT

Fit in Cigar Production Tampa Made a Splendid Showing in 1917—Manufacturers All Busy Making Plans—Cuesta Returns from Cuba—Santaella Will Do a Larger Business —Tampa Hopes to Build Many Ships.

Tampa, January 6.—Manufacturers hre finished 1917 with an output rord of 357,408,602 cigars to their edit, this being an increase of 44,-00,000 over the record of 1916. The aount paid into Uncle Sam's treasry through the internal revenue ofe was $1,314,911, while customs col-tions totalled $1,959,986. From an ctput standpoint the record by far as the best in Tampa's history. Yet w of the manufacturers admit havig made any money. In mapping out te campaign for the present year the nufacturers are doing everything ssible to meet the increased cost materials and war tax without placig too heavy a burden upon the alers and consumers. There is ttle concert of action in the matter making increases, however, it is id.

Matthew W. Berriman of Berriman os., has been ill several days. His lment is not of a serious character, wever.

A. L. Cuesta of Cuesta, Rey & Co., turned recently from a trip to Cuba. "he year has been a big one with us om an output standpoint," said Mr. uesta, "but, as is known, conditions the industry are anything but satfactory. I hope some changes will recorded during the year that will ove beneficial to all."

A. Santaella, head of A. Santaella Co., is in Tampa mapping out the 18 campaign with Manual Alvarez, e resident manager. Mr. Santaella, hose success with the Optimo brand as for years the talk of the trade, expects to greatly increase his output during the year.

Archie Goehring, western manager for Balbin Bros. Inc., is in Tampa from Salt Lake City.

That Tampa is to be greatly benefitted from war preparations is becoming increasingly evident. Reports from Washington indicate that the Naval Base Commission is certain to name the city as the site for the proposed Gulf naval base, which means an expenditure of millions, and efforts are now being made to secure the big steel shipbuilding plant which the Shipping Board proposes to erect on the South Atlantic or Gulf Coast. Preparations have about been completed by the Oscar Daniels Company of New York, for the construction of ten steel steamships, while the Williams Shipbuilding Co. is preparing to build five steel ocean-going tugs and five steel barges.

William H. Sherrill, president of the Frohman Amusement Corporation, a company of which is producing the picture, "The Birth of a Race," stated while in the city this week that he proposed to buy a large tract here and establish a permanent studio. It is understood that Mr. Sherrill proposed to buy the Sulphur Springs tract, on which the company is now working, at a cost of about $250,000.

For six weeks Tampa, with the rest of the country, has been suffering from cold weather, the intensity of which was increased by the blizzard which recently struck the Atlantic Coast.

A SOLDIER'S LETTER

Private John J. Kelly, Machine Gun ompany, 165th U. S. Infantry, writes is family that New York's first regi-ent in France is better off now than it as at Camp Mills. The organization is ell liked by the French. Kelly mentions e mythical battle in Flanders, which a rench newspaper invented as a co-pli-ent to the American Expeditionary orces.

"Somewhere in France, November 20, 917.—We are quartered in a little town f about 50 houses, up in the garrets and barns. You should have heard the unch roar when they saw the places—ecause, believe me, they were not very lean. But we weren't in very long until e had them clean and homelike, and ow we are as well off as ever we were camp; in fact, I think we are better ff. The food is just as good as ever, xcept a little short on bread, but the ooks have not had a chance yet.

"We were some tired bunch when we ot here, and we were darn glad to get rest. We have had no drill for four ays and most of us are sleeping our eads off. Poor Bob Holmes hasn't had ny rest yet. He is on a detail at some ther town and hasn't even arrived yet, ut I guess he will get his time off.

"'Seeing France from a box-car,' we called it. We didn't get to Paris and I don't think we ever will.

"The trip over was uneventful and we didn't care whether we got 'hit' or not. We had a colored regiment on the same boat with us. We had them jigging for us at our vaudeville shows. Yes, we ran a show every night, even in the war zone and they were pretty good, too.

"We are near enough to the firing line to hear them once in a while when the big guns get going. France surely got an 'awful kick.' It will take them a long time to get over it, but they are battling along. Every inch of ground is cultivated, even the mountain sides. The French people like us all right.

"I have just spent the last four hours washing clothes, and it was some job, believe me. I hope they are clean, but I cannot find that out until they dry. Send some chocolate candy in bars. That is the best way. Also some 'Edgeworth' and 'Bull Durham' tobacco, lots of it, and some 'Zigzag' cigarette papers.

"By the way, the American boys who are in the 'fight' are showing them a thing or two. There was a position that the English and French had been trying to take for two months, and the Yankees came along, scratched their heads and took the whole works in three days. The fatalities are very light, and most of them are caused by the fellows being overanxious."—*New York Sun.*

NEW—

but having a wonderful reputation

STRAND

CIGARETTES





NO ADVANCE IN PRICES

Boxes of 10	25 Cents
Boxes of 50	$1.25
Boxes of 100	2.50

Plain or Cork

A GENTLEMAN'S CHOICE

Guaranteed absolutely 100% pure Turkish Tobacco.

A True Honest Cigarette.

A good margin of profit for the dealer.

STRAND CIGARETTE CO.

17 West 42d Street, New York



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO



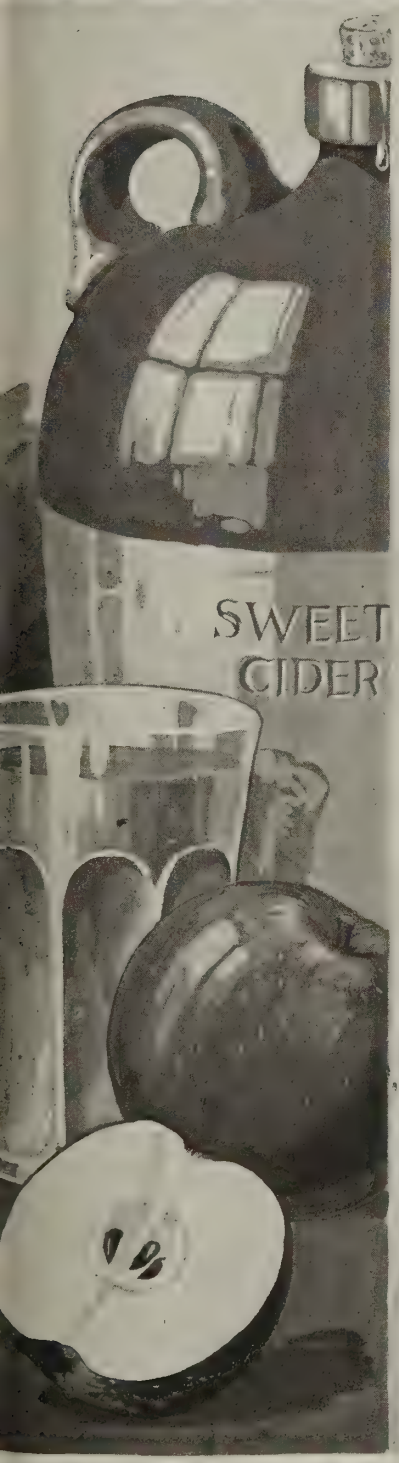
The "Makings" of a Nation



"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.





HOW do you know
it's apple season?

"Your Nose Knows"

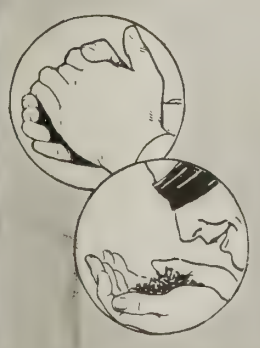
By the appealing *Fragrance* of ripened fruit. Nature labels her most particular products with *pure fragrance*—to guide you to her best. Sight, sound, taste, touch, often deceive—pure fragrance *never*. Depend upon it. Trust it—"Your Nose Knows." The *pure fragrance* of a fine tobacco is Nature's infallible guarantee of smoke satisfaction—a guarantee to *you* personally, and—"Your Nose Knows."

Such a guarantee you will find in

Tuxedo

The Perfect Tobacco

Blue Grass sunshine and the soil of old Kentucky give the blended Burley leaves of Tuxedo that rich, *pure fragrance* which is so appealing, so satisfying. There is no fragrance like it—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.
INCORPORATED



Six Cent Cigar Reigns in San Francisco

Pacific Coast Bids Farewell to Most Nickel Smokes—Important Men Attend Conference of Judell Sales Force—Factory Representatives find Traveling Less Convenient Than Formerly—Cantonment at Camp Fremont an Assured Fact —Other Items of Interest.

San Francisco, January 2.—The King is dead, long live the King! Midst scenes of revelry and joy or silent, watchful, prayful devotion, at midnight the last day of last month the bells of San Francisco tolled their farewell to the 5-cent cigar of standard make and size. The King, which has ruled in the thoughts of so many men of this city, had passed away, and in its place appears a lusty youngster, the Six-Center. At once he was hailed as king and his faithful subjects are earnestly hoping that his reign may be as long and as happy as his predecessor. There are some "Bolshevikis" who are inclined to rebel at the rule of the new king, but they are not organized, and the better class of the citizens have gone over to the new ruler, and wholesaler, retailer, jobber and commission man are giving him their wholehearted support. With this strong backing it is believed that the malcontents will be held in check and that the new rule will be a happy one. For weeks past the new heir to the throne has been getting support among the former friends of the 5-cent cigar, but with the closing of the old year the Owl, Rocky Ford, Bandero, Ruskin, R. B. and the S. & W. went over to the ranks of the 6-center and save for a few small sizes and some Manila cigars San Francisco is now on the 6-cent basis.

For the past two weeks the city has been full of cigar salesmen, who have come in from the road to enjoy a well-earned vacation and talk over plans of a new campaign. Today saw an outpouring of the knights of the grip towards the interior, the rich, fertile valleys of the State and the great territory to the north and south. Some anxiety is felt among the salesmen over the possibility of the Government taking off many of the local trains and upsetting their schedules. The announcement that the Pennsylvania Railroad had discontinued, at Government suggestion, over a hundred trains, makes the salesmen fear that changes of the running time of the Pacific roads may hang them up in small places where there is little or no business for a longer time than their business justifies. Like the entire trade, this matter is on the knees of the gods. But in these unsettled times a man must worry, so why not worry over the trains operated under a new management.

The local cigar and tobacco distributors are rejoicing over the announcement that a large cantonment is positively to be located in the neighborhood of San Francisco. The camp at Camp Fremont, down the peninsula from San Francisco, is now an assured fact. Between 30,000 and 40,000 men are to be stationed there, and the cigar men feel that this means that many more possible customers at their door step.

H. L. Judell & Co. have adopted a new method of handling their business for the present year. On the last Saturday of the old year they called together their salesmen in convention and had a general talk. Among the speakers were Milton Esberg, vice-president of the General Cigar Co.; Ed Cohen, advertising man, and W. W. Richards, of the sales force of the same company. Mr. Esberg spoke of the manufacturing problem, which comes to the cigar makers, Mr. Cohen outlined an advertising campaign and Mr. Richards spoke of sales problems. Harry Green explained the Manila cigar situation, especially as it bears upon the Fighting Bob, which the salesmen are pushing, and Arnold Pollock told of the bright future of the In-B-Tween. Milton Glass, Fred Peterson, Mannie Cohen, Harry Sklute and Milton Smith of the Judell sales force were present. They became so enthusiastic that each man took a voluntary allotment to sell so many cigars during the present year, and the home office, not to be outdone, promised a substantial bonus to all who made good on their allotment. The boys have all started off on their trips enthusiastically determined to get that bonus.

Charles Webster McCormick, of the Y. Pendas & Alvarez, had hoped to be present, but he was called to New York before the convention met. He sent a greeting to each member of the sales force in the shape of a box of choice Webster cigars.

J. Rinaldo has been appointed distributor of the Glad cigar, which is now selling for 6 cents.

La Confession, formerly 10 cents, has been advanced to the two for a quarter class in this market. The Van Dyck has been advanced to 11 cents.

Sam Isreal reports that he did a wonderful business in Cardinet's candies for the holiday trade.

Major Burrows is well satisfied with his new headquarters in the Santa Marina building, and says that it is better adapted to his needs in the distribution of the Jose Lovera Co. and E. M. Schwarz & Co. lines.

Wellman, Peck & Co. find the Antonio Roig

(*Continued on page* 34)

THE TIN DECORATING CO. OF BALTIMORE

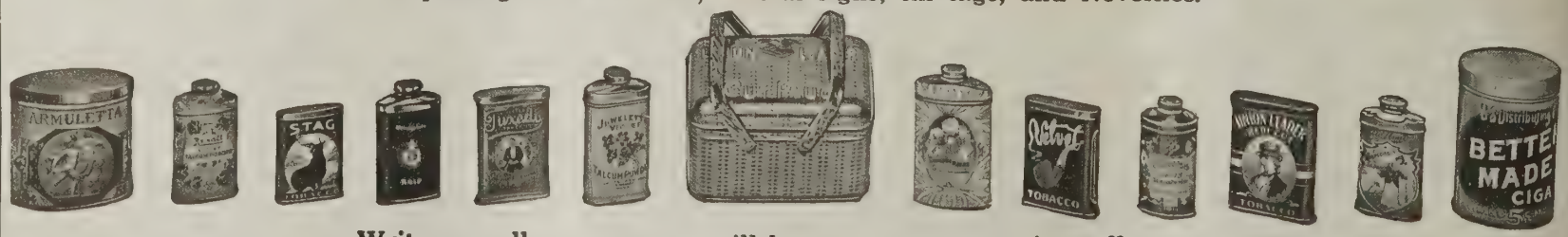
BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?

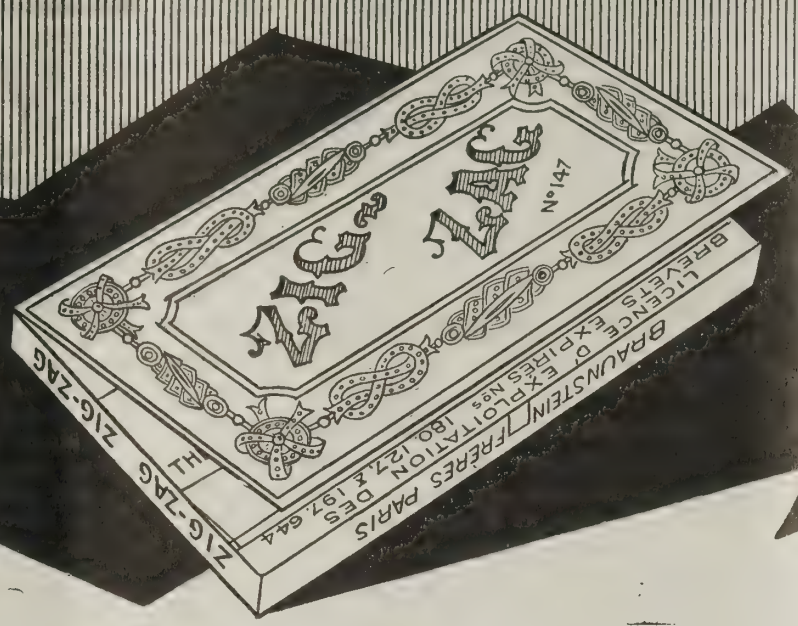


Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.



Genuine Imported Zig Zag Cigarette Papers Made By Braunstein Freres Cannot Be Successfully Imitated

Attempts at substitution should be resented by those who prefer a pure paper of the highest quality.

Zig Zag Cigarette Papers are so thin that they do not taint the flavor of the tobacco. They are gummed, creased and convenient to roll.

The neat Zig Zag package protects the papers perfectly from dirt, dust and damage. It ingeniously permits but one paper to be withdrawn at a time and instantly delivers that paper to your fingers.

Zig Zag 147 Wheat Straw
Zig Zag 144 Rice Paper

Both retail at eight cents per package of 120 leaves. They pay a handsome profit to the dealer.

Avoid counterfeits of Zig Zags. Old style books of cigarette papers fall apart, are hard to handle and are obsolete.

Sole Agents for the United States

TOBACCO PRODUCTS CORP.
1790 Broadway, New York.

ZIG-ZAG
CIGARETTE PAPERS
Made in France by Braunstein Fréres

Trade and the War

Few people are so unreflecting as to believe that business can really go on "as usual" when the country is engaged in a great war, which takes millions of men from the ranks of labor and requires millions more to keep the armies supplied with equipment and subsistence.

The idea that the person who spends $100 or $1 needlessly, instead of lending it to the government, thereby enables some other person to lend it to the government, and so helps more than by lending it himself, is made absurd by the mere statement. It is evident that the more the original sum is passed around, and the greater the number of people who must be paid for their services out of it, the smaller will be the remainder which can possibly reach the Treasury. The sum cannot possibly increase and is constantly diminished.

"We take it," says the publicist of the National City Bank of New York, "that most of those who have shown concern about the effects of the plea for economy have been pleading for time for business to readjust itself from peace conditions to war conditions, in order that a period of disorganization and confusion might not intervene. In all discussion of the subject we have recognized this plea and emphasized the desirability of having the government assume the task of reorganizing the industries. But we have also recognized that with employment complete, wages high and general prosperity throughout the country, trade was bound to be in heavy volume, despite all that might be said for economy. Such has been the case, and probably will continue to be. The impulse to spend and habit of spending do not yield readily to mere economic argument."

However, now that the holiday trade season is past, and the critical state of the industrial situation and its relation to our war preparations is more apparent than ever, perhaps there will be more general recognition of the sober truth that every day lost in organizing the industrial forces of this country behind the army means peril to the allied cause, delay in getting our army into effective action, and prolongation of the war with all that means in loss of life and treasure.

CIGAR DEALER IN MANDAMUS PROCEEDINGS.

In an endeavor to force the city trustees of Porterville and city marshal Thomas Monroe especially, as license collector and issuer, W. H. Tullos, who has been operating a pool hall and cigar store at 211 Main street, Porterville, Cal., has filed a suit for a writ of mandamus in superior court. Tullos was refused a license recently by the city marshal on instructions from the city trustees on the grounds that he had been conducting a resort contrary to the laws of the city, county and state. He plans to fight the ordinance under which his license was refused and further demands damages in the amount of $500.

Courtesy Pays 500 Per Cent.

L. Friesner, a salesman in the United Cigar Store in the Flatiron Building, is an optimist, and he has a hobby, that of passing out a kind word and a smile whether a man buys fifty dollars worth of cigars or asks for two nickels for a dime. He believes that the average man will respond readily to courtesy.

The other day a customer came in carrying a grouch, and asked to see a couple of boxes of mild cigars. Mr. Friesner gladly brought down two fresh boxes and opened them, his smile in action all the time. The customer selected one, saying: "You didn't have to go to all that trouble. I could have taken one from one of the boxes in the case."

"I didn't think that what I had there would please you, and as I am here to please I showed you the others."

The customer looked up, a surprised expression in his eyes.

"Say," he smiled, "I've been in a dozen stores today, and you're the first salesman that seemed to think that I might appreciate a little courtesy. I'm going to Boston today, but I'll be back in a few days and you can rest assured that I'll give you an order for five hundred cigars."

And Friesner bowed him out with a smile, ready with another one to greet a laborer who came in for a paper of five cent chewing tobacco. Even when the man handed Friesner five pennies the salesman smiled.

TEL. 7997 CHELSEA ESTABLISHED 1902

Heywood, Strasser & Voight Litho Co.

CIGAR BOX LABELS, BANDS AND ADVERTISING

ADOLPH FRANKAU & CO., Inc.

Selling Agents for Heywood, Strasser & Voight Litho. Co.
Cigar Box Labels, Bands and Trimmings of the highest quality.

HARRY PROCHASKA, MANAGER LABEL DEPARTMENT

Western Office: 30 N. La Salle St., Chicago, Ill. 26th Street and 9th Avenue, NEW YORK CITY

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

The Available Supply of Tobacco in Cuba

Leaf of All Grades, Open to Purchase, Is Said to Total About 50,077 Bales—A Fair Quantity of Vuelta and Semi Vuelta Remains—Crop Prospects Grow Brighter—A Busy Two Weeks—People in Havana Shiver When the Thermometer Registers 51 Degrees Above Zero—A Shortage of Flour.

HAVANA, January 4.—The new year opened with cold weather, 51 degrees above, which for thin-blooded people in a tropical climate is about as bad as zero in New York. People here have no arrangements for heating houses. They have to wear overcoats in our apartments to keep "tolerably warm." To make matters worse there is a great scarcity of flour, and the poor people had to go without bread for days.

The leaf market was undeniably lively during the last fortnight of December. Prices reached a high level for Remedios, first capaduras, as your correspondent advised you by cable on the 31st ulto. The sale then reported was the finest escogida, which had been held at $95 per qq. While the exact price has not been divulged, nor the name of the New York buyer, the commission merchants here were Walter Sutter & Co.

There now remain only about 400 bales additional of first capaduras in other hands, and perhaps 1,000 bales of seconds and possibly 4,000 bales of thirds, manchados, loose leaves, botes, as well as a few wrappers, besides these there are no further supplies in the country. Of Partido wrappers and resagos, with a sprinkling of fillers (which latter however, the holders refuse to sell separately), there may be some 15,000 bales still for sale, or more eventually, as owners now will not declare their actual stocks. Of Vuelta Abajo and Semi Vuelta there is a fair supply for sale yet of all grades, although not everything would suit American buyers. The total stocks, as declared by dealers to the TOBACCO correspondent, figure up to 50,077 bales, but some of the vegas may be optioned. One can expect no further receipts from the Santa Clara province, at least possible buyers are so assured that there remains nothing for sale. But from the Vuelta Abajo and Semi Vuelta districts there yet may come in some further supplies, although no large quantities. Prices are exceedingly firm for all grades, except Partido resagos.

Prospects for the coming Remedios crop continue cheerful, and unless something unforeseen occurs to cloud the present outlook, we may have as big a crop as ever was raised, giving us all grades, light and heavy styles. The former were almost absent last year. Seedlings have been cheap of late, and a big acreage has been planted, therefore all hope depends upon the kind of weather we may have during the growing season in the next two to three months. What the size of the crop will be, who can say? Reports from the Vuelta Abajo are mixed, as far as the rainfall is concerned in the different districts. While a good crop seems assured on the north coast, the lowland districts are uncertain yet, as more rain will be needed owing to the sandy soil, which does not preserve the moisture long.

Sales during the last fortnight of December totaled 15,847 bales, which were divide as follows: Vuelta Abajo and Semi Vuelt 8,343; Partido, 1,058, and Remedios, 6,44 bales.

Buyers were: Americans, 7,766; exporte to Europe (France and England), 2,027; shi pers to South America, 4,445, and local manu facturers of cigars and cigarettes, 1,609 bale

Exports per Ss. Mexico totaled 463 case containing 2,691,800 cigars, which were con signed to the following countries, viz.: Grea Britain, 2,030,375; United States, 563,900 Argentine Republic, 48,775; Canada, 19,000 British Africa, 17,500; St. Thomas, W. I., 6, 500, and Brazil, 5,750 cigars.

Exports of leaf tobacco from Havana fo the week ending December 22, 1917, totale 4,249 bales, which were distributed to the fol lowing countries, viz.: To all ports of th United States, 2,364; to Canada, 534; to Grea Britain, 24, and to the Argentine Republic 1,327 bales.

Among the leaf buyers who arrived thi week were Fred Meyer, of John H. Meyer & Son, Peter Wohl, of the Wohl-Comstock Co. both of Chicago. David del Monte, who wa accompanied by his family, of David de Monte, of New York. There also returne to Havana from New York Dionisio Gonzales of Peso & Co., leaf dealers, and C. del Peso & Co., owners of the Flor de Tomas Gutierre cigar and cigarette factory.

Manuel Suarez Co. were buyers of 2,60 bales of leaf, for account of their customer during December.

Walter Sutter & Co. purchased in all 2, 367 bales of leaf tobacco during the past fort night, for account customers.

Leslie Pantin secured another 1,590 bales o leaf tobacco during the past two weeks fo his clients.

The French Minister shipped the 2,013 bales

(*Continued on page 25*)



THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

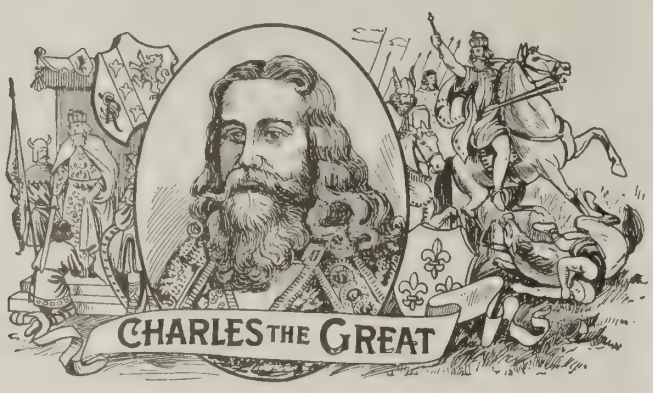
Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS

NEW YORK MONTREAL, CANADA

FINE HABANA CIGARS

CHARLES THE GREAT



CHARLES THE GREAT

MADE IN BOND

Excellence of Quality and Workmanship are Combined in

CHARLES THE GREAT CIGARS

A Valuable Business Asset to Every Up-to-date Cigar Dealer

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

PROSPERITY ATTESTED

By Reports of the Salesmen for the Penn Tobacco Co.—A Company Banquet at Wilkes-Barre.

With a dinner at the Sterling last night the annual meetings of the salesmen employed by the Penn Tobacco Co., which started on Thursday, came to a close. At the business sessions, which were held morning and afternoon, matters referring to future business of the concern were gone over by the salesmen and officers of the company.

Despite the extraordinary conditions brought about because of the war, reports of the salesmen indicated that the last year had been successful. Salesmen present were particularly enthused over the immense popularity obtained by Honeymoon tobacco, the latest brand of the company.

Fred C. Kirkendall was toastmaster. Addresses on salesmanship and efficiency were given by Charles Hoyt, president of the Hoyt Service, Inc., of New York, an advertising concern that handles much of the tobacco company's advertising throughout the country, and George L. Maurer, also of New York, a director of the Hoyt Service. Remarks were also made by the officers and salesmen of the company.

The following attended:

West Pittston—John A. MacGuffie, district sales manager of Eastern Pennsylvania.

Scranton—Joseph Hourigan.

New York—W. B. Benning, Charles W. Hoyt, George L. Maurer.

Sunbury—H. A. Smith.

Freeland—J. E. Kisner.

Pittsburg—F. B. Harrower, district sales manager Western Pennsylvania; D. L. Probst, W. H. Smith, Joseph F. Ward and W. R. Hayes.

Greensburg—W. W. Case.

Youngstown—O. J. Tines.

Ballston Spa., N. Y.—F. J. Byrne.

Buffalo—J. Kessler.

New Haven—Carl Obst.

West Orange, N. J.—S. C. Marum.

Rochester—A. E. Rase.

Wilkes-Barre—J. T. Williams, Bruce Peters, M. Peters, C. C. Fureron, J. W. Gingel, J. A. Lindner, George Andes, W. W. Wakesman, F. C. Kirkendall, Henry Weigand, John Uhl, J. C. Bell, H. G. Marcy, George Drury and W. B. Schaeffer.—*Wilkes-Barre Record.*

HAVANA NOTES

(*Continued from page* 24)

of Vuelta Abajo, mentioned last week, per Ss. Venezuela, consigned to the French Regie.

The Cuban Land & Leaf Tobacco Co. received 1,000 bales of leaf, on account of previous contracts, during the past fortnight.

La Moda cigarette factory added another 500 bales of colas to its holdings, during the past two weeks.

Don Pepin Rodriguez is expected to arrive today from Spain by the Ss. Alfonso XIII. Romeo y Julieta is working as strong as ever, having received fresh orders from London customers.

Partagas also has received large orders from Great Britain, with a time limit, to be shipped not later than March 31, 1918, besides having plenty of delayed orders.

Punch is doing well as ever on steady orders from all its customers.

Belinda is busy on a good order slate ahead, working with the same forces.

Hoyo de Monterrey, while less busy for the American market, nevertheless is kept fairly busy on the different calls from various other countries.

La Corona is fully occupied for the United Kingdom, while the American market is in abeyance.

Por Larranaga is still very busy executing orders for Great Britain.

Calixto Lopez & Co. are working strong.

Ramon Allones, Flor de Tomas Gutierrez and C. E. Beck & Co. are fairly busy. ROSAM.

DEMUTH EMPLOYEES GIVEN LIFE INSURANCE.

Wm. Demuth & Co. recently gave every one of their employees a life insurance policy, the face value being equal to the annual salary of each employee. This display of generosity and appreciation is simply in keeping with the democratic policy that Wm. Demuth & Co. have followed for a long time. In addition to receiving the policy, the employees are offered an opportunity to share in the profits of the company's business. Up to the present time bi-weekly dividends have been 12 per cent, and some weeks they have exceeded this sum. Just prior to the Christmas period an extra dividend was declared, making a total of 15 per cent.

On Wednesday afternoon, December 19, the annual Christmas party of the Demuth employees was held at the factory in Richmond Hill, Long Island. A Christmas tree reaching to the ceiling was illuminated by red, white and blue electric bulbs. An excellent entertainment program was offered by the employees, enabling every one to have a good time.

PACIFIC COAST ITEMS

(*Continued from page* 20)

& Langsdorf Girard cigar is going better than ever at the advanced price of $75. The manufacturer's liberal policy, both to dealer and smoker, have made a great success of the brand.

Arthur Meyer, Pacific Coast representative of Preferred Havana tobacco, says that Jose M. Diaz, president of the company, is expected in San Francisco about January 20.

Informing Consumers Concerning the Facts

Even Independents Admire the "United" Circular That Explains Why Prices of Cigars, Cigarettes and Smoking Tobacco Are Higher—Pertinent Comment of Horace K. Leach—Burglary Epidemic in Philadelphia—Safe Crackers Attack the Treasure Chest of Bennett Hollard—The Labor Supply and Factory Locations—Disquieting News from Lancaster—A Rush to Buy Clay Pipes.

PHILADELPHIA, January 7.—Independent dealers in this burg are silently thanking the United Cigar Stores Co. for tipping off the well-known consumer to some of the facts in the tobacco and cigar business, which is done well in the circular headed, "You Are Entitled to Know," which circular has been distributed at all the United stores here during the past ten days. As the United generally makes this kind of a move nation-wide, the dope in this little flyer just about hits the members of the new association where they live.

"Why are they kicking—the few that are—about the business of the chain stores?" asks Horace K. Leach, president of the new local association, which meets this week, too late to classify. "Why?" says he, and then proceeds to answer it. "Because they stabilize prices, because they all charge the same, and because in many ways they give more service to the consumer than the average independent store. Because they let the average customer grumble when he gets an increase of two or three cents on a pack of cigarettes and thinks it represents a half-cent tax or thereabouts to the dealer, and the rest profit, instead of telling said customers all about the increases in the cost of everything under the sun."

And as one may gather, the United is telling 'em just that. But of course, this United campaign being a country-wide affair, as we said in the first place, it had to overlook a good local bet. It says nary a word about the cost of burglar insurance, or burglars, not to mention the damage to fixtures and fittings caused by same. Yet that is getting to be an important item in Philadelphia, so much so that one of the first problems of the new association will probably be the formation of some kind of a self-defense measure. Robberies in stores are getting so common that little attention is paid to them. But last week some second-story boys did a little subway work for a chance and tunnelled their way into the Bennett Hollard place at 2036 South street, Mr. Hollard being a wholesale cigar and tobacco merchant. And having got in, they might have got away with everything in the shop, only in their absolute contempt for the cops, they got too indifferent and put too much "soup" in the charge. Any expert cracksman will tell you that too much nitro sometimes jams the doors, and that's what happened in this case.

For some time Philadelphia has been swelling up, with additional cigar factories snooping around hunting for labor, but now one of the big firms has decided that there are too many of 'em in this town for its purposes. And accordingly the firm of Jacob Langsdorf's Sons has moved from 551 North Fifth street to a new plant at Souderton. Offices are to be maintained in this city in the Drexel building. Anybody who finds a half respectable labor market nowadays in the cigar business refuses to talk about it for fear of bringing in competition, and we don't want to tip off the Langsdorf company, so we'll confine the explanation of th removal to the firm's statement that "more fa vorable arrangements" have been made at Sou derton.

Speaking of labor, manufacturers and dealer in this town and vicinity who started even mino repairs within the last few months are begin ning to wish they hadn't. Labor is darnec scarce, with Hog Island shipyard still hoggin 'em. However, since the new building wa completed at 12th and Filbert streets, Morri Jones has one of the nattiest retail cigar store in the city. One big humidor case for cigar runs the length of the store, and there are two others for pipe displays. The fixtures and sign are far above the ordinary, and the place is attracting no little attention—meaning business.

Big manufacturers here are beginning to bite their finger nails, to put it literally, over the situation up at Lancaster and in other tobacco growing centres. Labor is enough of a proposition to worry over at home, they say, but on top of that they've got to figure out what kind of a crop Lancaster is going to plant for 1918. And Lancaster won't say. But the reports are disquieting. Farmers are beginning to believe that "P'raps the only fellers who'll be left on the farm next year'll be them as is growing things to eat, by heck," and some of them are said to have decided to lay off the tobacco game. And in the meantime the price of the well-known leaf is still sauntering over thirty cents a pound.

Some months ago we had occasion to refer to the shortage of corn cobs, which is still on, more 'r less. Just now, however, the dear old local market has been invaded by a clay poipe, d'ye moind, to raytail at foive cents, which is a big seller, they do be afther telling us. Also, a prize of $5 for the best colored pipe returned to the manufacturer is to be paid in one month. We have bought wan, and pwhiniver we get the price of a bag of baccy we'll start coloring it.



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St

TAMPA, FLA.
BONDED

TALKING STRAIGHT TO THE CONSUMER

ays a circular widely distributed ythe United Cigar Stores Co. "The ct of all kinds of tobacco leaf used nhe manufacture of cigars, cigarettes ir smoking mixtures enormously inrased since the War, due to the fact ht the world now depends on the J S., Cuba and Porto Rico for its ıply.

This extraordinary demand, toher with short crops in Connecit, Pennsylvania and Wisconsin ·e doubled and trebled the prices the most used types of tobacco.

Labor of every description emyed in the tobacco manufacturing ıstry being paid an increase of not s than 25 per cent., and even payıt of this increase still leaves a treıdous shortage of skilled hands in l factories. Production suffering in ısequence.

Packing material, including cigar xes, cardboard for cigarette packes, printing, nails, tin containers, ss jars, tinfoil, and every other m on the list of manufacturing essities up to new high marks in st.

Tobacco in all its forms now payg heavier taxes than ever before on count of the War, but these taxes sponsible for only fractional raises price on each piece of merchandise ld.

Prevailing prices mainly the result advanced costs of manufacture.

Sumatra wrappers prior to the war, erage per pound, $2.50. Last sale, average of $4.50 a pound.

"An average increase of 40 cents a und for Havana tobacco increases e cost for the tobacco alone from to $8 per thousand cigars (18 to 20 unds of leaf to the thousand).

"Connecticut shade-grown tobacco, rmer average $2.25 per pound. Now

"Porto Rican Tobacco (wrappers) rmer average $1.85. Now, $3.25.

"Burley (Virginia) cigarette and pe tobacco, former average 17c. per . Now 45c.

"Imported Turkish tobacco before e War, from 35c. to $1.50 per pound, ccording to grade). Now, $1 to $3, us charge for freight and war-risk surance, 60c. to $1 a pound. Duty c. per pound additional.

"An average increase of $2.25 per ousand paid cigar-makers for makg cigars in the best factories.

"Relatively as large an increase for ork on cigarettes and smoking toaccos.

"Clerical work, selling expenses, etc., l increased for like reasons.

"Former cost of a cigar box 6 cents. resent cost, 10 cents.

"Manufacturers now charging from 4 to $5 per thousand extra for cigars acked in boxes of 25 instead of in oxes of 50. A charge seldom made efore.

"Average increase in cost of packıg material for cigarettes 25 per cent.

"Total internal revenue collected on obacco in the U. S., for the past scal year, $103,201,592.16.

"Additional revenue levied under the ew law, now in force, $70,000,000, aking a total tax of $173,000,000, over 7 per cent. increase in taxes.

"(a) The increased cost of tobacco leaf,

"(b) The new cost and scarcity of labor,

"(c) The addition of $70,000,000 to the tax on tobacco manufacture,

"(d) The advanced cost of all material used in the production and marketing of the merchandise,

"make it evident that the costs of all tobacco products must increase the prices to the consumer."

A PRICE FIXING CASE

A complaint has been filed against the J. F. Hillerich & Son Co., of Louisville, by the Federal Trade Commission. This case has to do with restricted prices placed on the "Louisville Slugger" baseball bat, and February 14, 1918, has been set as the date for the hearing.

The current action does not mean, of course, that the manufacturers must forthwith drop their schedule of standardized resale prices and the means for persuading retailers to observe such fixed prices. It does signify, however, that the Hillerich concern, having failed to avail itself of the opportunity afforded to present its specific case in connection with the recent general hearings on price maintenance, must now appear individually before the Trade body on pain of being found by default to be operating in violation of the Clayton Act and the Trade Commission Act.

In the eyes of the members of the Trade Commission the selling plan of the Louisville bat manufacturers has the same objectionable features that have lately been pronounced offensive as allegedly practiced by the makers of "Old Dutch Cleanser" and the Mishawaka Woolen Mfg. Co.

FAVOR "DAYLIGHT SAVING" PLAN

WASHINGTON, January 6.—The Daylight Saving bill which passed the Senate last June will be considered by the House soon after the emergency railroad and other war legislation recommended by the President is finished.

Speaker Clark, Majority Leader Kitchin and Representative Theatus Sims, chairman of the House Committee on Interstate and Foreign Commerce, will work for the passage of the measure.

The bill, which provides for the advancing of the clocks of the nation one hour from the last Sunday in April to the last Sunday in September, is now "under consideration" by the Interstate and Foreign Commerce Committee of the House.

THIS WAS NO "BUM STEER!"

On New Year's day strange sights are to be more or less expected, but the guests in the lobby of the Biltmore Hotel, New York City, really wondered if it was the day after the night before, when they saw a 1600-pound steer led through the hotel to special quarters in the baggage room. John McE. Bowman, president of the hotel, purchased the steer, Merry Monarch, which was the international grand champion for 1917, to prove what scientific cattle raising can do.—*Hotel World.*

E. C. McCullough & Co.

IMPORTERS OF

MANILA TOBACCO and CIGARS

20 Broad Street
New York, N. Y.



THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY
111 FIFTH AVENUE, NEW YORK



Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Office
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.

Introducing

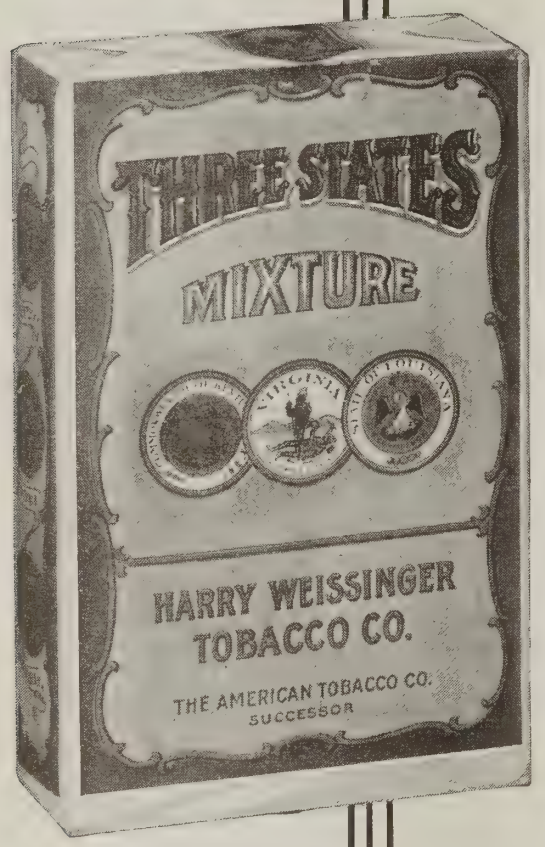
The New, Handy
Tea-Lead Pocket Packages
Of Three Famous High-grade Smoking Tobaccos

These new packings will supply a widespread existing demand among smokers of these high-grade brands for a convenient, practical pocket package. We will continue to market all the other styles of packing in which these brands have been previously put up. The Tea-Lead Pocket Packages will retail as follows:

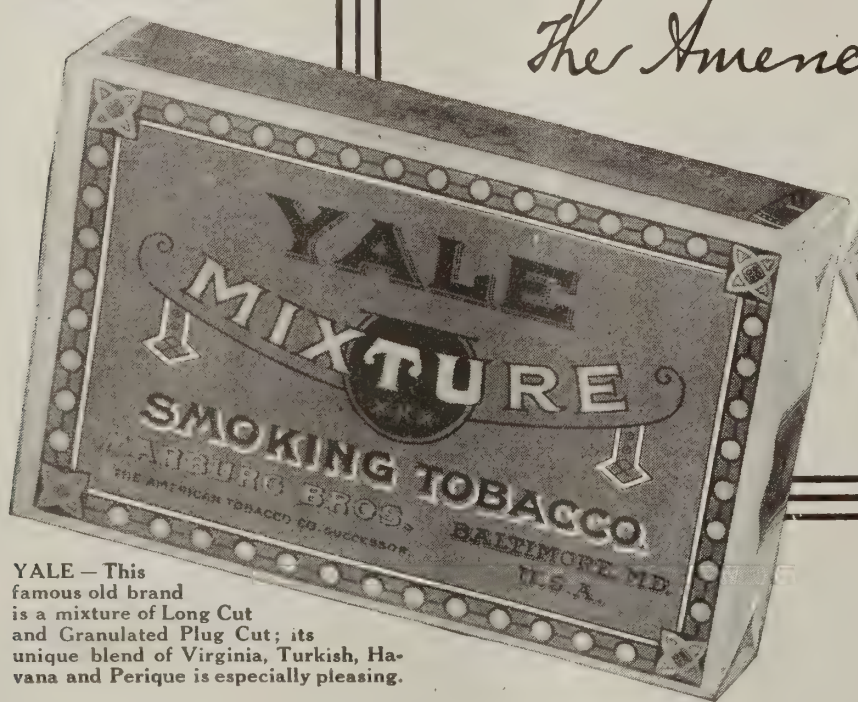
THREE STATES to retail at 20c a package
YALE . . . . to retail at 25c a package
GARRICK . . . to retail at 30c a package

These new packings will *double* your sales of high-grade tobaccos. Stock them without delay, and push them. Smokers of these brands can now *carry their tobacco about* conveniently, which means they will *smoke more* and *buy more* than formerly. Be the *first* to introduce these new Tea-Lead Pocket Packages in your community—order from your jobber today.

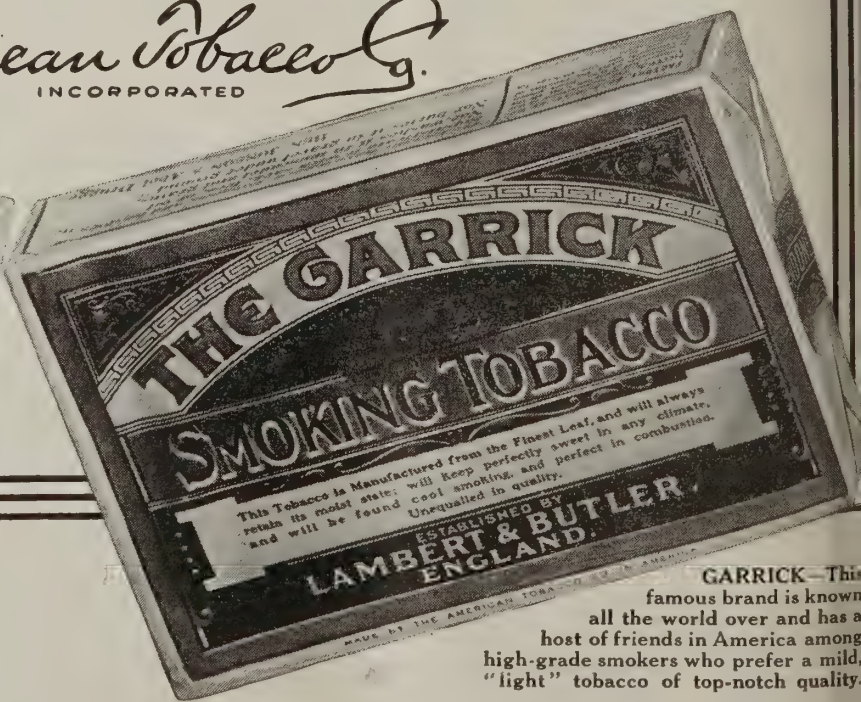
Guaranteed by
The American Tobacco Co.
INCORPORATED



THREE STATES—This is a favorite brand among smokers who insist on a High-Grade Mixture. It contains the very best grades of Kentucky Burley, Virginia and Louisiana Perique, and is made after an old formula that never fails to satisfy the demand for a blend of these fine tobaccos.



YALE — This famous old brand is a mixture of Long Cut and Granulated Plug Cut; its unique blend of Virginia, Turkish, Havana and Perique is especially pleasing.



GARRICK—This famous brand is known all the world over and has a host of friends in America among high-grade smokers who prefer a mild, "light" tobacco of top-notch quality.

Trade News from Near and Far

During the last year $21,500,000 worth of farm loan bonds were sold, according to the Federal Farm Loan Board, and additional bonds are being issued at the rate of approximately $3,000,000 weekly. They bear 4½ per cent. interest and are entirely free from taxes.

—

The Preferred Havana Tobacco Co. has just shipped 400,000 Eden cigars. Numerous orders for this brand are coming from South Africa and Australia. Humboldt and Henry the Fourth are selling exceedingly well. P. Verplanck of the company is still in the city. So are all of the salesmen. The latter will start out for new business on the 15th of January.

—

The tobacco warehouse of T. E. Hamilton & Co., at Newport, Ky., was burned January 3. Firemen were handicapped in fighting the flames on account of frozen water plugs. The blaze was spectacular. Women and children in adjacent houses were forced to flee their homes on account of the heat. One fire captain was burned severely when his clothing became ignited. The loss has not been given out.

—

Julius Klorfein had a setback resulting from frozen pipes and lack of light. During the past week he has been using a suite in the Broadway Central hotel for an office. By the latter part of this week everything at the Broome street office will be running smoothly. Just at present Klorfein has twelve salesmen on the road, who are keeping the Garcia Grande factories busy filling orders. A. Levey has enlisted in the army.

—

The General Cigar Co. has bought the factory of the Hilson-Schloss Cigar Co. at Wilkes-Barre, Pa., which factory, from now on will be known as the Luzerne branch of the General Cigar Co. It will be operated in connection with the other manufacturing enterprises of the General Cigar Co. at Wilkes-Barre. The making of the Mark Well brand, erstwhile a leading production of the Hilson-Schloss Cigar Co., was discontinued on January 1.

—

"These are times that try men's souls. The summer soldier and the sunshine patriot will, in this crisis shrink from the service of his country; but he who stands it now deserves the love and thanks of man and woman. Tyranny, like hell is not easily conquered, yet we have this consolation with us, that the harder the conflict, the more glorious the triumph." Thomas Paine sent that message to Valley Forge, during the Revolutionary War. But, as respects sentiments and weather, it is just as timely and appropriate to-day.

—

Samuel Gompers, president of the American Federation of Labor, issued a call Sunday, in the name of the American Alliance for Labor and Democracy, of which he also is head, for a Nation-wide Loyalty Week during the week of Lincoln's Birthday. This is to be observed by branches of the alliance and by central bodies of the Federation as a blow at enemy and pacifist propaganda. It is estimated that on Lincoln's Birthday about 500 meetings will be held throughout the country, and that millions of pieces of literature will be distributed.

—

William C. Muschenheim, proprietor of the Hotel Astor in New York, is the first subscriber to the fund that is being raised with the assistance of The Merchants' Association for the Community Hall at Camp Upton. Mr. Muschenheim headed the subscription list with a contribution of $1,000, sending his check to General Bell. The Camp Upton Community Hall is intended to accommodate several thousand soldiers at one time and it will be used especially for community singing. It has been found that the choruses, in which all the men join, not only promote patriotism but aid in bringing the men together and increasing their feeling of comradeship.

—

John Sullivan, secretary of the Association of National Advertisers, has sent to the members of that organization a bulletin containing the results of a questionnaire sent out by the H. Black Co. of Cleveland, concerning this year's advertising expenditures. According to a summary furnished by A. W. Newman, sales and advertising manager of that company, out of 145 replies received, 50 advertisers, or 34 per cent of the total number, have increased their advertising appropriation for 1918. Sixty-two, or 43½ per cent., will spend the same amount as in 1917; 13, or 9 per cent, have cut down their appropriations, and 20, or 13½ per cent., are uncertain as to the amount they will spend.

THE
NEW BACHELOR



T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City



No. 525. Capacity, Top 50 Cigars, Drawer 300 Cigarettes.

HUMIDORS

Please place your orders now for immediate shipment

Your Railroad may place an embargo on freight for a few weeks

Bubeck & Guerin, Inc.

161-163 W. 18th St. -:- New York City

All Progressive Dealers Read TOBACCO

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

WE OFFER {Quality / Service} TO THE TRADE

The Finest Grades of

IMPORTED HAVANA CIGARS

SOLE AGENTS FOR

B. MURATTI, SONS & CO., Limited

LONDON, MANCHESTER AND CONSTANTINOPLE

TURKISH TOBACCO GROWERS and CIGARETTE MANUFACTURERS

G. S. NICHOLAS & SON, Ltd.

43 Beaver Street

NEW YORK TEL. BROAD 5221

Notes and Quotes

Salem, Mass., has had to dispense with lightless nights because of the increase of crime.

—

It is contrary to regulations to send cigar lighters, matches of any kind or storm lighters of any kind to American soldiers serving abroad.

—

The Bank of Cuba in New York, formerly the New York agency of the National Bank of Cuba, has moved to larger quarters at 34 Wall street.

—

M. Kirschbaum, of Baker Bros., of Boston, was liberal in passing around smokes this week. The occasion for his generosity was the arrival of a baby girl.

—

Roger G. Sullivan announces that seventy-five dollars per thousand is the price of 7-20-4 Perfectos and Londres. Thirty-eight per thousand are asked for Dexter nickel cigars.

—

Waitt & Bond, Inc., manufacturers of Blackstone cigars, will not advance present prices which are $78 per thousand for Blackstone Londres and $38 for Totems, so it is said.

—

Albert Freeman, of Sidney J. Freeman & Sons, is now in the Heavy Artillery, First Recruit detachment at Fort Totten. His brother, Percy, has been assigned to duty at headquarters of the 309th Field Artillery.

The Swedish government tobacco monopoly is establishing some branch offices operated as corporations, namely, Tobaksmonopolet Fastighets A. B., with an authorized capital of $804,000; A. B. Tobaks Odling, with an authorized capital of $402,000.

—

As the result of its campaign last autumn for "A Million Dollars for a Million Books for a Million Soldiers," the War Service Committee of the American Library Association already has sent more than half a million books to the training camps and to France.

—

In order to eliminate "cheating" on the part of hotel and restaurant men who do not fully comply with the rulings of the Food Administration, the Hotel and Restaurant Keepers' Association of Pittsburgh has adopted a resolution appealing to Food Director W. D. George for drastic action against all violators. It is alleged that some restaurants which display the Food Administration emblem serve meat and wheat on meatless and wheatless days if the patron requests it.

—

Bankers and others having coupons to collect, due January 1, 1918, for foreign individuals, firms, corporations, or others, are not required, until further notice, to obtain licenses from the War Trade Board or authority from the Federal Reserve Board in order to make such collection; *Provided,* that any funds so received which the collecting agency has reason to believe are the property of an enemy or ally of an enemy, or will be used for the benefit, directly or indirectly, of an enemy or ally of an enemy, must be held in separate account und notice to the Alien Property Custodian.

—

Speaking at an immigration conference Boston, Tuesday, Harrison H. Wheaton, the federal Bureau of Labor, declared th enemies of this country were spending mo in New York in one month in working t "un-Americans" to act against the Unite States than the government expends in a ye in its investigation bureau and secret servi combined. "The problem now," he said, " whether we shall allow that great mass 13,000,000 un-Americans to become 13,000,0 anti-Americans. These people are easily infl enced and many fires and other supposed acc dents tending to obstruct war activities ha been traced to aliens who would have been mo or less harmless but for German propaganda

—

It is said that a mail order business of th proportions of Sears, Roebuck & Co. is a fair accurate barometer of the economic life the people. Especially is it true that Sear Roebuck, with its immense sales in the midd and far West, catches the tide of agricultur prosperity. In the 12 months to Dec. 31 Sea & Roebuck sales reached the new high reco of $178,268,223, an increase of $31,429,716, 21.4 per cent., over the previous high record 1916. Since 1912 Sears-Roebuck sales ha more than doubled. In that year they we $83,164,021, against $178,268,223 in 12 mont just concluded. This is a gain of $95,000,00 or 115 per cent., in the short space of fi years, an annual increase of 23 per cent.

Clips and Quips

The General Assembly of Virginia convened Wednesday for a sixty-day session, during which time prohibition leaders plan to put the State on record as favoring national prohibition.

—

Unless Frank Moran suddenly changes his mind, he will not box Fred Fulton at New Orleans on the night of January 28. Moran asks for a postponement until Washington's Birthday.

—

Irazu, a volcano 11,200 feet high, near the city of Cartago, Costa Rica, is vomiting immense volumes of smoke. The populations of San Jose (the Costa Rica capital), Cartago and the neighboring towns are growing uneasy.

—

The *New York Herald* says: "There is more hope for relief from transit troubles in a Mayor who rides in the subway than in Public Service Commissioners who do their travelling in city automobiles—whether they smoke big black cigars or do not."

—

Gangemi & Co. have obtained the services of Pat Cunningham, previously with Schwab Bros. & Baer. A. J. Diver, who formerly represented the Cayey-Caguas Tobacco Co., also will help to boost Lucella and other Gangemi brands in Greater New York.

—

At the theatre party of the Tobacco Salesmen's Association, at Hurtig & Semon's, Saturday evening, President Jos. Ollendorf, in behalf of the Association, received from the stage a handsome silk service flag, bearing four stars. After the theatre, the salesmen returned to their meeting place in the Hawthorne building and enjoyed speeches, music and refreshments.

—

Charles Woodward, aged 95, said to be the oldest Rotarian in the world, died January 6, at his home in Indianapolis. Club members knew him as "Uncle Charlie," he having joined the Rotary Club four years ago as a charter member of the San Francisco club. He was born at Fairfield, Ohio, November 3, 1822, and was the sixteenth child in a family of 19 children. Practically all his life was spent in Indiana. He was a Civil War veteran.

—

Billy Sunday began his war on sin in the national capital with three meetings Sunday. The Tabernacle, which has a seating capacity of 15,000, was filled at each meeting. The evangelist mixed gospel and patriotism in his sermons. He fiercely attacked the Kaiser and the I. W. W. The climax of the meeting came when Sunday dramatically declared that "we will bury the Kaiser and his hot-dog gang so deep that they will not hear the toot of Gabriel's horn on resurrection morn."

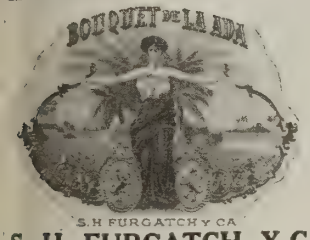
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Falling snow driven by a 25-mile gale over the entire Central West Sunday, very seriously impeded traffic of all sorts. Railway transportation officials reported that trains operating between Chicago, St. Louis, Omaha and Kansas City were "100 per cent. delayed," with danger of total tie-ups becoming more imminent every hour. In Chicago, where the snowstorm was declared by the Weather Bureau to be the worst in many years, street car traffic virtually was abandoned by the surface lines, though the elevated trains were able to operate on irregular schedules.

—

A meeting of the board of directors of the Cincinnati Leaf Tobacco Exchange was held recently at the offices of the Farmers and Shippers' Warehouse Company for the purpose of transacting business which should come before the annual meeting of the membership of the Exchange, indefinitely postponed because of the absence from the city of many buyers, who are attending sales in the loose leaf tobacco markets. A resolution was passed continuing the officers of last year until a general meeting of the membership can be arranged some time in January. The officers are as follows: W. D. Spalding, president; M. L. Kirkpatrick, vice-president; Clement McIntyre, secretary, and J. Heizer, treasurer.

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

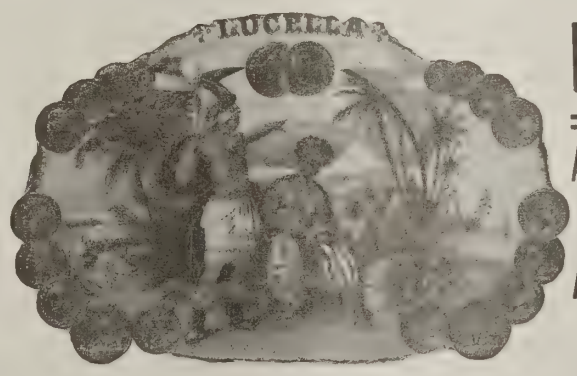
S. H. FURGATCH Y C A. 75th Street & Avenue A.- New York

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.
CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.
Established 1872
MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

L. KEHLMANN CO.
229-239 WEST 28TH STREET
NEW YORK CITY
PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

By Special Appointment
To the Late King Edward VII
DIEU ET MON DROIT
Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York



LUCELLA
A Mild Havana
Made in
ALL SALABLE SIZES
A Winner Wherever Placed
JOBBERS' ACCOUNTS SOLICITED
R. GANGEMI & CO.
20 Fulton St. -:- New York

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.
WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

TURKISH AND AMERICAN CIGARETTE and smoking tobacco mixture superintendent, now employed, would accept a change. Best of references from former prominent concerns. Address American, care Tobacco.

YOUNG MAN, TWENTY-EIGHT, WISHES POSITION as stock, order and shipping clerk in cigar factory. Having had eight years' experience. Good knowledge of Brooklyn trade. Address Brooklyn, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

MIDDLE AGED MAN who has been in the tobacco business twenty years and understands every branch of cigar manufacture, has been superintendent of large factory in New York, wishes to get out of the factory and into sales or office work. Speaks Spanish, German, Italian, Russian, and numerous dialects. Address B. F. W., care Tobacco.

STENOGRAPHER WISHES POSITION.—Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

WOULD AMEND THE LAW.

WASHINGTON, January 9.—Corporal James Bethel Gresham, one of the first American soldiers to fall on the battlefields of France, left a dependent mother, Mrs. Dodds of Evansville, Ind., who is unable to realize any benefits from the war risk insurance law, the House was told today by Representative Denton of Indiana, who introduced a bill to amend the law to meet the case.

Soldiers who die without having applied for insurance are deemed, under the insurance act, to have applied for insurance if death occurs within 120 days after publication of the act, but payments to a mother can be made in such cases only if she be a widow. Gresham's mother had remarried, but is now said to be without means of support. Under Representative Denton's amendment widows in such circumstances would receive $25 a month during their life.

POSTOFFICE SAYS "DON'T."

WASHINGTON, January 9.—The Postoffice Department today announced that parcels addressed to men of the American expeditionary forces in France will not be accepted for mailing if addressed "in care of the commanding general, port of embarkation."

SPEAKING OF STOGIES

Speaking of stogies, the Newark *Star Eagle* says: "The war has knocked the stuffing out of them, or, rather, it has taken the stogie stuffing away to fill cigars of more aristocratic shape. Profit is all but gone. Prices climb, but so also do the objections increase against paying the higher rate. Taken altogether, the chances for the stogie are as slim as itself.

"Once it was possible for many Americans besides professional cigarmakers to manufacture their own smokes. Hospitable folk of the rural districts thought it the fine thing to offer their guests cigars which had been made in the house. The stogie was the last of its kind which could be said to have an unprofessional origin, many thousands being rolled by women at their homes in periods of the day when household duties were light. If now the stogie is to disappear, cigarmaking in this country will cease to have even the slightest of the amateur touch.

"Its vanishing it to be regretted, not simply because the stogie was a che smoke, but also because it was pictu esque. It fitted a certain type American face. It went with lo chins, long legs, bodies without supe fluous flesh. The man whose pocke were stuffed with stogies seemed to l armed against lonesomeness and t power of anyone to 'turn him dow Smokers of timid spirit never affecte stogies."

PLAYING WITH THE COINAGE.

The confusion caused by the chang in the design of the new quarter do lar coin—many persons refusing t accept it, suspecting its legality—sug gests the desirability of avoiding a terations in the appearance of an kind of currency with which the peop have become familiar.

On the plea of artistic improvemer in design needless changes are mad in notes and coins, leading to uncer tainty and resulting annoyance to th public. A note or coin with whic the public has become so well a quainted that a counterfeit is readil detected should not be altered or re placed without strong and convinc ing reasons.—*New York Herald.*

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GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
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well cured and skilfully
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We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.
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The Union-Made Cigarette of Quality Bearing Union Label
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El
Principe
de
Gales

THE OLD
STANDARD
IN
PURE HAVANA
CIGARS
SINCE
1854

Patents Recently Issued

The following patents recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trademark attorney, Real Estate Trust building, Washington, D. C., at the rate of 20 cents each. State number of patent and name of inventor when ordering.

1,250,395—Tobacco receptacle. Maurice van Vliet, San Francisco.

1,250,877—Cigar shield. John Higham, Los Angeles.

1,251,191—Cigarette-lighting case. Albert S. Domeniconi, San Anselmo, Cal.

1,251,300—Sanitary cigar-cutter. Morton Stickle, Moore, Pa.

1,251,312—Cigar and cigarette lighter. Martha Wenzel, Jacksonville, Fla.

TOBACCO SCARCE IN GERMANY.

The causes leading to the drastic limitations placed on the use of tobacco in Germany, reported in a brief cablegram from Copenhagen to the *New York Times* on October 20, were recently summed up as follows for the *Berliner Tageblatt* by a leading German cigar manufacturer:

"Germany's consumption of raw tobacco the year before the war amounted to 114,000 tons, or 10 per cent. of the total crop of the world. Of this amount 34,000 tons were of German production and were valued at $3,808,000, while the balance of 80,000 tons, valued at about $37,000,000, had to be imported. Before the war 225,000 workers were employed in 10,000 tobacco factories. In peace times the annual production of cigars ranged from 8,500,000,000 to 9,000,000,000 cigars and that of cigarettes was 11,500,000,000.

"With the outbreak of the war there was noticed an immediate rise in the army's demand for cigars and cigarettes and the output of cigars increased in the middle of 1916 to 10,000,000,000 or 11,000,000,000, while that of cigarettes rose to 25,000,000,000 at the end of the year.

"Between 60 and 80 per cent. of all the domestic cigars and cigarettes were commandeered for the army. The bureau that controls production for the army and the interior is called the German Central Bureau for the War Contracts of the Tobacco Manufacturers, and it is located in Minden, Westphalia. It acts as a mediator between the demands of the army and those of the civil population and apportions the contracts to the factories.

"In the fall of last year the production of cigars was cut 60 per cent. Therefore, now the annual output of cigars is only about 5,600,000,000, but thus far the production of cigarettes has not been limited. Of the 5,600,000,000 cigars 75 per cent. are used by the army, so scarcely 15 per cent. of the production in normal times is left for the regular trade."

The regulations put into force by the German authorities provide for the sale of tobacco only between the hours of 10 and 12 in the morning and 2 and 4 in the afternoon, and forbid the purchase or use of tobacco by children under 16 years of age.

One Chinese province annually exports more than 150,000 tons of peanuts, all because an American missionary several years ago gave a native convert a quart of California seed.

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Y
JULIETA
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THE PERFECT CIGAR

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Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
Jamaica Branch—22-28 Bergen Avenue, Jamaica, N. Y.
Patchogue Branch—28 Ocean Ave., Patchogue, N. Y.
Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

All Progressive Dealers Read TOBACCO

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

ENCOURAGING TOBACCO GROWERS IN ITALY

David F. Wilbur, American Consul General at Genoa, reports that a decree to encourage the pursuit and development of native tobacco growing to supply the manufactories of the State provides for the following subventions in money as part of the financial budget of the Italian Minister of Finance:

(a) Premiums for land cultivated in tobacco to be conferred for each crop till 1926, inclusive, at the rate of 20 lire for each unit cultivated where the cultivation of tobacco does not exceed 20 ares (an are equals 0.025 acre); of 1 lira per are if it exceeds 20 ares but not 100 ares; and 2 lire per are if it exceeds 100 ares, always on condition that the area cultivated in cereals has not been diminished.

(b) Co-operation of the State for the construction or adaptation of premises for the curing and keeping of tobacco up to the maximum amount of eight-tenths—in nine annual installments—of the expense, in proportion to the utilizable area of the premises constructed or adapted, from the entry into force of the decree to June 30, 1926, on a plan previously approved by the administration of State monopolies, after ascertainment of the special technico-industrial requisites.

(c) Co-operation of the State for the construction or adaptation of premises for the preparation and storage of the products of cultivation by special concession, up to the maximum amount of two-tenths—in nine annual installments—of the expense as calculated by the administration of State monopolies in proportion to the utilizable area of the storehouses constructed or adapted, from the entry into force of the present decree to June 30, 1926.

(d) Further co-operation according to the preceding paragraph by means of allotment among all the interested firms, and until there is reached, including collection, eight-tenths of the expense calculated by the administration of State monopolies, an annual sum not exceeding 200,000 lire being set aside for that purpose.

(e) For the experimental cultivation of tobacco where such premises for curing or for use as general storehouses have been constructed or adapted, the co-operation of the State is reduced to one-half of that fixed, as already stated, to be paid in three annual installments; except when this amount is raised, respectively, by another four-tenths or by another tenth on account of the experiment being changed into a special concession.

(f) Premiums for organization of concerns for carrying on tobacco culture, to be established in a minimum of 2,000 lire and up to a maximum of 5,000 lire a year until the end of the financial year 1925-26, and to be conferred upon those concerns which have special concessions, both cultural and industrial, which are best organized and conducted, and have given to the monopoly of tobacco results of appreciable utility.

To the cultivators who have given proof of exceptional diligence and perspicacity in the production of tobacco for supplying the manufactories of the State may be assigned premiums of money until the end of 1925-26. The allowance for each fiscal year is 300,000 lire.

Sixty scholarship prizes, each of 1,000 lire annually, are to be conferred by the Minister of Finance, at the rate of 20 in each financial year until the end of 1925-26, for the acquirement in the country of special skill in tobacco culture.

THE "STATUTE OF FRAUDS"

(*Continued from page* 4.)

Thousands of transactions are made on a broker's sales memorandum. A broker brings seller and buyer together, and when the deal is complete, he signs a sales memorandum and gives a copy to buyer and seller. Since under the law he represents both parties, his sales memorandum has always been considered sufficient under the above law to bind both parties.

Even if no memorandum was made and signed at the time, if you can get the other party to sign it later, he cannot thereafter get out of his bargain on the ground that the above law was not complied with.

Under many cases this act applies to future contracts as well as contracts for goods on spot. I think I should say also that it does not apply at all where the goods sold are made especially for the buyer and are not a part of a regular line kept in stock by the seller. Such sales are considered sales of labor rather than sales of merchandise, and people who handle them don't need to mind the law at all. A suit of clothes made to measure for a customer, is a case in point. It would not be a part of the seller's regular line. But one hundred cases of tomatoes, such as the packer always puts up, would not be, even though they were packed especially to fill somebody's order.

Payroll Statistics

WASHINGTON, January 8.—The Bureau of Labor Statistics, Department of Labor, has just completed its work in compiling the figures of employment for the month of October, 1917, and comparing them with the same month of last year.

The figures are compiled from reports rendered by representative establishments in 13 different industries, of which the cigar manufacturing industry is one. The comparison of October, 1917, with October a year ago indicates a decrease in 7 of the 13 industries as to the number of persons on the pay roll. On the other hand, the increase in several industries was favorable. Taking up the matter of changes of wages in October, 1917, the report says:

"One plant in cigar manufacturing gave 8 per cent. increase to 70 per cent. of the force. In another instance there was a 5 per cent. increase, affecting 88 per cent. of the force."

In 61 cigar manufacturing establishments reporting to the bureau for October of last year and this year there were 20,162 persons employed in that month last year increasing slightly in the same month this year to 20,211.

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Vol. LXV. No. 14. NEW YORK, JANUARY 17, 1918. PER ANNUM, $2.00 SIX MONTHS, $1.00

Comparative Statistics of United States Tobacco Production

State.	Acreage (000 Omitted).			Yield Per Acre.			Production (000 Omitted).			Price Per Pound, Dec. 1.			Total Farm Value, Basis Dec. 1 price (000 Omitted).			Value Per Acre, Basis Dec. 1 Price.		
	1917. Acres.*	1916. Acres.*	1915. Acres.*	1917. Lbs.	1916. Lbs.	1915. Lbs.	1917. Lbs.	1916. Lbs.	1915. Lbs.	1917. Cents.	1916. Cents.	1915. Cents.	1917. Dolls.	1916. Dolls.	1915. Dolls.	1917. Dolls.	1916. Dolls.	1915. Dolls.
New Hampshire	100	100	100	1,670	1,650	1,400	167	165	140	27.0	17.0	12.0	45	28	17	450.90	280.50	168.00
Vermont	100	100	100	1,650	1,600	1,300	165	160	130	27.0	19.0	11.0	45	30	14	445.50	304.00	143.00
Massachusetts	8,400	8,900	8,800	1,409	1,660	1,100	11,833	14,774	9,680	38.4	25.0	14.5	4,544	3,694	1,404	541.06	415.00	159.50
Connecticut	21,100	22,200	22,200	1,400	1,630	1,350	29,540	36,186	29,970	38.4	27.0	17.0	11,343	9,770	5,095	537.60	440.10	229.50
New York	2,500	3,700	4,400	1,250	1,230	1,200	3,125	4,551	5,280	22.0	13.0	9.5	688	592	502	275.00	159.90	114.00
Pensylvania	41,500	36,100	31,400	1,400	1,360	1,350	58,100	49,096	42,390	21.0	14.2	9.2	12,201	6,972	3,900	294.00	193.12	124.20
Maryland	28,600	25,500	22,000	790	770	740	22,594	19,635	16,280	20.0	16.0	8.5	4,519	3,142	1,384	158.00	123.20	62.90
Virginia	185,000	190,000	192,500	700	680	750	129,500	129,200	144,375	26.5	14.6	9.4	34,318	18,863	13,571	185.50	99.28	70,50
West Virginia	11,300	14,100	11,300	800	900	870	9,040	12,690	9,831	30.0	15.0	10.0	2,712	1,904	983	240.00	135.00	87.00
North Carolina	325,000	320,000	320,000	630	550	620	204,750	176,000	198,400	31.5	20.0	11.2	64,496	35,200	22,221	198.45	110.00	69.44
South Carolina	72,000	39,000	65,000	710	520	580	51,120	20,280	37,700	23.1	14.0	7.0	11,809	2,839	2,639	164.01	72.80	40.60
Georgia	1,600	1,300	1,700	1,000	1,180	880	1,600	1,534	1,496	57.0	27.0	23.0	912	414	344	570.00	318.00	202.40
Florida	3,100	2,500	3,900	1,100	1,210	910	3,410	3,025	3,549	57.0	30.0	23.0	1,944	908	816	627.00	363.00	209.30
Ohio	103,200	100,000	93,700	960	950	900	99,072	95,000	84,330	25.0	13.0	9.0	24,768	12,350	7,590	240.00	123.50	81.00
Indiana	14,800	14,800	13,500	950	930	840	14,060	13,764	11,340	24.0	13.0	7.3	3,374	1,789	828	228.00	120.90	61.32
Illinois	700	700	700	800	750	850	560	525	595	19.0	10.0	9.0	106	52	54	152.00	75.00	76.50
Wisconsin	48,300	43,900	41,000	950	1,270	900	45,885	55,753	36,900	17.5	12.5	6.0	8,030	6,969	2,214	166.25	158.75	54.00
Missouri	3,000	3,200	3,500	940	950	900	2,820	3,040	3,150	21.2	15.0	12.0	598	456	378	199.28	142.50	108.00
Kentucky	474,000	484,000	440,000	900	900	810	426,600	435,600	356,400	22.7	12.7	7.8	96,838	55,321	27,799	204.30	114.30	63.18
Tennessee	101,000	102,200	92,900	810	800	750	81,810	81,760	69,675	17.0	10.1	6.3	13,908	8,258	4,390	137.70	80.80	47.25
Alabama	200	200	200	730	300	500	146	60	100	35.0	30.0	22.0	51	18	22	255.50	90.00	110.00
Louisiana	600	200	300	350	450	420	210	90	126	35.0	28.0	30.0	74	25	38	122.50	126.00	126.00
Texas	200	200	200	670	700	500	134	140	100	52.0	20.0	27.0	70	28	27	348.40	140.00	135.00
Arkansas	300	500	500	700	500	600	210	250	300	23.2	20.0	17.0	49	50	51	162.40	100.00	102.00
United States	1,446,600	1,413,400	1,369,900	827.1	816.0	775.4	1,196,451	1,153,278	1,062,237	24.9	14.7	9.1	297,442	169,672	96,281	205.61	120.05	70.28

AREA, YIELD PER ACRE, PRODUCTION, AND DECEMBER 1 FARM VALUE OF TOBACCO GROWN IN THE UNITED STATES IN 1917, 1916, 1915 and 1909, BY TYPES AND DISTRICTS.

Type and District.	Acreage (thousands of acres).				Yield per acre (pounds).				Production (thousands of pounds).				Average farm price per pound, Dec. 1 (cents).				Total farm value (thousands of dollars).			
	1917.	1916.	1915.	Census 1909.	1917.	1916.	1915.	Census 1909.	1917.	1916.	1915.	Census 1909.	1917.	1916.	1915.	Census 1909.	1917.	1916.	1915.	Census 1909.
I. Cigar types.																				
New England	29.7	31.3	31.2	22.7	1,404	1,638	1,279	1,669	41,705	51,285	39,920	37,962	38.3	26.4	16.4	15.9	15,977	13,522	6,530	6,036
New York	2.5	3.7	4.4	4.1	1,250	1,230	1,200	1,301	3,125	4,551	5,280	5,345	22.0	13.0	9.5	8.0	688	592	502	428
Pensylvania	41.5	36.1	31.4	41.7	1,400	1,360	1,350	1,106	58,100	49,096	42,390	46,165	21.0	14.2	9.2	9.0	12,201	6,972	3,900	4,155
Ohio—Miami Valley	63.6	60.0	60.3	71.6	970	970	900	763	61,692	58,200	54,270	54,587	24.0	12.0	9.0	9.5	14,806	6,984	4,884	5,186
Wisconsin	48.3	43.9	41.0	40.4	950	1,270	900	1,159	45,885	55,753	36,900	46,909	17.5	12.5	6.0	9.2	8,030	6,969	2,214	4,316
Georgia and Florida	4.7	3.8	5.6	6.0	1,066	1,199	900	830	5,010	4,559	5,045	4,992	57.0	29.0	23.0	34.0	2,856	1,322	1,160	1,697
Total, cigar types	190.3	178.8	173.9	186.5	1,133	1,250	1,057	1,051	215,517	223,444	183,895	195,960	25.3	16.3	10.4	11.1	54,558	36,361	19,190	21,818
Chewing, smoking, snuff and export types.																				
Burley district	262.0	265.0	244.2	267.3	960	970	890	956	251,520	257,050	217,338	255,439	30.7	15.5	9.5	13.4	77,217	39,843	20,647	34,229
Eduçah district	100.0	100.0	93.1	76.6	800	780	730	735	80,000	78,000	67,963	56,312	14.0	9.8	6.0	7.3	11,200	7,644	4,078	4,111
Henderson or stemming district	101.6	107.0	93.0	101.8	890	890	760	780	90,424	95,230	70,680	79,423	15.5	10.0	6.0	6.8	14,016	9,523	4.240	5,401
One-Sucker district	50.0	48.0	38.4	64.9	900	870	780	728	45,000	41,760	29,952	47,221	20.0	10.0	5.5	6.3	9,000	4,176	1,647	3,003
Clarksville and Hopkinsville district	118.8	125.0	118.7	104.0	800	790	750	764	95,040	98,750	89,025	79,429	14.8	10.8	6.5	8.0	14,066	10,665	5,787	6,354
Virginia sun-cured district	11.0	12.0	12.0	11.3	800	690	850	788	8,800	8,280	10,200	8,883	28.5	14.0	8.0	8.4	2,508	1,159	816	746
Virginia dark district	62.0	65.6	65.0	79.7	830	820	840	785	51,460	53,792	54,600	62,763	17.0	10.4	8.0	7.8	8,748	5,594	4,368	4,896
Old belt—Virginia and North Carolina	235.0	240.0	255.0	215.6	600	570	640	603	141,000	136,800	163,200	129,969	32.0	18.9	10.5	9.9	45.120	25.855	17,136	12,867
New belt—North Carolina and South Carolina	272.0	230.0	240.0	126.3	670	550	620	732	182,240	126,500	148,800	92,536	29.6	19.2	10.6	8.3	53,943	24,288	15,773	7,680
Maryland and eastern Ohio export	32.0	30.0	23.9	33.7	810	780	760	775	25,920	23,400	18,164	26,111	20.0	15.6	8.5	8.3	5,184	3,650	1,544	2,167
Rustique—Louisiana	.6	.2	.3	.5	350	450	420	332	210	90	126	172	35.0	28.0	30.0	37.0	74	25	38	64
Total chewing, smoking, snuff and export types	1,245.0	1,222.8	1,183.6	1,081.7	780	752	735	775	971,614	919,652	870,048	838,258	24.8	14.4	8.7	9.7	241,076	132,422	76,074	81,518
All other	11.3	11.8	12.4	26.2	825	863	676	806	9,320	10,182	8,384	21,124	19.4	8.7	12.1	15.5	1,808	889	1,017	3,269
Total	1,446.6	1,413.4	1,369.9	1,294.4	827	816	775	815	1,196,451	1,153,278	1,062,237	1,055,342	24.9	14.7	9.1	10.1	297,442	169,672	96,281	106,605

*Acreage figures in full (000 not omitted).

Official Figures That Tell the Real Price-Raising Story

FIERCEST FRIGIDITY

Exceeding Anything Ever Before Reported from the South—Intense Suffering Because of the Cold—"Business Is Frozen Up"

MEMPHIS, Tenn., January 13.—With 29 known dead in six States, the South to-night was slowly recovering from a terrible cold wave.

For 48 hours business and traffic of all kinds in Louisiana, Mississippi, Arkansas, Tennessee, Kentucky and Georgia have been paralyzed. Intense suffering has been general. The coal supply was so low to-night in many of the principal cities of the South that appeals were sent to Washington. Arkansas and many places in Mississippi were entirely without fuel.

Four deaths were directly attributed to the cold in Memphis. Deaths from cold in other cities are: Fulton, Ky., 1; Atlanta, 7; Augusta, Ga., 2; Natchez, Miss., 1; Chattanooga, 2; Nashville, 4; New Orleans, 3; Jackson, Tenn., 3; Little Rock, 2.

For the first time in the history of New Orleans the temperature dropped to 11 above zero. For the first time in 56 years the famous city of the Gulf, experienced snow. Suffering was acute in every quarter of the city. Few ventured outdoors.

All Alabama, Mississippi and Georgia was swept by the cold wave. Memphis thermometers reached 9 below zero Saturday, the coldest, with one exception, in the history of the local weather bureau. Not a street car has been operated for 36 hours. Trains are from 10 hours to two days late. Only two trains left the city to-day.

Little Rock, Ark., after having been cut off from the world for 30 hours, reported two dead from the cold to-day, and hundreds suffering in heatless homes. An appeal was sent to Memphis, which in turn was forwarded to Washington. There is only enough coal in the entire South to last three days at the longest in case of a continued cold spell.

The temperature began to rise late to-day. Prayers for relief were offered in local churches. Department stores closed their doors Saturday. Because of the fact that there were no street cars running hundreds jammed downtown hotels and office buildings.

It is believed by United States officials here that when all Southern cities swept by the cold wave and blizzard are heard from the death rate will exceed 100.

SIX HUNDRED SALESMEN

For the American Tobacco Co. Will Drop Their Regular Work and Devote a Week to Selling War Savings Stamps.

Six hundred salesmen of the American Tobacco Co. have enlisted in the war savings campaign and will devote the week from January 21 to January 28 to selling Thrift and War Savings Stamps to the public.

The American Tobacco Co. is the first large institution to offer its services to the Government in this way. The week has been set aside by the American Tobacco Co. for its men to get on the job for Uncle Sam all over the country, and during that time they will drop all other work.

It will be the aim of the salesmen to interest as many persons as possible in starting a Thrift or War Savings Stamp card, rather than to sell a large amount of stamps to any one individual. For this reason the 600 men will work in factories, mines, insurance companies' offices, department stores, railroad stations and all other places where great numbers of employees are concentrated.



ALBERT FREEMAN

Well known to cigar dealers in New Jersey and Pennsylvania, this newly enrolled soldier in the National army is a young man of more than ordinary ability.

Graduating from Public School No. 1, he next went through the Hebrew Technical Institute, with honor. Then he was employed by the Brock Supply Co. and ere long he was promoted to be superintendent. Resigning that position, in 1914, he became a salesman for his father, Sidney J. Freeman, the importer of "quality Manilas." A year later he was made a member of the successful firm of Sidney J. Freeman & Sons.

Continuing on the road, he covered his territory thoroughly, developing business in a way that opened the eyes of some of the "old timers."

Belonging to the Tobacco Salesmen's Association, the Knights of Pythias, the United Council and the Mystic Club of Seagate and being secretary of the Star Democratic Club of the Bronx, he didn't have much time unoccupied when he was in New York.

Mention, too, might be made of a charming young lady who thinks that Albert is the best fellow wearing a uniform.

Now with the first recruit detachment of the Heavy Artillery, Albert Freeman will be among "the big guns," naturally, and everyone who knows him is sure that he will make a brave and capable soldier.

"NOT CHEAP TOBACCO"

Manufactures of Little Cigars Have to Pay More Th Doubled Prices to Get Even a Small Quantity of Stock.

What manufacturers of little cigars a facing, in the way of increased prices f tobacco, is shown, in plain figures.

Prices regarded as steep not long ago a tually were not half so high as the lowe quotations obtainable today.

On comparing prices, per pound, then a now, one ceases to wonder why manufactu ers of little cigars claim that they are n making any money.

	Before.	Today
Connecticut broad leaf binders	35c.	75c.
Domestic cuttings	13c.	30 to 33
Domestic scraps	12c.	30 to 33

To make matters worse, even at the t figures quoted it is becoming more and mo difficult to secure stock.

CHICAGO SNOWBOUND

The Worst Blizzard in History Ties Up All Busine for a While in the Windy City—Digging Through the Drifts.

CHICAGO, January 14.—Slowly recoveri from the worst blizzard of its history th claimed eighteen lives as its human toll, Chica to-day is shaking itself from under the mou tains of snow that bury its streets.

In the face of a serious food and fuel shorta milk limited to hospitals, invalids and childr and increased danger from fire, the city h taken heart at the clear skies and rising te perature, coupled with the weather bureau promise that the snow is over for the prese

Men, women and children bent willingly the task of breaking traffic ways through t snow, and railroads entering Chicago operat the first outgoing trains since Saturday afte noon. From cities everywhere came repo that volunteer workers had so opened stre and roads that their lines of delivery traf were able to penerate the stormswept district.

No railway schedules were formed, but pra tically every road operating from here manag to send out at least one train. Reports fr outlying territory indicated that a majority the scores of trains stalled in the snow dri Saturday gradually were proceeding towa their destinations.

BIG BUILDING BURNED

Was Occupied by Shields-Wertheim Co. in Clevelan Loss $125,000—Wind Breaks Many Windows.

CLEVELAND, Ohio, January 12.—Cold weather of the winter has overwhelmed this ci With the temperature registering 35 degr above last midnight the thermometer dropped 12 below zero to-night, with predictions of ev colder. The wind was so strong to-day in t downtown streets that pedestrians held to te phone poles and street paper boxes to keep their feet. In many stores plate-glass windo were broken by the cold. Both gas and coal a scarce.

Customarily with zero weather fire destro a five-story building occupied by the Shiel Wertheim Co., cigar manufacturers, with a l of $125,000. Frozen water pipes and the treme cold hampered the work of the firem The St. Augustine's Catholic Church was da aged $15,000 by fire. Two other churches s fered fires, with considerable loss.

Railroad, interurban and street railway tra practically is paralyzed.

SAMUEL I. DAVIS

Cigar Magnate and Persistent Worker Passes to His Rest

xtreme zeal and diligence, inted application, unvaried work in the years he was ding up an immense cigar ness resulted in disease eventually caused the h of Samuel I. Davis.

persistent toiler, and one he shrewdest men in the le, he was successful in ything that he undertook, ept that he failed to retain health.

He put his whole life in his k."

bility, thrift, courage and wledge, associated with unitting labor, brought Sam- I. Davis to a high place. He situated where he "could things easy" if he wished. won respect. He accumuld a fortune. But he conued to work until his vitality almost exhausted. No ger able to attend to busis, he sought medical advice. consulted most capable phyans. He was a special ent for months in the Rockler Institute.

Too late!" His case was incurable. The efforts of the physicians only sufficed to ong life for a while. Sunday night, Sam- I. Davis succumbed to the inevitable, gh he made a brave fight to the last.

o perished an able and remarkable man. most interesting character was his. He more than the personification of hard k. His success in the cigar business n't due entirely to continual labor. He ght and studied. He had judgment. He erimented constantly. He investigated ly concerning the desirability of every e and form of tobacco that possibly could sed for cigar purposes. At various times, 'tried out," so it is said, quantities of toco brought from practically every part he world where leaf, susceptible of utilion in cigar making, could be obtained. He lied tobacco as a devotee might search the ptures. Of the knowledge he gained, he le immediately a profitable application. achievements were diversified. He manutured cigars of all sizes and kinds, from cheaper "domestic" to most expensive r Havanas in the finer shapes. And never, ny variety, did he record a failure.

pparently, every requisite for prosperity he cigar business was comprised in his ce-up. Also, his experience covered nearly phases of the trade.

native of New York, born in 1862, he red his schooling in the metropolis. Atted to the South, in his youth, he entered office of his brother-in-law, Lee Roy ers, a cigar jobber in Savannah. Fortuely, in learning the cigar trade. young Sam Davis had an unusually good adviser. For the proverbial ability of Lee Roy Myers (today the president of the Cortez Cigar Co. and Geo. W. Nicholas & Co., Inc., two nationally famous manufacturing concerns) is displayed in the making of "cigars for men of brains."



The Late Samuel I. Davis

Completing his service in the Myers office, Davis became a salesman for the factory of Julius Ellinger & Co., a house notably popular in those days. He traveled West and was especially successful securing orders in mining camps in Montana, Idaho, Utah and Colorado. All along his route, he made enduring friends but miners generally were his best customers.

Whether in the mining regions of Montana or in the rural districts of New York State, "Sam" Davis was a hustler when he started to sell goods. Nor could he be discouraged. If orders were hard to get, he kept "plugging away," refusing to eat, sometimes, until he had made a good sale.

Beginning in rather a small way, in 1886, Samuel I. Davis, assisted by his brother Fred, established a cigar factory on 86th street, in New York. From the first, the business prospered. Steadily the output increased. Across the country trade extended. Succeeding years witnessed the establishment and acquisition of other factories. Sam'l Davis y Ca. obtained important recognition throughout the United States. El Sidelo brand became popular from coast to coast.

In all respects a successful executive, Samuel I. Davis improved each opportunity to increase the scope of his operations. Factories in New York, Tampa and elsewhere made the Davis aggreagtion a considerable factor in American cigar production. Not many companies had an output exceeding 80,000,000 a year.

The "union of interests" formed May 1, 1916, by T. J. Dunn & Co. and Sam'l I. Davis y Ca., made the combination the second largest cigar manufacturers in the world.

When the merger was effected, Fred Davis became the head of the Davis branch of the great concern. Inroads of disease, induced by too strenuous industry, caused Samuel I. Davis to retire. Followed a prolonged but losing battle to regain health and strength. More by sheer power of will, rather than by any assistance the doctors could offer, he endured for two years. His fortitude was praiseworthy. He tried not to show how much he suffered.

To a visitor once, he explained that he liked to meet people, that he took pleasure in conversation, that it was gratifying to be greeted by friends, but his infirmities often forced him to seek seclusion.

In his handsome apartment in the Hotel Ansonia, where he had lived for 16 years, he passed quietly away. He leaves a wife, a son and three daughters.

Devoted to his family, and to his business, in the years of his activity, concentrating his attention steadfastly on his own affairs, he joined no lodges nor did he mix in politics. He was fond of horses and his almost only recreation was an occasional ride in the park.

Because he was so wrapped up in business, his manner did not always reveal the fact that he was a man of many excellent qualities. But his ability was known and his achievements are historic in the cigar trade.

A wealth of floral offerings at the funeral, Tuesday forenoon, attested how kindly he was remembered. The services at the hall of the Ethical Culture Society were semi private. The burial took place in Mt. Pleasant cemetery.

Among those attended, to pay "the last sad tribute to the departed," were: Theodore Werner, A. Bijur, Mortimer Regensburg, Frank McCoy, Oscar Banghart, Ernest Ellinger, M. Rose, M. C. Wobbe, L. B. Weinstock, M. D. Erdrich, and M. Frolich.

ADDING TO THE DRAFT

Administration Bill Expected to Pass Soon Would Make 700,000 Eligibles Yearly—Those Reaching 21

WASHINGTON, January 15.—The Government has decided on draft registration of all young men as fast as they become 21 years old as the means of keeping filled the ranks of the war army. It has decided against raising the draft age limit above 31 years.

An Administration bill was introduced today, at the request of the War Department, by Chairman Chamberlain of the Senate Military Committee, to register for the draft all men who have reached 21 since June 5, 1917, when the draft law became effective. The Administration's supprt seems to assure its prompt passage.

Registration of men who have become of age since the draft law was enacted was recommended in the recent report of Provost Marshal General Crowder as one of the means by which a supply of men for the National Army might be assured without taking those who might have others dependent upon them. It is estimated it will add about 700,000 men to the draft eligibles each year.

The Merchants' Association of New York, has written to Commander D. W. Tood, Director of Naval Communications, calling his attention to the delay in mail to and from the West Indies.

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· ESTABLISHED · 1886 ·

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, JANUARY 17, 1918.

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"READY AND UNAFRAID"

Until victory is accomplished, the chief business of the country is to make war. Private considerations are subordinated to the nation's needs. Success and welfare of an individual, or the prosperity of a group, are as nothing compared with requirements for the triumph of the United States. So tremendous is the task, so stupendous is the conflict, no one can know now how much effort, treasure and blood must be expended to succeed. The cost is not counted. Announced only is a determination to win. However high and frightful is the price of success, inability to beat the Kaiser would be more ruinous.

In war time, industry and finance are force and power to be applied for offense and protection. Wisdom demands instant, incessant utilization of every thing that will enable the right to triumph, surely, quickly and gloriously. War is not restricted to battlefields. All noncombatants do not escape injury. Because of war everyone is made to suffer in some way. Losses and privations come to millions far removed from the actual fighting. And some war service is required of each American, though he is thousands of miles away from the firing line.

What form the demand for assistance may assume, who can say? Or, how extensively sacrifices will be called for, who dare foretell? Yet, surely will trade have to adapt itself to war conditions. Business, of kinds contrary to military requirements, either will disappear during the war or exist precariously. Vested rights, inalienable in normal times, may be abrogated or nullified suddenly when a nation is at war. Property may be expropriated. Practically anything is permissible that proper authority deems necessary to serve a military purpose. War work takes precedence. Other operations, entirely lawful and important aforetime, may be halted by a word of command. The affairs of individuals or aggregations may be regulated according to the interest of the nation.

To assure and accelerate the success of his country in this war, a true American will make any sacrifice required. Whatever may be his duty, he is expected to do it. Not anticipating the worst, nor believing evil, he will accept conditions as they develop.

Patriotism, cheerfulness and willingness to serve are distinguishing traits of men in the tobacco trade, though they don't refuse to see painful truths, most tobacco men are optimistic regarding conditions that exist today. Those in a position to be the best informed generally believe that 1918 will be a year more advantageous than was indicated some months ago.

A good market seems assured for all the cigars, cigarettes, smoking tobacco and snuff that can be produced.

The demand for goods is the greatest ever known. The amount of money in circulation constantly increases. Prices may not be entirely satisfactory to manufacturer, dealer or consumer, but as the result of numerous compromises, they are not so very far out of the way, at present. Manufacturers can speak of difficulties in procuring supplies, labor and transportation. And just now there is scant coal from which to obtain heat. Dealers likewise have sorrows and grievances: Consumers, too, think that they have good excuse for "kicking." Yet, when all is said, it must be admitted that neither present condition nor prospects are nearly so bad as things might be.

THE FRENCH TOBACCO MONOPOLY.

Azel D. Beeler, American Vice-Consul at Bordeaux, in a letter dated December 11, says:

"The purchase and sale of tobacco in France is a monopoly of the Government and forms one of the chief sources of national revenue, the business being conducted exclusively through agencies licensed by the Government and receiving their stocks from the Manufacture de l'Etat.

"The production of tobacco by the French planters has declined during the war, partly because of the shortage of labor and partly because of generally unfavorable weather conditions. For the present year (1917) the crops in the chief producing regions (the Departments of Lot, Pyrenees, Dordogne and Gironde) have been still more limited in quantity, though the reports of the Federation of the Syndicates of Tobacco Planters say that the quality is much better. Many planters have temporarily abandoned the cultivation of the leaf.

"Previous to the war the net profits of the tobacco monopoly were increasing yearly, but of late they have fallen off somewhat. In 1913 the net profits aggregated $78,493,400; in 1914 $83,725,063; in 1913, $84,073,269; in 1914, $78,918,345; in 1915, $72,789,092; in 1916, $80,347,498. The figures for the three "war" years are approximates only, based on the total sales and estimated expenses. This decline is due to two chief causes: First, increased expenses owing to heavy purchases of foreign and colonial tobaccos at enhanced prices; and, second, smaller sales of tobacco following the German occupation of a part of the French territory.

"As to the prospects for the monopoly in 1918 it can be said with certainty that the net earnings will be larger than those in peace time. This statement is based on the fact that for the first ten months of 1917 the receipts were $103,402,110, which gives an average of $10,340,211 a month. It is probable that the total will reach $123,000,000 for the year as a result of a 20 per cent. increase in the selling price of all manufactured grades.

"To ascertain the possible net profits for 1918 it is necessary to deduct about $32,000,000 for the expenses of manufacturing and the purchase of 7,305,000 pounds of native tobacco and an increased quantity of imported stock. This will leave a net profit or revenue accruing to the State from the sale of tobacco of $90,000,000 or about $6,000,000 more than ever before.

"Since the war, the home production of tobacco has not kept pace with the damnd, and this year the output will probably be only about one-fourth of the total quantity needed. Much of the imported stock has hitherto come from French colonies and from the Americas, and in the future there will be an even greater demand upon foreign sources, particularly those in North America. All purchases for the French factories and retail stores are made by the direction of the Manufacture de l'Etat."

A resolution adopted by the Credit Defense Committee of the National Association of Credit Men insists that the Government must ask and expect no better position than that of small buyers in the payment of obligations incurred for the payment and delivery of supplies. The necessity for the Government in all of its departments having uniform and adequate systems that will permit the prompt and orderly payment of its obligations was emphasized.

'HE WHEREFORE OF THE SIX CENT CIGAR

(An Interview With Frank C. Niles)

The smoke of the average man, the ıickel" cigar, is no longer five cents. : is six cents straight and, according) good authority, is worth the money.

People who jump at the conclusion ıat cigar manufacturers are "profiteer-ıg," or raising prices just because :verybody is doing it," will find sub-:antial reasons for the added cost when ıey look into trade conditions.

Cigar manufacturers are feeling the ffects of war the same as the flour ıillers, the butchers, the clothing manu-ıcturers and the shoemakers.

Frank C. Niles, president of Niles & loser Cigar Company, Kansas City, hich is credited with being one of the ırgest cigar jobbing houses in America, oints out some of the factors which ave made a difference in the price of igars.

"Nearly all so-called 'nickel' cigars," aid Mr. Niles, "are made from a com-ination of imported and domestic to-acco. These cigars mostly are Sumat-a wrapped.

"Farm products have risen enormous-y in price. The tobacco crop of America ı 1917 according to the latest Govern-ıent bulletin from the Department of ıgriculture, December 1, is valued at 297,442,000 or 24.9 cents a pound at the arm. In 1916 the farm value averaged 4.7 cents a pound and in the years 911-15 it averaged 10.4 cents a pound.

"There, you notice, is an increase of nore than 100% in a few years.

"Sumatra wrappers, which come long listances by ocean freight, are not only nuch higher in price but at times un-ıbtainable because practically all ship-ing facilities are required by the Gov-rnment to pursue the war. Sumatra vrappers one year ago cost $3.65, today 5.35; binders one years ago cost 25 ents, today 40 cents; fillers one year ago ost 20 cents, today 30 cents.

"In the cigar industry, labor has also dvanced, cigar boxes have gone up rom 25% to 200% and labels, gum trag-canth and other incidentals, to say ıothing of taxes, have steadily climbed o higher levels.

"It will be seen from these facts that he new prices are entirely justified. In act, they were justified before war was leclared and before war taxes were lev-ed. That the cigar industry is not un-luly flourishing is indicated by the rec-ords in Washington showing that the ıumber of cigar manufacturers in Amer-ca has decreased over 11,000 in ten ears and over 1,000 in the year ending anuary 1, 1917. The Internal Revenue eports for the last twelve months are ıot yet available so the decrease in 1917 ıas not been announced.

"In deciding how to meet the situation, cigar manufacturers actually had only two courses to choose from; they could lower the quality of cigars and continue selling at the old price or they could maintain high quality as before and make the price six cents instead of five.

"And," concluded Mr. Niles, "retailers report that customers express themselves as being much better satisfied to have the price altered than the smoke."

"WHAT SHALL IT PROFIT A MAN——?"

Profiteering—that is, using the war for personal gain—has become a term of the greatest reproach. It is a fighting word everywhere. You can't say a much more harmful thing about any man than that he is turning the distress of his country, and the sacrifices that other men are making, to his own profit. The more he conceals his methods, the more pains he takes to pretend a public service, the worse he is. But there are other forms of profiteering besides money making. Any man who uses the war for his personal advantage as a profiteer. Bernard Shaw spilling tawdry epigrams on the principles that boys are dying for is as much a profiteer as the grocer who overcharges his customers. The employer of labor who attempts to enforce the "open shop," and the labor union bodies who take advantage of war conditions to order strikes for a "closed shop," are equally profiteers. Any man who looks upon the war as an opportunity to increase his personal or political prestige, to promote the aims of sectionalism, to forward political ideas which the public would not accept in times of peace, to get the people of this country "out of step," is a profiteer. The spite-tax legislation of Claude Kitchin is profiteering. The presidential booms of half a dozen men in Washington are profiteering of a very bad and dangerous sort. Playing cheap politics, giving offices to incompetent men, refusing to give office to competent men in the government of the smallest village—these are all profiteering. Those who engage in it are referred to the familiar words of Mark viii: 36. —*Colliers' Weekly.*

REPORT OF FOURTH FEDERAL RESERVE DISTRICT.

WASHINGTON, January 14.—Speaking of the condition of the tobacco crop in Federal Reserve District No. 4, headquarters at Cleveland, the Reserve Board in its monthly survey, says:

"The cold weather has retarded the marketing of the tobacco crop, and it is not yet well under way. However, it is selling at the highest price in its history, and should soon relieve any money stringency in the tobacco districts."

WHO WROTE IT?

Who can name the author of the "lines" to a Henry Clay cigar? The little poem, here quoted, appeared in the *Albany Journal* more than 50 years ago. But the brand is just as popular today.

"HENRY CLAY.

"THOU cloudy Architect
That dost in mist erect
My dreams immortal;
Say, like the Arabian,
Why wilt thou still leave one
Unfinished portal?
"Why do the dreams I dream
In thy pale violet stream
Float all above me?
False, false as life thou art—
Brief as a woman's heart—
Yet still I love thee.
"I must complete the tale,
Hedged in thy feathery pale,
Fading away.
Ere it melts into air—
Bring from the table there
A 'Henry Clay.'"

PURCHASE THRIFT STAMPS

Cardinal Gibbons Specially Urges Everyone to Do a Bit Financially to Aid the Nation

BALTIMORE, January 13, 1918.—Cardinal Gibbons issued the following statement urging all to purchase the war savings stamps:

"To My Fellow Countrymen—The door of opportunity to serve our country is flung wide open for practically every man, woman and child by the sale of war savings stamps. This is the most impressive thing about the movement, which is being undertaken by the National War Savings Committee.

"There can be few people whose circumstances will not permit them to buy at intervals the twenty-five-cent thrift stamp, and with each purchase gain step by step possession of the war savings stamp, for each one of which the credit and resources of the United States are pledged to return five dollars for what now costs four dollars and twelve cents.

"Such a return being produced by the process of compound interest carries the lesson of thrift in a practical and convincing way. I earnestly commend to young and old, and more particularly to parents, this simple and easy method of acquiring the habit of thrift. Many sorrows are avoided and much happiness is to be gained by the timely application of the principles of thrift. To the building of character it brings profitable acquaintance with self-denial and self-reliance. It is a valuable aid to good citizenship and a blessing that once properly grounded is a faithful companion through life.

"We have reached a time in our national life when no loyal citizen of this country can afford to spend a dollar for wasteful luxuries. Such an expenditure resolves itself into a disloyal act.

"Welcome, indeed, therefore, is the opportunity offered through the sale of these war savings stamps to promote the cultivation of thrift and at the same time to serve one's country by lending to it in such small sums the price of the first step—the 25-cent tariff stamp.

"Such is not only a privilege, but it is the clear duty of every American citizen, young and old. I urge upon our clergy and upon parochial schools to aid in every way in promoting thrift through the purchase of war savings stamps.

"Most faithfully yours,
"J. CARD. GIBBONS."

FIVE YEAR GARBAGE CONTRACT.

Under a contract with New York City, the Metropolitan By-Products Co. takes all the garbage from the boroughs of Manhattan, The Bronx, and Brooklyn for a period of five years, beginning with 1917, paying $900,000 for the raw garbage during that period.

The Over-Seas Club Tobacco Fund

Supplies Millions of Smokes to Soldiers

From London, recently, Sir Edward Ward sent a cablegram to the Over-Seas Club in New York, reading as follows:

"Important that you make arrangements for shipping space for 250,000,000 cigarettes required during the next six months by the Over-Seas Club Tobacco Fund for distribution as gifts to troops."

The Over-Seas Club, since October, 1914, has expended $1,500,000 in procuring smokes for soldiers. The largest weekly shipment comprised 5,000,000 cigarettes. Of the shipments made to date, not one package of cigarettes has been destroyed by a German submarine. Otherwise, anything lost or injured in transit was fully covered by insurance. For every 25 cents contributed to the Over-Seas Club Tobacco Fund, a soldier receives 50 Virginia cigarettes, a packet of smoking tobacco and a postal card upon which to return thanks to the donor.

Consider the nerve-wracking environment of the soldier, "over there." Mid the horrors of the trenches—deafening noises, noisome smells, mud, filth, disease, privations, exposure, uncertainty of everything except proximity to death, anticipations of poison gas, hail of bullets, showers of bombs, terrific shell explosions, perpetual artillery fire—facing incessant out-spittings of hell, he who endures the ordeal, whether unhurt or wounded most craves a smoke.

"It is impossible, almost, to exaggerate the continuous need of the men for something to smoke." A smoke is the one form of comfort the soldier in the trench or convalescent hospital ardently desires. The Over-Seas Club is constantly besought by officers and men, by hospital superintendents and chaplains to send the solace that attaches to a full tobacco pouch or a good supply of cigarettes.

The Over-Seas Tobacco Club Fund continually is drawn upon to supply smokes for British and Belgian soldiers. To those of British ancestry and to those who sympathize with the Belgians, it appeals, saying: "We of the Over-Seas Club are especially concerned in supplying the smoke-needs of the armies of the British Empire. Not only English, Scottish, Irish and Welsh, but also the Canadians, the Australians, the New Zealanders, the South Africans, the West Indians, etc."

Accompanying each "collecting list" is the plea: "Please show this collecting list to all your friends .....associates ..... employees, and ask them to join in a gift to the men "out there" who are bearing the brunt of the figh

"Remittances and collecting lists should l mailed to the depositaries of the fund, J. Morgan & Co., 23 Wall St., New York. A knowledgments are sent to every collecto The collecting lists are posted across to Lo don Headquarters, but the money itself transmitted by cable, so that the U-boa cannot touch it. The cigarettes and tobac go in bulk across the Atlantic, insured again all possible contingencies. The 25c. packag of "smokes," made up in England from t bulk stock, cross the Channel in heavil guarded government vessels with other arm supplies."

So the U-boats do not "get" either t money supplied to the fund or the "smokes

The New York office of the Over-Seas Cl is in the Flatiron building. The official charge, until recently, was Francis Jone Called to London to assume the duties of se retary to the "Fund," Mr. Jones has been su ceeded in New York by M. Rittenberg, wh can speak informatively, and from exper ence, concerning how urgently the men at t front are in need of smokes. For he sa active service "somewhere in France," till t doctors declared him to be incapacitated f further duty on the firing line.

The Over-Seas Club is under the patronag of King George V. Viscount Northcliffe the president. Sir Edward Ward, Directo General of Voluntary Organizations (a branc of the British War Office), supervises official the whole working of the Tobacco Fund an distributes the gift-parcels of "smokes" at th front.

Administrative expenses af headquarte are met out of the general resources of th club. The fund is audited by Barrow, Wad Guthrie & Co., 25 Broad St., New York, an E. Layton Bennett, Sons & Co., chartered ac countants, 31-32 Broad Street Avenue, Lon don, E. C.

SUMMARY OF SUBSCRIPTIONS TO OVERSEAS CLUB TOBACCO FUND.
For 37 Months Ending October 31, 1917.

	Total No. of Collections	Av'ge Value Collections	Total Amount Collected	Average 11 to 1 Total No. Subscribers	Av'g Amt. o Each Sub'n
Canada	11,587	75/11	L43,996	127,457	6/1
Empire Fund	9	188/11	85		
U. S. A.	11,517	48/ 3	L27,803	126,687	4/
Australia and New Zealand	17,371	64/11	L56,411	191,081	5/1
Empire Fund	678	21/10	L 741		
Europe	3,378	45/ 1	L 7,619	37,158	4/
Africa	7,272	53/ 2	L19,333	79,992	4/1
Empire Fund	1	280/–	14		
Asia	3,391	133/–	L22,554	37,301	12/
South America	1,844	135/6	L12,494	20,284	12/
Central America	1,098	54/–	L–2,965	12,078	4/1
Total	58,146	66/ 1	L194,015	632,038	6/

Detailed reports of collections since October 31, 1917, are not available as yet in New York, but subscriptions to the Overseas Club Tobacco Fund to date exceed $1,500,000 i U. S. currency.



On the Island of Guernsey—Packing Over-Seas Tobacco Fund Kits

New Zealand has taken the first step t ward compulsory lending. A bill which ha passed the house of representatives provide that persons with taxable incomes of $3,5 and more must subscribe to the war loa three times the total amount which they pa in land tax and income tax. There are als provisions for penalizing persons who ha not subscribed to the previous war loan.



Only Two Cigarettes in a Trench Occupied by British Troops

EMPEY ENTHUSED 'EM

nor of "Over the Top" Obtains $3,000 in Providence for "Our Boys in France Tobacco Fund."

he man who did his bit so valiantly "over re" is now more than doing his share for i fellow soldiers in France, "over there." l: "man" is Sergeant Arthur Guy Empey, n author of "Over The Top," the novel of n great War which has created a sensation his country. Sergeant Empey was three es wounded while fighting the Germans ing his two years of service in the Euro- n trenches. As part of his insistent effort elp swell the contributions now pouring in "Our Boys In France Tobacco Fund," the anization which is supplying the American dier with the much craved "smoke" on other side, Empey played the role of tioneer at the Winter Garden Fete recently en in the Narragansett Hotel at Providence, ode Island, for the benefit of the Fund. ring his auditors to a frenzy of enthusiasm patriotism by a vivid recital of the part ch tobacco plays in the lives of American liers now in France, the soldier-author raised re than three thousand dollars among the embled guests.

he author of "Over the Top," outbid the ders and fairly emptied the pockets of hun- ds of diners and dancers. He first took the r, at his own suggestion, offering an auto- phed copy of his message from the trenches auction. Competition began spiritedly. But lid not satisfy Empey. "Here's your chance show your patriotism," he urged. "They're ting for you 'over there.' Give them this comfort!"

hen the man who went and who knows what kes mean in the trenches plunged into the ding. Under his stimulus, and the example his greater sacrifices, the bidding became tantly keener. It continued until at the max of $1,000 deafening applause and cheers wned the soldier-auctioneer's "Sold."

A moment later, Empey seized a silk Ameri- flag. He held it high and silence fell. ereupon he took advantage of the impressive ment by saying with emotion, "You can't buy that. No man can buy it!" Bidders at once offered for this prize.

"You can't outbid me on that flag," Empey shouted. "I offer $1,000." And a tumult of cheering and applause followed. Soldiers and sailors who attended the fete, rushed to the Sergeant, picked him up and carried him around while an orchestra played "The Star Spangled Banner."

Contributing his "bit" necessitated despatching a messenger to find a blank check which the impromptu auctioneer immediately filled out for the tobacco fund. "Believe me, I know what it means," he remarked. But not satisfied with this much, Empey insisted on outdoing all rival bidders on subsequent offerings until his audience resolved to outbid him at all costs.

A PATRIOTIC OFFER

United Cigar Stores Co. Will Give Cash to Former Employes Who Win Promotion in the Army or Navy.

Additional inducements to good work for Uncle Sam are offered in an announcement made Tuesday by the United Cigar Stores Co. Each man employed by the company for six months or more who has left his job to enter the army or navy will receive from the company upon promotion in the Federal service an amount equal to 10 per cent. of his pay from the Government.

Edward Wise, president of the United Cigar Stores Co., has sent a letter to former employees saying:

"One of the fundamental principles governing the operation of our company has been the policy to instill a progressive spirit in the individual and in every way possible to promote in him the ambition to advance and by competitive effort to earn extra compensation for exceptionally good work.

"We feel that while you have left our employ to do your duty in the service of your country we want you to know that we are still deeply interested in your progress, believing that the same hard work, the same conscientious and loyal service which won recognition or promotion for you in our ranks also will enable you to climb in the ranks of the army or navy.

"To continue our policy of recognition of merit and ability we will pay to each of you who on or after the date of this letter secures promotion in Government service and who is eligible, as stated below, an amount equal to 10 per cent. of your monthly earnings while in Government service, this amount to be paid monthly for a period not to exceed twenty-four months (or for the duration of the war, at our option).

"It is hoped that the knowledge that the United organization is still with you will add to your ambition to climb as high as possible in the service of the Government."

The list to date of former employees eligible to share in this plan has 159 names. As there may be others the company asks each man receiving the letter to send in the names of United men who may be in the army or navy without the company's knowledge.

John D. Rockefeller, Jr., is working as a Y. M. C. A. secretary at Camp Dix.



Bringing Wounded to a Belgian Hospital "Over There"

At the Approach to the Station

A Chance to Hear About Things Up-State

NEW YORK STATE CAPITOL DISTRICT,
January 14, 1918.

Things ain't allus whut they seem! And Grandma Perley wasn't the only person to say so, either! Moreover, she said it without choking, while she smoked a reed stem corncob, just like Velvet Joe does it!

Then Lionel got his! From everybody. For wasn't he one of those there tarnashun Copperheads, so much disrespected during the Civial War?

And wasn't Gus Thomas doing his darndest to put Barrymore in an awful hole, trimmin' him up with them other Copperheads? While friends, relatives, foes, too, turned from Lionel, leaving him about so popular as the Shuberts are with Klaw & Erlanger.

After forty years of this, Lionel Barrymore came back! With a jury-box packed with noxious neighbors, they at last reluctantly admitted, from the evidence, that perhaps, after all, Lionel, the Copperhead, was no trade-dollar, but 100 per cent pure!

Becuz Marse Linculm, of whose famous Barnard features Lionel exhibited two plaster specimens, had personally sworn Barrymore in as an Old King Brady. So he wasn't a Copperhead, you see, but a shining shadow of the secret service!

That things ain't allus whut they seem also applies to the present character of the tobacco business.

And Grandma Perley needn't tell us about it, neither! For, notwithstanding the rush and crush of many of the big cigar and cigaret manufacturing plants, the jobbing and retailing branches seem to have a Copperhead blight cast upon them!

All the magic of Gus Thomas and Lionel Barrymore in dramatic combination cannot solve this Copperism just now.

It's nothing more nor less than too many coppers piled onto retail prices at a critical time when consumers are kickin' at the mounting costs of meat-wheat-heat!

Question is, tho, can the trade wait for forty years, Lionel-like, 'til the neighbors rush to the rescue with sense-an'-cents?

During the storm, the other night, when the lights in Troy were doused by Federal order, a River street tobacconist was seen groping in the highway.

"What's yer lost?" sympathized the constable.

"My Albia car," sighed the Trojan, "but I see its *tracks!*"

Local No. 68, of the Cigarmakers Union, Albany, recently issued a statement about the closing of the Payn Tobacco Co.'s Anndora factory on Broadway.

After reviewing the situation, as reported in a former issue of TOBACCO, the Union officials assert that there is no dispute between the company and the men. But they attempt to show that this shutdown is merely another case of a manufacturer endeavoring to produce inferior goods at higher prices.

They say the factory may never re-open in Albany, and, tho it does, the Cigarmakers realize the plant will be managed as an open-shop.

Meantime, the McEwans, who operate the other Payn Tobacco Co. long cut factory in Albany, refuse to make a reply to the Union.

Alright, Vanderlip, he's got one! Sure, it's been proven, shown and satisfied, that Shufeldt has one of your thrift stamps! So you can return to your duties, President Vanderlip, as head of the National City Bank, and manager of the Thrift campaign, worrying no more about *that* stamp!

When Shufeldt bought it he intended to get some more, right away. But Christmas, New Year's, business, and a million other queer things have butted in to make it well-nigh impossible to purchase the usual quarter stamp each day. In a few days, tho——

For he says, says M. A. Shufeldt, "Altho business is now at this very minute just a trifle quiet, we have hopes. Bold cigars are selling wherever cigars *are* selling. And the house of L. W. Killeen, Schenectady, N. Y., U. S. A., is receiving its fair share of jobbing trade.

"Workin', Workin' on der Railroad,
All der live long Day,
Workin', Workin' on der Railroad,
Yust ter past der time avay!"

Oh, years an' weeks ago, when Bill Lakin used to sing that swan-song he really, honest-an'-truly did work on a real railroad! 'Course, he didn't never, well, hardly ever, work yust ter past der time avay!

No, no, his previous, past and present record with Waitt & Bond satisfies everyone that Bill Lakin wouldn't lie down on any job!

But, before Blackstone cigars became his bank-check, Bill actually swung the lamp on a Big Bend R. R. in the central west. It was a railroad with rules an' regulations, just like a cigar factory, and one of the things the management insisted upon was this:

At the approach to every station it was Bill's immediate hop, skip, an' jump to joyously depart from the cushion in the lil' darlint red-caboose, and mount the main staircase to the roof-garden.

Well, Bill *liked* that part of the job, he did! Especially when the weather was Nor'-by-Nor'-East, slippery an' sliddin' like, as it is in most spots right now!

Oh, yes, yes! Bill admired *that* portion of the rules book! So, in due course of time and date, Bill's conductor yells out:

"Over th' Top, Bill. Y'know yer table!" And Bill, rudely aroused from a sleepy slumber, growls a sweet retort, with all the zzzzxxxx's and the plain an' fancy knittin' crudely eliminated by a Blackstonish censor.

Well, then, 'twas the 'ductor's turn to get mad! And he *did!* Fact is, says Bill, he got so riled up about it that he ran into a block, then backed into clear, if you know what that sort of R. R. lingo means!

Nex' time you see Bill, tho, kinder look 'im over! Right then you'll instantly come to think of it just why *Bill* doesn't carry any permanent black-an'-blue lights as a souvenir of the job he thus resigned!

For the Honorable William F. Lakin is one of those six-by-six chaps which such puny weakfish as Big Bill Edwards an' John L. Sullivanosky endeavor to imitate!

And, too, when Bill cocks that 7⅞ size hair-remover over either his right or his left *eye,* you also directly sorter unnerstan' why the Waitt & Bond sales-manager thinks Bill is some salesman!

Because nobody ever dared to refuse Bill an order—see the cut of the Blackstone Boston factory—Bill fights to flood it!

Says Jimmie Baker: "Our Directory Hotel business is very fair indeed. Quite the same may be reported for the cafe and cigar trade. Transients from the railroad station, opposite, keep both Snyder and myself right on the job, day and night. So things in our part of Albany are not so slow as dealers elsewhere admit."

Don't sent it! For, if you do, one of Uncle Sammy's postal nephews will seize it!

It's solidified alcohol that the postoffice has forbidden to soldiers and sailors, both Ove Here and Over There. Included within th limits of this ban are cigar lighters, torches fuse lighters, storm lighters, even matches!

Packages for those in the service are carefull inspected, so it's no use to suspicion yoursel with bundles packt in assortments of cigars cigarets, tobaccos, mixed with the embargoe articles.

Phone plot: "All these popular blended an seed-Havana 10 cent brands will soon be 1 and 12 cents, there's no doubt of it." And Gi Thompson, the Clinton Square retailer, hung up the receiver with a jounce as he acknowledged this anti-Sherman restraint of trade compact with another Albany dealer's: "Yeh, I guess so!"

"Imported cigars are not selling as they were a year or six months ago," reflected Aaron Pareira, the North Pearl street retailer, Albany. "But blended goods are going better than ever. So it's just as well. Perhaps it's even more satisfactory."

"Understand you put me in TOBACCO," hailed Bernie Levy, sometime soldier, tobacconist, son of a tobacconist, nephew of a tobacconist. "But did you say my command as guardsman, lieutenant of the Capitol provisional company, automatically expired upon my promotion? For it did, and I am now assigned to Company C, 10th Regiment, New York Guard, endeavoring to muster another outfit. This military game changes even more rapidly than the present price schedules of the once calm tobacco trade." And Bernie buttoned up his chesty olive-drab overcoat,lit a Lucky Strike cigaret marching forth to recruit that desired branch of dough-boys for the army in Albany.

"Is it cold in Montreal?" A. W. Hiscoe adjusted his Lord Chamberlain twin-monocles, twirled the half-inch black curtain-cord 'tween thumb an' indexer, deliberately filled an' lighted a pipe-pack of Edgeworth—then thawed out: "I say, now, my wife and I thought we'd perish up there in the Canadian widerness of Quebec and Ontario. Never in all my travels for the Tobacco Products have I seen such weather! It was *cold!* But things are cheaper and more plentiful in Toronto and Montreal than they are here. Except woolen goods. Food is less expensive, and my new line of breakfast oats are selling up there like hot coal!"

Writing to Henry Hotaling, his old buddy at the Hotel Ten Eyck cigar stand, Albany, former assistant Bill Van Auken insists army life is the stuff! Since he recently married, going to Texas as a 2nd lieutenant in the U. S. Regular Cavalry, Bill swears by his pen-point that the boots an' saddles will remain his permanent occupation, even after the war. Very soon, if his expectations are realized, Bill will become a first lieutenant, with one of those shining silver bars to carry on either shoulder. So the grand old cigar business can go to pot for all Van cares!

He denies it! Yes, sir, George flatly repudiates the somewhat general belief that his middle-central name is Washington! Yeh, George frankly admits Thompson to be his 'tother title. But you notice he isn't issuing any general explanation of just what that there W. stands for.

However, lissen to Geo. W.: "Put me down on your list for a subscription to TOBACCO. It's as comfortable as a Fatima cigaret to a tired traveling pusson, so I must have it! And, speaking of Fatimas, did you know the Liggett & Myers Tobacco Co. is the largest cigaret manufacturer in the U. S.? Our factories produce the biggest single seller in the country—Piedmont, the marvel of the south and west. While right here in our own Capitol District our increase for last year was something like four to five million cigarets. Delays in transportation are only a few of the troubles. Labor shortage and material advances are some others. That's what's the matter!"

Have you missed it? Sure. It's gone! Noth-

:g remains to mark the spot—not even a single ire!

For the immense electric sign that the Dear-:yne Brothers Tobacco Co. have had across the ntire sidewalk up South Pearl and Division :reets in Albany, is gone.

What with local agitation, anti-sign city :dinances, lightless lights, hooked on to all ose other things which aim to abolish wooden ndians, outside showcases, electric signs, and ie like, the Dearstynes decided to forestall the nticipated laws and regulations by removing ie Sealskin sign.

In a very short time it is generally believed ie streets of Albany will be so idealistic rough the removal of mere commercial acces-ories that our former friend, Vladimir Iljic Iljnav, better known as the Russian dictator, enine, may drive about town in his nice little roshka, and not be offended by the former ames and trademarks of merchandise he used o buy when he resided in the United States.

"Cigars are dead. No bulk or box trade to peak of since the holidays, altho our regular rug business is rather fair." This, notwith-tanding the favorable location of the A. B. Huested Drug Co., State and Eagle streets, lbany, right opposite the State Capitol, and in he downtown path of many permanent and ransient residents of the city. Manager Charlie Krum takes especial good care of the cigar sec-ion, urging the boys in the store to give this epartment their particular attention.

Ralerode Direcktor Genneral: "Plees sur vood it bee askin' two mutch uv yu-uns ef yu ole beck th kole an sugger an hurry a long vif th Sovereign ciggarettes for the Capitole Distreek?"

This heart-burning appeal of Jimmie, the ele-ator-boy, may save a life if it reaches McAdoo n time! For, jobber and retailer alike, all have been out of Sovereign cigaretts in this section for some while. And they are a popular five-ent smoke keenly desired by the boys, big and ittle.

New rations of Egyptian Straights are being ssued to the trade by local jobbers. They are till packt in tens. But they now come in two lozen cartons, instead of the 250 cigarets as efore. While they retail for 12 in place of the 10 and 11 cents of the previous stock.

Ever since those flashy Italian briars came to own the original light and plain finished briars with rubber bits have had a pain in the chest. Because the Kaufmann Brothers & Bondy brand, styled Dinwoodie, and the William De-muth Messina and Lucerne Italio pipes have made the unbaked briars look common in com-parison. These new goods retail for $1 and more, with the emphasis on the *more*.

"What do you think of that?" jubilated Joe McElveney, "I know where you kin get a chicken dinner for fifteen centavos!"

"Where?" demanded the crowd in the cigar store.

"Why," drawled Joe, "right down the street at the *feed* store."

THE SMOKER.

NOW KILLITS GETS IT

Attorney General Begins Contempt Proceedings in U. S. Supreme Court Against a Federal District Judge

WASHINGTON, Jan. 14.—Contempt proceed-ings were instituted in the United States Supreme Court to-day against Federal Judge John M. Killits, of the District Court for North-ern Ohio, by Attorney-General Gregory, charg-ing Judge Killitts with suspending execution of judgment indefinitely against a bank embezzler, in violation of the Supreme Court's specific order.

Judge Killits suspended execution of an im-prisonment sentence against James J. Henahan, who pleaded guilty in 1915. Subsequently the Supreme Court, on application of Attorney-Gen-eral Gregory, issued an order holding Judge Killits had usurped the pardoning power re-posed only in the President, and ordered the writ suspending execution against Henahan set aside. This was called to the attention of Judge Killits on December 15, but on December 26, acting on a new motion he issued another order suspending execution of the imprisonment sen-tence until January 31, 1918.

The only other contempt case ever before the United States Supreme Court came from Chat-tanooga, Tenn., in 1909, when Sheriff Shipp and others were found guilty of contempt in not protecting a negro prisoner from being lynched.

Henahan, whose sentence of five years in Leavenworth Prison was suspended by Judge Killits, was an official of a bank in Toledo, O. He claimed that he had been pardoned by President Wilson under a proclamation issued last August granting clemency to all offenders whose sentence had been suspended by Federal courts. Previously it had been held by the Supreme Court that Federal courts had no au-thority to suspend execution of their own sen-tences.

Speculations Concerning the Cuban Crop

It Is Possible That the Yield of Remedios Will Be Much Greater Than Last Year—Vuelta Abajo Not So Certain—Holders of Partido Resagos Fear the New Crop Will Reach the Market Before They Can Sell—Havana Cigar Manufacturers Receive More Orders Than They Expected.

HAVANA, January 11.—Holders of Partido resagos now entertain some fears that the new crop may reach the market before they have a chance to dispose of what they have, if the pres-ent lull in the demand for Partido wrappers and resagos continues.

Crop prospects grow even more favorable for Remedios, although the cold snap last week re-tarded the growth of the plants temporarily. Since the temperature has moderated consid-erably, all the vegueros feel confident of being able to harvest a large crop, provided Dame Nature only sends them a little more rain this month, and once again in the second half of February. The growth of the principal plant is secure, even if it should not rain, and this alone would yield about the same quantity as last year, therefore the only point in doubt now is, whether if additional rains come the size of the crop will be doubled.

From different reports at hand the Partido crop promises at least to be as large as last year, and as irrigation is largely utilized in this section, the planters are more independent of Nature's blessings, in the shape of rain, than anywhere else on the island.

Vuelta Abajo is still in doubt, as the rains that fell were not well distributed over the whole region. They were sporadic and of a light nature, so in some parts the crop promises well; in others the vegueros still complain of a drought. Although enough rain has fallen on the north coast and the hilly portions, the trou-ble lies chiefly in the lowland section, where usually the finest leaf is grown. A few large planters have the benefit of thorough irrigation systems, and are able to produce acceptable leaf even in dry years, but the great number of small vegueros are not so fortunately situated. Be-sides Nature's way of sending the rains is the best after all, and human knowledge and skill cannot quite equalize the effect of the absence of the sun, and the heavy rain clouds, as well as the general moist temperature, which produce the best growing results. The intelligent farm-ers only supply the irrigation at night time. Neverthelss there is something lacking in the aroma of the leaves treated by human handi-craft, as compared with Nature's process. For-tunately the tobacco plant will withstand quite a long drought and revive wonderfully with a good shower, so there are reasonable hopes of obtaining a good crop in the Vuelta Abajo.

Exports of cigars, per steamship *Morro Cas-tle*, consisted of 435 cases, containing 2,330,990 cigars, which were consigned to the following countries, viz.: To Great Britain, 1,706,140; to the United States, 500,850; to Australia, 74,000; to Canada, 36,000; to British Africa, 11,000, and to the Belgian Congo, 3,000 cigars.

Exports of leaf tobacco from Havana during the week ending December 31, totaled 13,222 bales, which were distributed to the following countries, viz.: To all ports of the United States, 6,889; to Canada, 1,815; to Great Brit-ain, 321; to Spain, 135; to France, 2,013, and to the Argentine Republic, 2,049 bales.

Cigar manufacturers here are busier now than most of them dared to anticipate towards the close of the year. American importers have already begun to order more cigars of the regu-lar current sizes, and this in connection with the unfilled British orders, a fair demand from Spain, France, South America, Australia and other countries has prevented any wholesale dis-charge of cigarmakers, which was feared. Of course not all the factories are so well situated, as the bulk of the orders have been distributed among the largest and best known ones.

The only leaf buyer who arrived this week was Benito Martinez, cigar manufacturer of Chicago.

Don Pepin Rodriguez, the senior partner of Romeo y Julieta S. A., arrived on the 4th inst., after a somewhat tempestuous voyage, but in the best of health and spirits. When we saw him this week he said that he was astonished that the factory had still so many unfilled orders on hand for the United States, Great Britain, France, Spain, South America, South Africa, Australia and some minor countries, and which he had never seen at the beginning of the New Year. Romeo y Julieta has also a big trade all over the Island, notwithstanding the fact prices have increased considerably. The out-look is certainly a prosperous one for Romeo y Julieta.

Partagas also is working as actively as here-tofore, having plenty of orders ahead in all directions of the wide world.

Punch reports the same steady trade which it has enjoyed all along last fall and this winter, therefore the outlook is promising enough.

Hoyo de Monterey, while not quite so busy upon orders for the American market, never-theless has good orders for Spain, South America and other countries.

Belinda is working steadily with the same forces of cigarmakers, as it has not felt any diminution in the receipt of new orders.

Calixto Lopez & Co. are kept busy in their cigar factory, as well as in their cigarette fac-tory, and for which latter they have purchased around 500 bales additionally of Vuelta Abajo Colas, as well as botes of Remidios.

Por Larranga is working strong still for the British market not alone, but also in many other directions.

Ramon Allones, C. E. Beck & Co. and Flor de Tomas Gutierrez are fairly busy.

ROSAM.

The battleship *Florida* has been awarded the cup of the American Defense Society that goes each year to the battleship that makes the highest score in short range tar-get practice. The customary festivities in connection with the presentation were omit-ted this year.



The Pequot Brings Manila Cigars to America

In 1817 the American ship Pequot sailed from the Philippine Islands with the first Manila cigars for the United States, arriving at Salem, Mass., in July, 1818. The record of the Pequot's adventures together with the description of her cargo is contained in an old letter written by a Salem merchant, Saltonstall. Of the Manila cigars he wrote:—

> "Manilas are of a style approved by Spaniards who excel in knowledge of cigars. They burn handsomely and have a flavor very agreeable. A man may smoke many during a day and not be surfeited or made ill."

The character of Manila tobacco has not changed since then. The quality of cigars has improved and the quantity imported into the United States is counted in the hundred millions.

Boost Manila Business
There Is Money In It

Complete list of Manila manufacturers and distributors on application

THE MANILA AD AGENCY 546 West 124th St., New York

Art of Taking Becomes a Science

'sychological Principle Utilized to Multiply Generous Impulse—A Shrewd Collector's Blunt Way of Acquiring a Liberal Donation—The New Method Contrasted with the Old Way—Rivalry in Capturing Money from People for Philanthropic Purposes—Testimony of the Almoners of American Charity.

business man recently, while in consultation it his attorney as to ways and means for ging his excess profits tax, was suddenly onfronted by the intrusion of a collector for a a sufferers' fund. "We," stated this cold-oiled agent of the meek and lowly, "have ob-ined your rating from Dun's and Bradstreet's, ve investigated your standard of living, have oed up your former philanthropic activities, hich have been absolutely inadequate, by the a and have decided to fix your contribution n thousand dollars. This will relieve you o all other payments to us for the current l year. Your check, please." Did the irate siness man follow old Father William's exam-erise up in his wrath and kick the collector nstairs? Nothing of the kind. He made the check and handed it over without ques-on and then turned back to consult with his wer as to how he could save half his chari-le contribution by evading the profits tax. n fact is that during the present conflict phi-nropy has been much more efficient than the ernment. The art of taking has been trans-med into a pure science and the art of giving become as easy as rolling off a log.

The secret of the new science consists in the overy of a new psychological principle, to d that it is easier to make a man give a sec-d than a first time, with geometric decrease of fficulty as the number of his gifts increases. r instance, it may require the most wily plot-g the most careful approaches, through thers-in-law, through a wife's sister, through an who once rescued him from drowning, to rw a rich prospect to the sticking point; you a have to give him a dinner, mellow him with l wines, or you may have to play golf with and let him beat you disgracefully; in short, ay require all the wisdom of the serpent d the tact of the dove to lure him to the bait d make him take it. Once, however, he has ed the apple of philanthropy, has used his kbook on behalf of charity, you have him. n old way used to be to let a contributor e, as soon as he had given, on the theory he had exhausted himself. The new method tter. The first gift is like the passage of a gh over the site of a planned irrigation l. Follow the first demand up with a sec-as soon as possible for another charity, then w that up with a third. The channel of volence grows deeper with each donation. checkbook opens more easily with each new k that is written.

small nucleus of enthusiasts who will not r persecuted Armenians to perish in the ing sands of Arabia, or Jewish children to f exposure in devastated Poland for want ecuniary aid, makes the little snowball which ly rolls up into the monster relief fund. y work and toil with intense activity, annex-by their tireless enthusiasm and nerve here there a giver, who, immediately he has be-e a giver, feels his honor involved, and him-becomes the most enthusiastic taker of them So the ball grows. Business men are baited ne challenge that the campaign is not being on business-like lines. Very well, let them in and organize it. A marvellous net is woven through whose meshes not the lest fry can wriggle, by the business process covering the territory." A sort of fever es, the rivalry in taking money away from people for philanthropic purposes is found quite as fascinating as the rivalry of selfish ness. For many men the slogan becomes a that "if business interferes with your col-n of money for the children of Northern France, cut out business." The newspapers catch fire; the glory of giving more than you can afford thrills in the air. Special orators develop, with a special gift for piping pledges out of the pockets of people at mass meetings. Ministers and rabbis neglect the souls of their congregations in the more formal sense, while they occupy themselves extracting money for the physical needs of a world of sufferers.

As the New York *Evening Post* says, editorially: "The phenomenon of generosity which has sprung up, mushroomlike, during the last three years, is a marvellous plant, almost unknown hitherto in the botany of national impulses. Without a Savonarola to excite us, we fling our valuable vanities gladly into the bonfire of charity. And we do this without thinking once of the emotions of gratitude aroused by what we do.

"Only those who have the duty of distributing our gifts in Europe and Asia can testify to the unending gratitude and, above all, the unending amazement of 'them that receive' at the seemingly inexhaustible source of American charity. Always the same question is asked from day to day: 'Will they be able to send the next hundred thousand?' And always the comforting return telegram is received, laconic and to the point: 'Please draw on the State Department, account of..... Philanthropic Commission for the sum of one hundred thousand dollars.'"

HOW BURLEY DEVELOPED

Originating in Brown County, Ohio, in 1864, One Type of Tobacco Has Attained Tremendous Popularity.

The world's annual yield of tobacco exceeds two billion pounds; the United States produces about one-third of all the tobacco raised, and the State of Kentucky grows about 450,000,000; North Carolina, second, raises some 300,000,000; Virginia comes third with 150,000,000, and Tennessee and Ohio each yield 100,000,000. these being the leading tobacco growing States.

"The bright Virginia type, largely led from the first in popularity in the world's demand, it being mild and fine in texture, and in color lemon, and no other type is suitable for plug wrappers, and no other type has—till recently—been used for cigarette manufacture, and its use as a pipe smoke also, has naturally made it the most largely used type we grow in the United States. We are supplying this type to almost all the nations of the earth, in greater or lesser quantities, as, so far, no other country has seemed to have the requisite climate, soil and skilled labor to produce this peculiar type of tobacco," writes E. T. Robards in the *Southern Tobacco Journal*.

"This type was first introduced to the English trade about the year 1586 by Sir Walter Raleigh, and at one time, historians tell us, 'tobacco was used as a medium of exchange in place of money.'

"For a century or more, in Kentucky, there was but one type, known as the Pryor, which was mainly grown in western Kentucky, and also in Tennessee, and while there was a limited home demand for this type, our main customers for this product were Great Britain, France, Germany, Italy, Austro-Hungary, Belgium, Africa and occasionally Russia. This type of tobacco was too strongly impregnated with nicotine to ever become universally or extensively used, for all beginners—who have not acquired the taste and stood the first shock of 'nausea' from its use—may as well prepare themselves for it, when they first begin, and few there be who, if they knew in advance the results, would ever tackle the Pryor type to learn the habit.

"In 1864, in Brown County, Ohio, a man by the name of Burleigh, passing through his field one day, discovered a peculiar species of tobacco, grown at the root of a tree. From whence it came he knew not, nor had he ever seen its like, or heard of such a species. He planted the seed, and grew it, and was pleased with its appearance. Then it was carried into Mason County, Kentucky. The area of its growth was gradually expanded, till it was produced all over Kentucky. The leading manufacturers found it had qualities of mildness, owing to its low content of nicotine, and being very porous, it would carry the desired quantity of licorice and sugar as a sweetening, to meet the taste of the beginners, and also the older men, whose stomachs could no longer handle the Pryor type products; so from a few millions in the 70's, we now find Kentucky, Ohio, Missouri and West Virginia all producing this type almost exclusively, till they are producing near 300,000,000 pounds annually. It has not been more than a score of years since there was little Burley used as a pipe smoke, but now this branch of the consuming demand has grown so rapidly that it is hard to tell which has the greater sale, the plug and twist combined, as a chew, or the pipe smoke.

"Another branch of the tobacco industry that has recently made friends with the Burley type is that composed of the cigarette producers. To secure color and texture, this type of the weed has been carefully bred by expert growers in central Kentucky, in the limestone lands, so that they are producing the classiest leaf, and meeting the manufacturing demand for cigarette wrappers, as well as fillers. It has been only a few years since that to sell a crop of Burley at $15 per hundred pounds was an unknown thing. yet last year the State average was more than this, and this year it is sure to be $25, and many farmers have sold at $30 and $35, and one we heard of sold for $40, and another refused $50 per hundred crop round, which means from $300 to $500 per acre, or more than the land is worth, on which this product is grown. We have seen these fancy 'cigarette wrappers' sell loose on the floor from $60 to $80 on up to $100 per hundred, and a few years ago before the loose-leaf markets came, and gave the planters training, and a market for the small lots, these 'fancy lots' were not known, and were wasted by packing in with the commoner grades, thus all this classy stock was a total loss to the farmer, as well as the growing needs of the manufacturer, who now pays the farmer well for his care. Last winter we saw the sale bill of a farmer in Madison County, who had measured off an acre and one-seventh of land, and he realized over $634 for the lot, or over $500 per acre, and the way prices are starting this year, we are destined to see all high records smashed."

One of the most expensive bonfires ever set off in Oshkosh was arranged by John Winteler, cigar manufacturer, in the yard at the rear of his factory at 44 Main street. In the pile was a good sized stock of leaf tobacco, cigars and boxes which became damaged by smoke and water when a fire started recently in the stockroom of the cigar factory. Several hundred dollars' worth of property went up in smoke in the bonfire, the tobacco being consumed in the presence of George A. Finch, deputy collector of United States internal revenue. According to the law Mr. Winteler was obliged to destroy the stock damaged by the fire in order to insure that it would not be used for the making of cigars for the trade. He has replaced the damaged materials with new stock. Adjustment of the fire loss has not yet been completed.

Steamer Olivette Stranded Near Havana

P. & O. Liner from Tampa Caught on a Cuban Reef—No Lives Lost—Vessel May Be Rescued—Cigar Manufacturers Hope to Make New Records in 1918—Jaime Pendas Re-elected President of Centro Asturiano—Railroad Building in Florida.

TAMPA, January 12.—Almost without exception, the local factories are working full forces, the new year having opened up in a manner that indicates that 1918 will "hang up" another remarkable production record, as many manufacturers have bowed to the will of Necessity, and increased prices to meet the pressing needs of the present, the year will undoubtedly yield greater revenue than 1917.

Cigar manufacturers and others of the trade who visit Cuba annually will regret to learn that the steamship Olivette of the Peninsular & Occidental line, which has been in service between Port Tampa and Havana for years, went aground on the Cuban coast four miles east of Havana last Thursday. At the time the report was received other vessels were standing by and by this time the steamer may have been taken from the reef.

At the annual meeting of the Centro Asturiano (Spanish Club) Jaime Pendas, the well known cigar manufacturer, was re-elected president, while B. Cosio, a manufacturer of equal prominence was made first vice-president and Manuel A. Garcia second vice-president. Alfred Pendas is treasurer and B. Pascual secretary. The club sent greetings to the press and all other clubs and proffered its aid in all phases of war work.

Railroad extension work is going on in Southern Florida to a greater extent than in any section of the South. Work has just begun on the cross-state railroad between Fort Myers, on the Gulf Coast, and Miami on the Atlantic, which will eventually touch Tampa; a charter has been granted to the Manatee River Railroad, eight miles of which have been constructed and headquarters of which are in Tampa, and work on the Tampa Southern, connecting Tampa with Saratoga, is being pushed rapidly. Reports from Washington also indicate that provision will soon be made for reopening Florida's phosphate mines in full blast, these having been partially paralyzed by the European war. It is now regarded as practically certain that Tampa will be selected as the site for the Gulf naval base.

Matthew W. Berriman, of Berriman Bros., manufacturers of the Jose Vila cigars, who recently went to a hospital for a minor operation, has improved rapidly.

Jerome Regensburg, resident manager of the Regensburg factories, has not returned from his holiday visit to New York.

A. Santaella, in addition to attending to business at the Santaella factory, is golfing on the local courses. He is expected to be in Tampa for some time.

Jerry Kohlberg, the well known shade grown leaf dealer of New York, is spendi some time in the city.

J. A. Garcia of the Perfecto Garcia fact is in the city from Gotham.

PROFIT SHARING PAYS

Schulte Business During December Was the Lar in History—Besides Salaries, Salesmen Received Commissions Amounting to $5,384

As tried during the past year in the Schu cigar stores, the profit sharing plan has bee success. Concerning its operation, the vi president of the company says: "On Janu 1, 1917, we sent out notices to our stores giv them a rating on the approximate basis monthly sales of 1916 and notifying our m that they would receive a percentage on increase in monthly sales of 1917 over 19 The outcome was that we paid our salesmen average of $2,000 commission per mo throughout the year, in addition to salaries, as we went along from month to month, found the enthusiasm of our men growing that our December business was the largest the history of this company. We paid our sa men a total commission of $5,384 for Decemb in addition to their salaries.

"The results of this Profit Sharing Plan ours have been so gratifying that we intend continue it for the year 1918."

NEW YORK AND CUBA EXPRESS SERVICE

Arrangements have been completed tween the New York & Nuevitas Express and the Trans-Atlantic Shipping Co., of Broad St., New York City, for the establi ment of an express service by direct steam of the Munson Steamship Line between N York and Nuevitas, Cuba, which is the p cipal port of entry of the Province of Ca guey.



MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that permits a quick turn-over and a price that provides legitimate profit, Muriel Cigar is one of my best bets. ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

Every step in the wonderful development of Muriel—every new size, every new selling idea—considers first the Retailer's Friendly attitude.

"Quality"—"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

P. LORILLARD COMPANY, Inc.
119 West 40th Street **New York**

SHARE YOUR SMOKE WITH A FIGHTING MAN

WHEN you smoke Muriel Cigars think of an American fighting man in France who is longing for even a whiff of his favorite tobacco. A carton containing

Stag, Nebo, Union Leader

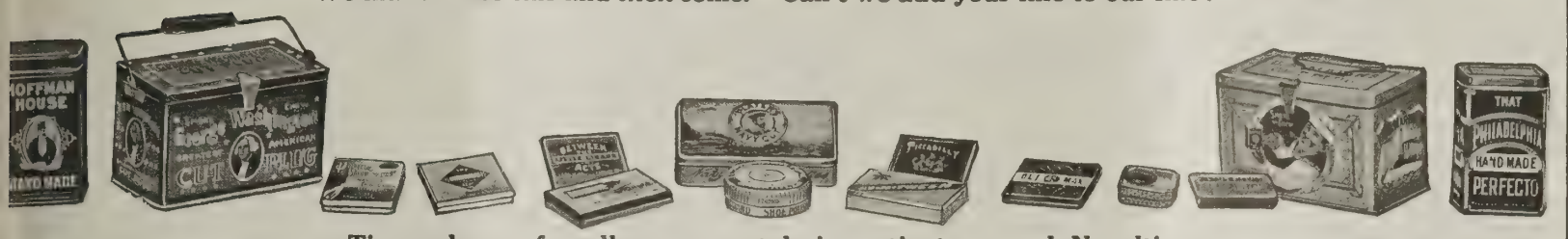
will be sent by the "Our Boys in France Tobacco Fund," 25 West 44th St., N. Y., on receipt of 25 cents from you! A postcard of thanks will come back to you from the soldier who receives the "joy package." Send your quarter right now.

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

Effective Work for the Robert Burns Brand

Careful Analysis Precedes the Application of Publicity

eviewing national advertising, as applied he marketing of branded cigars, *Newspa-dom* says: "The facts uncovered about the r market in general are extremely interest-There are in round numbers 30,000,000 of smoking age in the United States. Of e men, approximately 7,500,000, or 25 per , do not smoke, or smoke so little as to be a ligible factor. There are left, therefore, 00,000 men who are smokers of cigars, s, cigarettes, or combinations of them. It estimated that about two out of every three kers are not cigar consumers. Therefore, present cigar market, in general figures, is third of the men who smoke, or 7,500,000. anvass of those in a position to know showed they were unanimous that the average cigar ker uses about 1,000 cigars a year. On this s, the 7,500,000 cigar smokers would con-ie 7,500,000,000 cigars.

Of the national production of cigars, more one-third is represented by those retailing less than five cents, namely Cheroots and gies. The remainder, about two-thirds, or 5,000,000,000 cigars, is consumed by two-ds of the cigar smokers, or 5,000,000 men. se smokers are just 5 per cent of the popu-on. The market for three for 25 cents and er cigars is estimated by careful check-up e at the outside 20 per cent of the 5 cents up market, or 1,000,000 smokers. On the 0 per year average these men consume 0,000,000 cigars. Of cigars at three for cents and up, made in the United States or orted, there are, according to the best trade horities, just about an even 1,000,000,000.

There is a marked difference, however, between the consumption of ten cents and over cigars as found in cities of 25,000 and over, and in communities from 2,500 to 25,000. The larger cities show a ratio of about two to one over the smaller places. Therefore, about 2 per cent of the population in the larger cities and 1 per cent in the smaller cities were used as a working basis. Cities of 25,000 and over total population—34,469,034—2 per cent of this representing "class" smokers, 689,380; cities of 2,500 to 25,000 total population—16,687,566—1 per cent of this representing "class" smokers, 166,785; total "class" smokers in towns and cities, 856,165; balance, 143,835—total, 1,000,000.

"The above calculation leaves a balance of 143,835 smokers scattered through the remaining half of the population. This means people in towns under 2,500, and in farming and mountain territory. The foregoing calculations were based on cigar production as it stood in 1916. Much more than half of the ten-cent cigar business is done by the high-class stands, principally located in the business centers of cities and towns, that is, by the good hotel, tobacconist and drug-store stands. This means that the cigars are kept in good condition and are moved rapidly.

"The National campaign was inaugurated to do several things for Robert Burns, chief among them to link up sales with demand, and to broaden and strengthen the Robert Burns market. It is the belief of the company, however, that advertising is not intended primarily to build up demand, but that fully 90 per cent of its value lies in making the advertised brand easy to sell. It is by co-operation of salesman and dealer, along with the increased prestige and publicity a National campaign affords, that increased sales can be expected. The fact that the company is making public the talking points in favor of Robert Burns is urged on the dealers as an excellent reason for keeping Robert Burns constantly before the customer, so that he may link up the advertising with sales. For this reason certain dealer helps are provided, such as a transparency with the Robert Burns trademark head, and the words that fittingly close each ad, "Have you tried one lately?" They have also substituted for the picture of the factory that formerly appeared on the fly-leaf of every Robert Burns box, a story of Robert Burns cigars.

"The advertising copy itself plays up the idea, "A modern cigar," "A moderate cigar." Moderate combined with the modern idea of efficiency is the backbone of the advertising. The man who would keep his head clear and his nerves steady and who would, at the same time, smoke an all-Havana cigar is the man who will smoke Robert Burns. "Have you tried one lately?" written in script, closes every Robert Burns cigar advertisement. Little Bobbie goes hand in hand with Robert Burns. It is never advertised singly, but always gets a bit of the space of the ten-cent cigar, and his sales have always been two-and-a-half times greater, or even more, than the sales of the Robert Burns, on which the advertising has been done. This is probably because the five-cent market is at least four times as great as the ten-cent market.

"The whole scheme of Nationalizing Robert Burns, and incidentally Little Bobbie, involved primarily the education of the jobber and dealer. It undertook first to show the jobber and the dealer the potential market for Robert Burns as yet unworked in their own territory, and by openly outlining their proposed campaign they took the dealer into their confidence and kept him closely in touch with their progress through their monthly house organ.

Receiving Such Legacies as the Old Year Left

Interesting Session of the Philadelphia Retailers' Association—Bayuk Bros. Entertain Their Sales Force at Atlantic City—Promotion for "Joe" Carlisle—Roig & Langsdorf Co. Makes Splendid Showing—A Deferred Trip to Cuba Because Two Travelers Lacked Passports.

PHILADELPHIA, January 14.—Now that the local association has become a reality after being a foregone impossibility for so many years in the imaginations of the very guys who are now its most active members, the organization is beginning to show signs of sprouting up and growing into a big feller even before it gets out of its swaddling clothes, so to speak. The very latest idea in said association is to merge it with the organization which has been under a full head of steam for some time over in Camden, which is in New Jersey, just across the Delaware from Philadelphia.

By way of the first step in this direction, W. S. Rodman, president of the Camden Association, attracted to the neighborhood of the Adelphia at 13th and Chestnut streets last Wednesday night by the noise made by the new baby among tobacco organizations, wandered over and got himself enrolled as a full fledged member in good standing. He thereupon bowed to the chair and the gentlemen present and announced that he will immediately put before the Camden body a proposition to establish one general association, with local divisions for each city, on the old "in union there is strength" theory.

The membership committee did itself proud in its report. Not only did it trot in a fine new collection of members, but it also announced a tentative plan, which was approved by the association, for a real live membership campaign, with sectional sub-committees, to go to every man in town who sells the weed in every form and either line him up as a member or find out why. The new members are, in addition to Mr. Rodman, Allen K. Moore, Oscar G. Link, Aufderheider & Son, Kuenstner Brothers, Stephen J. Bradley, I. Rabinowitz, Ellis Karr and Thomas A. Allely.

Progress was reported by the charter committee. The plan to canvass the city for new members was worked out by Charles Lehman. Sub-committees in various sections of the city are to work under Charles Leiber, the live wire chairman of the general committee on membership. Just to show that it isn't going to be bound down by red tape and get sot in its ways right at the start, the association moved, seconded and adopted a proposition to tinker with the constitution. Nothing very important, however, merely the changing of the meeting dates from the second and fourth Wednesdays to the second and fourth Tuesdays. Next session, January 22. Buffet lunch (that brings 'em out).

The entertainment committee also got a shake-up that injected some new blood and promises to bring out some real stunts at the sessions to come. As now constituted it consists of Charles B. Lloyd, chairman; Daniel S. Ostrow, G. Wachter, J. C. McDonnell, W. T. Bushell, S. B. Rosenberg and W. S. Rewalt.

As predicted, the association got down to business in the way of discussing trade topics, such as the gross return needed by the average cigar and tobacco retailer to make a fair living, stock turnover and similar subjects. Although no definite action was formulated, the discussion gave some of the members a much clearer idea of what they are up against in some respects. Leading members of the association believe that the average retailer needs a gross of thirty-three and a half per cent. to come out sufficiently ahead of the game.

Now that the New Year has had a fair young start Philadelphia manufacturers, just out of the throes of inventories and what proved to be the joys of annual meetings of salesmen and distributors, are beginning to wear that harassed look once more. In most instances it was cleared away temporarily by the returns for 1917, not to mention the fine prospects for the current year—providing, that the labor shortage and the coal shortage and other shortages get no shorter.

Two of the most successful of this year's meetings so far held were those of Bayuk Bros. and Antonio Roig & Langdorf Co. Bayuk's took the lads down to Atlantic City and fed 'em up, also giving them a chance to inhale the salt sea air and get a lot of pep for 1918. "Joe" Carlisle got a nice little Christmas present in the form of an announcement that hereafter he's to quit rounding up orders directly and is to sit in the conning tower, so to speak, and show others how to do it as general sales manager. Among those present at this session were Clyde McClure, Charles L. Steffens, George Weymer, H. D. Gayster, Thaddeus Griffin, E. C. McAllister and James Keough.

The Roig & Langsdorf session was held in a cafe in this city, those present being Jacob L. Langsdorf, Jack Kraus, manager; Leo F. Weiss, salesmanager; W. Belson, R. W. Nassauer, W. A. Yocum, Warren Lessor, Sam Gottlob, Charles H. Hamburger, J. J. Murphy, W. S. Rewalt, W. Weil, T. H. Ryan, J. H. Bradley, S. Dietz, Jonas Shaw, Sam Woelter, H. S. Martin and E. H. Davis.

A. G. Will, formerly with the Roig & Langsdorf Co., has gone over to the G. H. P. Co., makers of "Producto" and other brands, this city. Samuel Wachter, who has been conducting the retail stand in the Commercial Trust building at Broad and Market streets, has become a member of the Roig & Langsdorf sales force. He will continue to run the stand.

The General Cigar Co. has added to its string of Pennsylvania factories the plant and fixtures of Hilson & Schloss, Inc., at Mt. Carmel. Possession of the factory was taken on January 2. It will be known as the Luzerne branch.

Dealers here are trying hard to stop laughing over the Christmas vacation experiences of Arthur L. Holt, manager of the cigar department for Theodore Netter, at 5th and Market streets, and Jules Jacobs, Philadelphia representative of the I. Lewis cigar manufacturing company, of Newark. Having the interests of the cigar business at heart, they decided to go off together on one of those mixing-business-with-pleasure, or vice versa, little trips. So they hied them South and took a casual look at a few of the Florida plants, with that lofty air of the man who is going over to look at the real growing tobacco plants in Cuba. And then they hurried for the boat. Whereupon they ran smack up agin Uncle Sam, who said to them, through his duly accredited representative at whatever their port of departure was to be, "Nothing Doing" or words to that effect. It seems they had gone off without such little things as passports, and accordingly they couldn't get out of the country. So they decided they didn't wanta go to Cuba anyhow and went instead to Tampa, Jacksonville and Key West.

A THEATRICAL PROTEST.

Big theatrical interests in New York City on Monday, submitted a petition to State Fuel Administrator Alfred H. Wiggin, protesting against any plan to close the theatres in New York City for purposes of fuel conservation. William Travers Jerome, former District Attorney, who was retained by the managers to take charge of a fi against any curtailment of their fuel sp plies, said that a closing down of the e atres for three nights a week, such as s been suggested as a possibility by the H eral fuel administrators would really fo the theatrical houses out of business al gether, throw thousands of actors and ju ployes out of work, lose the governm thousands of dollars in war taxes, and wo save only a comparatively small amount coal.

A BIG TOBACCO GROWER

Henry C. Grady, of Marietta, Pa., Dies After Bein for Two Months—A Veteran of the Civil War

Henry Clay Grady, one of the most pro nent residents of Marietta, Pa., died Mon night. Mr. Grady had not been well for at two months, worriment over the serious ness of his wife, who has been sick for so time, causing a general breakdown. He been confined to the house but a few days. was born in Marietta July 30, 1843, son the late Adam and Catherine Grady, and in his 75th year. With the exception of al nine months when he resided at Columbia his life was lived in Marietta. He obtai his early education in the public schools Marietta, and for many years farmed toba After the war he bought for some of the la est tobacco firms in York and Lancaster co ties. He was also a real estate owner. Grady is the last of his family. At the break of the Civil War he enlisted, but he was not of age his parents brought home. On attaining his majority he enli in Company K, One Hundred and Nin ninth Regiment, Pennsylvania Volunteer fantry, and served until the close of the w Of the original 105 men who belonged to company, but few remain. His company organized at Philadelphia, October 1, 18 He became one of the first members of Li tenant William H. Child Post No. 226, Gr Army of the Republic, and at his death post commander. He was a charter mem of the Zion Reformed Church of Marietta was elder emeritus of the church.

On September 7, 1865, he was married Miss Almira Lawrence, of Marietta, by Rev. Samuel T. Kemble, and six children w born to this union, three of whom survive follows: Frank Grady, of Harrisburg; M Annie Ebersole, at the homestead; Ha Grady, of Harrisburg; seven grandchild and one great-grandchild.—*Harrisburg T graph.*

CASE OF "COALED" BEER

Speaking of the use of coal and taking case of the breweries "for illustration only" New York *Tribune* says: "The Internal R enue reports for 1917 show that there w brewed in New York State during the y 9,535,744 barrels of beer. This, reduced pints, makes 2,365,856,512. E. D. Leach, sistant Food Administrator of Ohio, investiga this situation some time ago, and the figu which he issued show that the yearly output beer averaged a consumption of approximat one pound of coal to each pint of beer. N taking these figures for the entire State, t would amount to 1,182,923 tons of coal for year, or 3,240 tons per day during the ye This coal would heat 131,600 homes, with allowance of 100 pounds per day for a period six months, which is more than the ordin period in which heat is required. In ot words, it would heat for that period all of homes required in a city of 658,000 peopl

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

"Speeding Up" Sales in Chicago

Business Starts Off Better Than Expected

CHICAGO, January 11.—Frank Braynard has returned from a business trip to New York. F. B. is the manager of G. W. Faber, Inc.

Business has started with a rush at the factory of the Congress Cigar Co. All the boys are on the road again and orders are piling up for La Palina cigars.

A. T. Farvus now is representing E. Hoffman Co. He was formerly with the house of Moos.

Dulce cigars are as popular as ever. L. C. Marks & Co. do a good jobbing business on this clear Havana brand.

Wm. A. Vorhauer & Co. report that sales of Flor de Bustillo brand are increasing.

The Colonial Bar at 125 North Clark street, which failed for $50,000 a few months ago, has been purchased by A. Tierney, who operates the Auto Inn, a popular South Side cafe.

George Freitag, division manager for the American Tobacco Co., has returned from a visit to New York headquarters.

The new royal size of Tom Moore cigars has been placed with the trade. This size retails at 2 for 25 cents.

Harvey Vreeland has not come back to his Chicago office as yet. "Harve" must be having a good time in dear old New York, where he went to visit his firm, Benson & Hedges.

The La Salle Hotel cigar department ran a big ad in the local papers recently recommending La Salle Hotel B. Panatelas, of which they sell a pile.

William Jennings Bryan has been selected to play the final card for the prohibition forces in the great game between the wets and drys for control of Chicago. W. J. B. will be here at the end of the month to start the campaign.

Steele Wedeles have put Tom Keene and El Proposo brands in the 6 cent class. They now go to the trade at $43.

W. F. Datz, at 600 East 39th street, was held up recently. He lost $300 in cash, besides merchandise. Yeggs are still busy.

"Because of the war," they say, the material for women's dresses will be three and one-half yards. Goodness, it doesn't seem possible the girls use that much now, does it?

Frank Elliott, the C. B. Perkins Co. representative, has not returned here yet. Frank went East last month for the holidays.

A. Luebeck is no longer representing the jobbing house of Ruhstrat Cowley & Co.

Dealers report that 5 and 6 cent cigars had a very poor sale during the holidays. They could not account for it.

Burglars tried to enter the store of Bernstein & Schey recently. A large window of Romeo-Garcia cigars drew the yeggs' attention to this popular store. The firm suffered no loss as the robbers were frightened away after breaking the plate-glass window.

An important notice from the factory of Harris-Schwartz Co., Inc., New York, has reached all their customers in the city. It advises them that goods will have to be sold on the basis of 2 per cent. for cash in 10 days.

Little Penns, Little Bobbies and Little Toms will still be 5 cents. The new price oi the brands is now $37.50 per thousand.

"Pipe" the lines jobbed by Steele Wedeles & Co., Charles the Great, Theobald & Oppenheimer Rough Havanas, San Felice, El Toro, Tom Keene, William Penn, El Verso and Dubonnet. Some lines of big sellers; we don't blame Manager Bert Christian because he is so happy these days. Eight new cigar salesmen have been added to his force and his crew now consists of twenty-two well-known cigar ambassadors.

El Hijo Prodigo clear Havana brand made by Jose Escalante & Cia, of Tampa, has come to the front very fast. This brand is made in all the fine imported shapes, and its local distributors, Lilienfeld Brothers, find sales increasing rapidly.

The American Club, 4445 Grand Boulevard, do quite a cigar business. They carry several brands. The American was formerly the Colonial Club.

Mollie Monroe, an experienced cigar saleslady, has charge of the Hotel Stratford cigar department. Miss Monroe reports business very good.

The Hotel Bismarck has a very neat display in the Randolph street window, featuring Egyptian Deities Cigarettes.

Report is that 5 cent packages will soon be a thing of the past, some factories having already discontinued making same, and in the future only the 10 cent tins will be manufactured. "What's coming next?"

Thorwart & Roehling, the jobbers, put their efforts on La Famoso, S. Palo, Cuesta Rey and Thorwarts Seven Centers and, take it from us, they sell a raft of these four brands.

Can you imagine a jobbing house these days handling only goods made by their own factories? Well, we have one here and they are most successful. They are one of the largest jobbers in Chicago. We speak of Lilienfeld Brothers who job Idolita, El Modelo, Corina and El Hijo Prodigo from their Escalante factory, and La Azora, Charles the Eighth, Plantista and Le Selona from La Azora factory. Their retail stores like the jobbing end of their business carry only their own makes in the cigar line.

On meatless days one feels inclined to agree with Lamb's bon vivant who had only six courses, "counting fish as nothing."

A big Cyro campaign will be started shortly in Milwaukee. Harry Welcher, of Welcher Brothers, made arrangements for it on his visit to Peckarsky Brothers, the distributors, last month.

If you don't think Shoemaker & Co. are selling a lot of Gato and American Maid cigars, just glance at the shipments from Key West. Both are big sellers with this firm.

Salesmen are coming in again and we expect to see the same old chaps making their regular trips during the coming year.

Dealers report good sales of Dutch Masters. You see them on sale in new places every week.

Kenwood High Life and Grant Park cigars have a steady sale on the South Side. They are made by H. C. Schleeger.

In-B-Tweens keep right on selling. Don't seem to be any let-up in calls for this popular short smoke.

Fred. Oakes will be back shortly. He is now somewhere between Key West and Chicago. Fred. went East last month to visit the Gato factory, which he represents.

Sam. Cohn, 504 East 47th street, was "cleaned out" by burglars a few days ago. Sam. lost several thousand fine Havana cigars.

Charles Beck is the manager of the Harris Trust Building cigar stand of "Breitungs." Charlie is a hustler and has a host of friends. He naturally is doing a big business.

Condax cigarettes are coming back fast. You see many fine displays around the city on this well-known brand.

Mi Lola in the badger size are carried by many dealers. The 10 for a dollar box is in several places. The glass jar of 50 can be seen on almost every counter.

"Sanchez & Haya No. 1 Panatellas," selling at 5 cents, are seen in all the displays of the Best & Russell stores.

C. Krist at 47th street and Forrestville avenue, feature Romeo-Garcia, Robert Burns, El Roi Tan and Cyrilla brands.

A riot call summoned a wagon load of policemen to East End Hall, Clark and Erie streets, when the Cigar Makers Union meeting broke up in confusion and someone turned the lights out. Chairs crashed against the walls and men shouted. Everything had gone smoothly until after the election of Henry Chapp, president; Edward Delop, secretary, and Jerry Cain, business agent. Then H. Bailey, a cigar manufacturer, attempted to make a speech and the union men wouldn't permit him.

The Fromherz Cigar Co. are placing with the trade a new 6 cents cigar under the title El Troyo. A neat glass cover that fits the box makes it an attractive counter offering.

L. A. Sweezy is meeting with much success in placing the various brands of Steele Wedeles & Co. with the South Side trade. Lou is an old time retail man and was formerly in business with his father.

One of our largest cigar manufacturers expresses his opinion as follows regarding prices: "The price levels of labor and raw materials of before the war have gone forever, they will not return with the close of the war. The prices of to-day will continue after the struggle has been decided and dealers and jobbers generally may as well get used to paying the current prices, for they will not get any lower; in fact, I look for them to go still higher in the next few months."

William Waldman, of Francisco Arango & Co., is out on an extended Western trip, taking in all the large points throughout the Middle West.

The United Cigar Dealers Co., distributor of the Cyro brand of cigars have notified the trade of a raise in price.

H. L. H.

Emergency Rations

WASHINGTON, January 13.—Capsule food has been made a reality by Uncle Sam as a war measure.

Victims of German frightfulness who are cast adrift upon the seas in future will have a day's ration of 2,400 calories of food,, all sealed and waterproofed, stored away in their pockets. Soldiers cut off in No Man's Land can lie down and feign death and munch a full meal at regular intervals. Aviators compelled to make a forced landing out of touch with civilization will have food if nothing else.

For weeks food experts of the Government have been quietly at work on the emergency ration. They have discovered the secret. It looks, smells and tastes more or less like a dog biscuit. There have been times, however, in the lives of many men when a dog biscuit would have looked better to them than a seven course banquet to an epicure.

The ration is made of 96 parts wheat flour, 96 parts meat and 64 parts died milk, cooked to a brown. With each biscuit goes a little tinned and paraffined package of peanut butter to add relish and give the necessary food value. With the peanut butter each biscuit is a complete meal so far as human requirements are concerned. The peanut butter supplies the necessary oils or fats and the proper balance of protein. The wheat, milk and meat supply the carbohydrates and other necessaries of a technically adequate meal. The peanut butter cannot be cooked with the biscuit because the whole thing would turn rancid.

The United Cigar Stores Co. will open a new place of business in the Caldwell building, at Fourth avenue and Ninth street, Huntingdon, West Va., within the next few weeks. The company more than a year ago procured a lease on the building to become effective January 1, 1918. Many improvements will be made in the building before the store is opened for business.

Boston Cigar Men See the Fuel Commissioner

Protesting Against the Edict That Would Close Stores and Deprive Small Merchants of Much Trade—Steps to Improve the Coal Situation—Taylor, Flannagan, Korn and Strauss the First Travelers to Arrive.

Boston, January 14.—Fuel Commissioner Sorrow's request to close all stores at 10 P. M. and open not earlier than 9 A. M. except drug stores and those that distribute daily papers, has raised a storm of protest from cigar dealers and others that do not come under the heading of the stores exempted. Committees representing the retailers have called on the Fuel Commissioner, endeavoring to show that the hours from 7 to 9 are very important for the commerce of the working man, and the financial loss to small merchants would be great. Further they argued that there would be no saving of fuel by opening at 9. There is hardly any coal in Boston. When a lot does arrive, mostly it is sold in 100 pound lots. There is much suffering among the poor. Theatres raise curtains at 7.45 and close at 10.15. All electric advertising signs have been shut off; electric car service has been curtailed; in fact everyone is trying somehow to alleviate the coal situation.

Potentates of tobaccodom are beginning to arrive. William Taylor, Ambassador of the Romeo y Julieta brand, was one of the first to appear in Boston this year. Next was J. V. Flannagan with the cigar that Kipling immortalized, Por Larranaga. Followed the two cherubs, the heavenly twins, Al Korn, of S. H. Durgatch & Co., and Ben Strauss, representing A. Sanetela & Co. They formed an optimistic or Optimo party as Ben Strauss insisted on naming the bunch, all believing that despite high prices and shortage of tobacco, 1918 will be a banner year.

Edward U. Harrington, Eastern representative for Larus Bros. Co., Richmond, Va., is making his annual visit to the factory.

The United Cigar Stores Co. has leased the corner of Summer and Kingston Streets, now occupied by a gent's furnishing store. It is said that the store now conducted by them on Summer Street between Bedford and Kingston Street, will be discontinued.

The Liggett Co. closed the store at 31 State Street, known as the Candy Box.

DISTRESS OF SMOKERS IN PARIS.

In Paris, shop after shop exhibits signals of distress conveying the unwelcome message that there is no longer any French tobacco or cigarettes on the premises for sale. As a sequel, there has been a prolonged "run" upon the various imported brands of both, notwithstanding the higher prices, of the imported article. American and British soldiers in Paris, or elsewhere in France, who have not yet got accustomed to the totally different qualities and flavor of French tobacco, remain unmoved at the situation—so long as they are able to obtain their favorite brands of American cigarettes and tobaccos. But the Frenchman is not so easily consoled, and in the last few days the entirely novel spectacle of the poilu "en permission" promenading the boulevards smoking expensive Havana cigars has almost reached that stage when it ceases to excite comment. Meanwhile, the average French citizen is earnestly hoping that the "no tobacco" problem will end.

IMPETUS TO HEALTH INSURANCE.

Organized labor is giving a strong impetus to universal health insurance for wage earners and prevention of sickness, as a need emphasized by the war. The advanced action recently taken by the federations in California, Wisconsin, New Jersey and New York is regarded as a positive indication of the growing conviction among the unions that health insurance must come soon in this country along the lines of similar protection afforded the workers in Europe. At the New York State Federation of Labor conference at Albany, January 8, with 150 delegates in attendance, a resolution was adopted without a dissenting vote endorsing universal health insurance and including this measure in the Federation's immediate legislative program.

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

DECORATED METAL BOXES

FOR TRADE CANCO MARK CIGARS

Sales of Manilas Increase in San Francisco

Philippine Goods Strongly Pushed by Important Dealers—M. A. Gunst Branch Distributes a Million Alhambras a Month—Harry Green Closes a Big Deal with Judell—Boquet-Cohn Cigar Co. Makes Each of Seven Stores an Isabela Depot—Marks Bros. Have Great Success with La Insular—Green Incorporates—New Company Contracts for Entire Hawaiian Tobacco Crop

San Francisco, January 9.—With practically all the popular American, erstwhile Five Cent Cigars now priced at six cents, the economical smoke consumer is in a quandary. What is he going to do? Some of them have acquiesed gracefully and are planking down the extra cent with their nickel, or are picking up four coppers change out of their dime with a more or less sheepish grin. Others are experimenting with unaccustomed pipes which sowehow don't taste the same and still others are grimly passing up the smokes in favor of chewing gum. Like the faithful of old they are wandering about in a wilderness. Now comes the manila cigar, pushed as never before by active importers, distributors and retailers. Perhaps it will prove the Moses to lead the poor Man-Looking-For-A-Five-Cent-Smoke out of the wilderness. Manila cigars have been sold here for several years, but they have never been actively pushed. Now they are being featured and the smokers are taking to them like ducks to water. M. A. Gunst is said to distribute about a million of the Alhambra a month. Harry Green, who is one of the heaviest Manila importers has just closed a deal with H. L. Judell & Co. to distribute about a half million Fighting Bob's a month. Marks Bros. are heavy importers of La Insular and in their retail stores are making this and other Manila brands household words. La Isabela has been handled as one of the brands of the United for some time and now the Bouquet-Cohn Cigar Co., has made each of their seven stores an Isabela depot and are heavily featuring this brand. With all these forces working for the island cigars they are bound to become much better known on this Coast, and eventually throughcut the country. Notwithstanding this drift towards the Manila cigar the local distributors say that the orders for the new year are coming in in good style for all the old standard brands, and they feel confident that the Six Cent Cigar will prove a success.

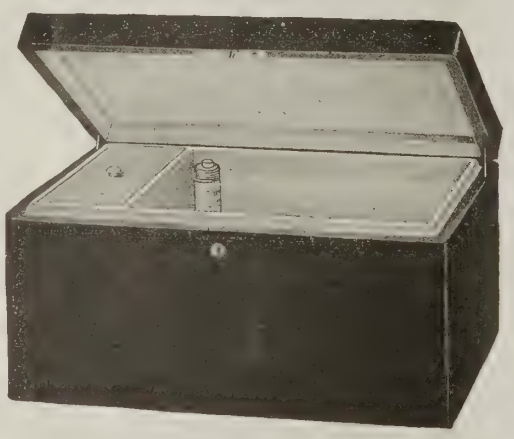
The Bouquet-Cohn Cigar Co., has just bought the Griffin Cigar store, at 167 California street. Mr. G. M. Cohn, the manager of the company, intends to feature La Isabela cigar here as well as in his six other retail stores in this city.

The retail store of the H. Bercovich Co., located for many years in the Flood Building at the corner of Market and Powell streets, has been closed on account of the failure of the cigar company to make the arrangement for enlargement it desired before renewing its lease. As Bercovich had another store across the street the company decided to abandon the site rather than forego the improvement it wanted to make. This leaves eleven stores in the Bercovich chain. Mr. Bercovich says that he has had a very prosperous year and that he is busy making arrangements to meet the requirements of 1918. The revisal of prices, he says, overshadows all other conditions but he is very hopeful that the public will meet the advance with full understanding of the conditions which confront the trade.

Harry Green has incorporated his business under the name of Harry Green & Co., Inc. with a capital of $50,000. Fred Rothschild who recently became associated with Mr Green is secretary of the new corporation. On the 17th inst. Mr. Green sails on the steamship Empress of India on a trip to Manila in the interests of his own business and those of H. Duys & Co., Inc., of New York. He will be away about three and a half months and will be accompanied by his wife. During his absence Mr. Rothschild will be in charge of the business in San Francisco.

Harry Green & Co., Inc., had a contract for the entire 1917 crop of Hawaiian tobacco, wrappers, fillers and scrap. Mr. Green says that it is now arriving and that the fine grade wrappers are the equal of any tobacco of similar description in the country.

T. W. Harris, president of the Tobacco Co. of America, left recently to visit the American Tobacco headquarters at New York.



No. 522. Capacity 50 Cigars and 100 Cigarettes

HUMIDORS

We have added 10 new numbers to the line.

Please call and see them or write for catalogue.

Bubeck & Guerin, Inc.

161 to 163 West 18th St., New York City



No. 524. Capacity Top 200 Cigarettes and ½ lb. Smoking Tobacco. Drawer 50 Cigars

LA FLOR DE INTAL CIGAR MANUFACTURING CO.

KUENZLE & STRIEFF, INC.

"LA FLOR DE INTAL"
"LA FLOR DE ASINGA"
"LA FLOR DE LAVINAB"
"LA UNION"
"LA FLOR DE CARITAN"
"LA FLOR DE MINANGA"
"EL TAMARINDO"
"LA HONRADEZ"



The cigar exceptional for Quality and Workmanship.

COMPARES FAVORABLY WITH THE WORLD'S BEST.

SIDNEY J. FREEMAN

United States Representative

123 Liberty St. New York



DEALERS

There's a big demand for

FLOR DE

MELBA

The Cigar Supreme

They're quite a bit better than others.

All popular shapes.

Sell for 3 for 25c—10c straight. 2 for 25c—3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now or write us

I. Lewis Cigar Mfg. Co. Newark, N. J.

Largest independent cigar factory in the world.

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City. Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

The Paganini-Bricca Co. has obtained some good results from the illuminated billboard advertising which has been done on the El Palencia cigar of John H. Boltz Segar Co. Besides the Palencia this firm handles the El Castillo Brevas, a ten cent size, which it finds to be a good seller.

S. Bachman & Co. has issued a new list of cigars which brings all their leading nickel brands into the six cent class and the Club House and Waldorf sizes of La Confession from 10 cents to two for a quarter class.

Louis Cohn has been a recent visitor from Portland. He travels Idaho, Washington and Oregon for the Hart Cigar Co., of Portland. During his stay here Mr. Cohn has been making his headquarters at S. Bachman & Co., whose lines are distributed by the Hart company in their territory. He reports conditions in Portland and the northwest generally as excellent.

Since Ed. A. Goodman moved to his present location on lower Market street he has doubled his business and incidentally has built up a nice little ladies' trade for which his present location is well suited. Ed is making a specialty of Manila cigars.

Tobacco for the troops and sailors in France is coming from many sources, but perhaps one of the most unusual is from a State prison. Yet the 2,300 prisoners in San Quentin prison this State, have voted to devote one half of their tobacco supply to this cause. The first consignment, two fifty gallon barrels, was started to the boys at the front from the prison last week.

A REPORT FROM MADRAS

Lucien Memminger, American Consul, Writes Informatively Concerning the Tobacco Industry in South Hindustan.

Regarding conditions in the tobacco industry in Southern Hindustan, Lucien Memminger, American Consul at Madras reports that about 216,000 acres were under tobacco cultivation in 1915-16, but the curing is frequently done very carelessly, thereby damaging the value of the crop. Exports of tobacco in 1916-17 increased by nearly 1,000,000 pounds, amounting to 3,950,000 pounds. The value increased to $308,536. The trade in leaf tobacco amounted to 3,440,000 pounds, valued at $198,229. As usual, the chief consumers were the Straits Settlements and the Federated Malay States. A quantity of 850,120 pounds, valued at $36,985, was sent to the United Kingdom.

Shipments of cigars, 80 per cent of which went to the Straits Settlements and the Federated Malay States, further declined from 748,908 pounds to 466,346 pounds in quantity and from $137,884 to $100,899 in value. Higher grade cigars to the value of $26,604 were exported to the United Kingdom, against $21,412 worth in 1915-16. There are four cigar factories in South India employing 960 hands. Indian cured tobacco does not give an attractive outer wrapper, so foreign leaf is imported (chiefly from Straits Settlements and Sumatra) as wrapper for the better grade cigars made locally.

Imports of raw tobacco, part of which consisted of these wrappers, amounted in 1916-17 to 71,979 pounds valued at $37,634; 36,594 pounds from the United Kingdom, 31,705 pounds from Holland, and 642 pounds from Ceylon. A consignment of 1,908 pounds was imported from the United States for the first time. Imports of cigarettes improved by 103 per cent in quantity. The United Kingdom supplied 133,044 pounds, as compared with 65,765 pounds in 1915-16. Egypt sent 906 pounds, where as none was sent in the previous year. Imports of cigars were 328 pounds and other sorts of tobacco 23,713 pounds.

TIME FOR LENIENCY PAST

News that the Government is to follow the registration and finger printing of alien enemies with sterner measures to curb their hostile activities will meet with general approval. It has been felt for some time that this country has shown too great leniency toward these people and that the only way to suppress them is to deal with them with a heavy hand.

A good illustration of the excessive consideration shown them on various occasions is furnished by the case of the man who insulted some soldiers the other day in the Grand Central Station. He was rescued from a crowd that was beating him up and taken before a Federal official, who released him because he had naturalization papers. The fact that he was a citizen made the offense even more serious.

It is high time that steps were taken to make alien enemies and enemy sympathizers understand that the United States will no longer treat lightly offenses against the laws.—*New York Globe.*

The prison industries of New York could be utilized to marked advantage in the production of munitions of war, according to James M. Carter, State Superintendent of Prisons. In his annual report to the Legislature he states that the total number of men employed in the shops is 1,580. He says three shifts of eight hours each could be operated in making underwear, socks, shoes, blankets, caps and other wearing apparel.



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

Regarding Reconsignment

WASHINGTON, January 14.—A very important decision was rendered last week by the Interstate Commerce Commission in the famous reconsignment case. In their syllabus in this case the commissioners say:

Upon consideration of increased charges and changes in regulations affecting the diversion or reconsignment of carload shipments, proposed by practically all of the carriers of the country; *Held:*

1. Proposed charges of $2 and $5 per car for change in name of consignor justified to the extent that they do not exceed $1 per car.

2. Rule providing that if request is made for the diversion or reconsignment of freight in carloads the carrier will make diligent effort to locate the shipment and effect the desired service, but will not be responsible for failure to do so unless such failure is due to negligence of its employees, justified as a continuation of the rule now in effect.

3. Proposed charge of $2 per car for diversion or reconsignment in transit prior to arrival of shipment at original destination or terminal yard serving that destination justified.

4. Proposed charge of $2 per car for diversion or reconsignment when order for that service is placed at billed destination in time to permit instructions to be given to yard employees prior to the arrival of the car justified.

5. Proposed charge of $2 per car for stopping car prior to arrival at billed destination to be held for orders justified.

6. Proposed charge of $5 per car for diversion or reconsignment at original destination to a point outside the switching limits, on orders received by the carrier after arrival, or too late to permit instructions to be given to yard employees before arrival, justified; but held that the same charge proposed for reforwarding to a similar point cars which have been placed for unloading but have not been unloaded has been justified only in so far as such charge will be lawful under the fourth section when considered in connection with the charges approved in rule 7.

7. Proposed charge of local tariff rates for reforwarding to a point within the switching limits cars which have been placed for unloading but have not been unloaded found justified.

8. Proposed rule found justified providing that—

(*a*) A single change in the name of the consignee at first destination, and (or) a single change in the designation of his place of delivery at first destination, will be allowed without charge if order is received in time to permit instructions to be given to yard employees prior to arrival of car at first destination or at the terminal yard serving such destination.

(*b*) If such orders are received in time to permit instructions to be given to yard employees within 24 hours after arrival of car at terminal yard a charge of $2 per car will be made.

(*c*) If such orders are received subsequent to 24 hours after arrival of car at terminal yard a charge of $5 per car will be made.

9. Proposed application of charges for reconsignment regardless of the method of freight rate construction justified.

10. Proposed regulation prohibiting reconsignment to an embargoed point justified in part.

With respect to certain provisions not included in the general rules; *Held:*

Increased charges for diversion and reconsignment proposed by certain New England carriers not justified.

Charges proposed by some respondents for transferring the contents of certain reconsigned cars not justified.

Charges proposed for diversion or reconsignment of grain and certain other commodities at Pittsburgh, Pa., and other points not found to be unreasonable in so far as they do not exceed the charges proposed in the general rules herein approved, but not approved because unjust discrimination would result from their application.

LITTLE THINGS!

"By George!" ejaculated a New Customer, "you've certainly got me mixed up in a peck o' trouble! Here I accidentally bumped into this store the other day for a few smokes. I got 'em, and, in the change you gave me all *new* money. What's the answer? Why, my folks insist that I hereafter trade entirely with you, just to get the nice, clean bills and silver. And even the kid says he'll bite me if I don't bring home one or two of those bright, new pennies every night! You've surely tied me up to you!"

'Course it's a bother to go to the bank every morning an' change the old for the new cash! And *some* banks kick like the deuce about shovin' it out, too!

But you just tell those sassy payin' tellers that you'll withdraw your big balance unless they fork over the goods!

They've got the clean change back there in the vault. They'll hand it over like gen'men, also, providin' you make th' necessary arrangements with the proper people.

Then, when you get it, don't be afraid to put it out! Even to the chaps who'll run in, now more offen, just to get change for a five! Give it to them! Some clear day they'll come in an' spend a copper wi' you-all!

And, if you just *can't* make your regular banking house help you run the scheme, write to Washington.

Those fellers down there in the soft chairs don't know your politics. Nor do they care. But they surely will exchange your rotten old dough for the crisp chink if you write 'em kindly, care the U. S. Treasury, or its nearest sub-station. THE SMOKER.

SERVICE FLAG WITH 19,070 STARS.

TERRE HAUTE, Ind., January 8.—A service flag so large it has to be hung in sections will be stretched over the heads of the delegates to the convention of the United Mine Workers of America when they meet in Indianapolis, January 15.

The huge banner will contain 19,070 stars. It cannot be carried in the parades or placed over the street. Women have been working two months putting it into shape, and it will cover practically the entire overhead space in the big convention hall.

Officials of the association expect the flag to go far in doing away with the idea that mine workers are disloyal.

Items of Interest

The bonded debt of New York City on January 1, 1918, was $1,522,383,995.

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Exports of foodstuffs in 1917 reached a value of nearly $1,000,000,000.

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There are 206 taxpayers in the United States who have net incomes of upward of $1,000,000 a year.

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The population of Washington, D. C., has increased more than 40,000 since this country declared war against Germany.

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About $420,000,000 was contributed in this country last year to charities in addition to $21,000,000 for foreign missions.

—

Andrew C. Goess, Jr., of the firm of M. Rodrigues, is in the hospital corp at Atlanta, Ga. None of the salesmen of the house is out at present.

—

National bank resources in the United States on November 20, 1917, amounted to $10,505,000,000, exceeding the highest previous record by $1,408,000,000.

—

The contributions made from private sources last year for work among the enlisted men of the Army and Navy, including the Y. M. C. A. fund, reached a total of $76,500,000.

The average consumption of sugar in the United States is 4,000,000 tons. Great Britain consumes about 2,000,000 tons, and France and Russia stand third and fourth.

—

The total receipts of the Federal Bureau of Internal Revenues during 1917 were $809,393,640, the largest in the history of the Bureau, and $296,670,352 larger than they were in 1916.

—

F. C. McCullough who went to Manila in December is not expected to return to New York before March. Communications to the New York offices have been mostly in cablegrams.

—

H. L. Friend of 129 Maiden Lane, New York, H. Feinberg of 23 Lawnbridge avenue, Albany and J. A. Parsons of 25 Eagle street, Albany, have incorporated the Anndora Cigar Co. with a capital of $50,000.

—

The number of one-cent coins made by the mints of the United States from 1793 to the end of the fiscal year 1916 was 2,804,000,000, while the number issued in the last decade alone is, in round figures, one billion. Even in the single fiscal year 1916 the number of one-cent pieces coined was 101,230,317, while in the high record year, 1910, the total number turned out was 152,846,218. The number of pieces coined never touched the 100,000,000 line prior to 1907, the total for that year being 108,138,618; and the annual average since that time has been nearly 100,000,000 per year.



Falk Tobacco Co.
56 West 45th St., New York

While other Iowans were sending "smokes to soldiers," Elmer Pullen of McGregor, Iowa, has been growing tobacco. Just now he is bailing his crop ready for shipment to the tobacco manufacturer, who has contracted for it. He has 10,000 pounds of tobacco. He grew it on six acres of land and has sold it for 22 cents a pound. This is a return of about $365 an acre, which is probably one of the largest returns for any crop grown in Iowa. The same land has been growing tobacco for eight consecutive years.

THE CIGARETTE OF THE PERIOD



THEMELIS
ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS

NEW YORK **MONTREAL, CANADA**

DIAMOND-F
PROTECTIVE PAPERS

This is the registered name for the broad line of specialized papers made by the Diamond State Fibre Company. Included in the line are Diamond-F Glassine, Diamond-F Greaseproof (Imitation Parchment), Diamond-F Vegetable Parchment, Diamond-F Parchmoid and Diamond-F Filter Paper.

Each of these is the best for its particular purpose that human hands and modern machinery can produce.

Diamond-F Glassine, Greaseproof, Vegetable Parchment and Parchmoid are ideal wrapping and packing papers. They keep impurities **out** and original goodness **in.**

Diamond-F Filter Paper is U. S. Government-tested.

Ask Your Jobber

DIAMOND STATE FIBRE COMPANY
Bridgeport, Pa. (Near Philadelphia)

Freeze Injures Cigar Business in Cincinnati

Retailers All Complain of a "Let-Up" in Trade—Annual Election of the Cigar and Tobacco Association—Wittrock's Apt Obseravtions—Attempted Robbery of "United" Store—Lee Cahn, a Veteran Dealer, Passes—Liggett Drug Store the First of a Chain of Twenty—Straus Advertises Owls Extensively

CINCINNATI, January 14.—The severe cold weather of the past several days has sapped the life out of retail business at the downtown cigar shops, according to statements of leading dealers. Up to Friday of last week, trade was quite satisfactory with most of the larger houses, but the sudden drop of 35 to 45 degrees in temperature put a halt to the ring of the cash register, and total receipts on Saturday were in many instances 60 per cent. below the usual Saturday sales.

With the let-up in retail business, the jobbers likewise noted a slacking-up in the demand, but they state that the decrease in business is only temporary, and with the return of more moderate weather, trade will again become active.

Directors of the Cincinnati Association of Credit Men, of which a number of the larger retail cigar merchants are active members, are considering the establishment of a bureau in connection with the office of the association, the service of which will be opened to retail merchants of Cincinnati and vicinity.

It is planned to permit retailers to consult with the representatives of the association relative to the proper method of taking annual and semi-annual inventories, adequate bookkeeping systems, valuable plans in connection with the extension of credit to retailers' customers, proper method of collecting retailers' back accounts, problems resulting from over-buying and numerous other important subjects. The bureau will be in charge of the secretary, and will have counsel of several members of the local organization. It is creditable, surely.

The Cincinnati Cigar and Tobacco Association held its first meeting of the new year on last Friday evening at the Gibson Hotel, at which session the annual election of officers was held. The association was organized just one year ago and has established an enviable reputation in that brief period.

New directors elected by the association are as follows: Charles B. Wittrock, Peter Ibold, Jr., David Straus, Joseph Strobl, George E. O'Brien, Harry T. Davis, Edward Nagel, Rawlings D. Best and Carl Ibold.

"If all other lines of business did as little kicking as the tobacco industry, the progress of the war would be advanced considerably," said President Charles B. Wittrock, in addressing the members prior to the balloting.

"Through this organization a lasting cooperation has been effected in the tobacco trade of Cincinnati and vicinity that was never realized before, and a great many movements calculated to operate to the benefit of all branches of the trade have been launched during the year and carried to a successful conclusion. With the imposition of the new war taxes fresh problems confront manufactureres, jobbers and retail dealers alike, and the Cincinnati organization is doing much to clarify the situation," continued President Wittrock.

In a daring attempt several nights ago to rob the United Cigar Co. store at 615 Vine street, directly adjoining the Cincinnati *Enquirer* office, two bandits struck down the clerk, Dolph Harteveld, 23 years old, the only occupant. Harteveld fell, but recovered immediately and grappled with the man who had struck him. His shouts for help caused both men to run from the store. Harteveld followed and with a score of pedestrians who joined in, chased one of the men down Vine street to Sixth, where the man disappeared. The other bandit was lost early in the chase.

The men entered the store when Harteveld was standing in front of the counter checking up for the night. As he turned to go behind the counter he was struck on the back of his head with a "black jack" and caught by his assailant. The other bandit did not interfere when the assailant dragged the clerk into a corner, where he tried to choke his victim. Several persons saw the men run from the store and heard Harteveld's cries for aid.

Lee Cahn, 78 years old, Hotel Alms, widely known in Cincinnati and throughout the country as a wholesale and retail cigar dealer of this city, died several days ago, following an extended illness.

Mr. Cahn, who retired from the cigar business several years ago, was born in Bavaria, Germany, August 23, 1839, and came to this country when 11 years old.

When quite a young man he accepted employment here as a cigar store clerk, and later entered business for himself, occupying for many years the cigar shop in the Union Trust Building, Cincinnati's first skyscraper, at Fourth and Walnut streets. Upon Mr. Cahn's retirement from business, this store was taken over by the firm of Henry Straus and added to their chain of retail stands.

Funeral services were held from the residence of Mrs. Julius Kline, 4057 Beechwood avenue, Avondale, and burial was in United Jewish Cemetery.

Mr. Cahn is survived by his widow, two daughters, Mrs. Kline and Mrs. Leon Israel,

(*Continued on page 26.*)



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR



T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

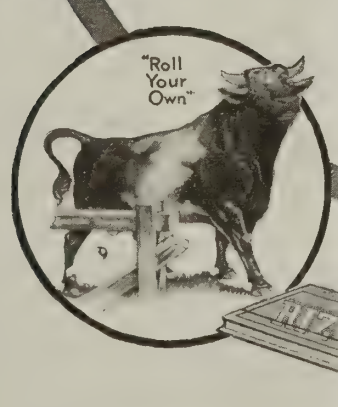
Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO



The "Makings" of a Nation



"The Makings of a Nation" — Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" — Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

SHADE-GROWN HAVANA



E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

"THEY LEAD THE LEADERS"

GRAHAM-COURTNEY

MILD HAVANA BLEND

26 SIZES

Acker, Merrall & Condit Company

NEW YORK

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y C A. 75th Street & Avenue A.- New York

BINDERS FOR "TOBACCO" Common Sense Kind

Sent by Mail $1.25. Delivered at Office $1.00

Tobacco Trade Journal Co., 10 E. 39th St., New York

HIJA De JOSE GENER

HABANA, CUBA

Manufacturer of HAVANA CIGARS

"HOYO de MONTERREY" "LA ESCEPCION" "EL VINYET"

VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.

UP TO SUPREME COURT

Millions of Dollars of Taxes Involved in an Internal Revenue Decision—The Case of Mitchell Versus Doyle

WASHINGTON, January 12.—On advice of the Department of Justice, the Bureau of Internal Revenue to-day decided to leave to the Supreme Court determination of whether, in figuring income and excess profits for the last year, inventories may be made on the basis of either original cost or present market value, whichever is lower.

Income and excess profits tax return forms are, accordingly, changed and will be issued next week with provision for reporting on both cases. Taxes eventually will be collected under the optional system if the Supreme Court sustains it, or on cost if the court decides against the optional plan. Returns must be filed by March 1, but the court will not hear argument until March 4 on a case involving the disputed point. This case, known as Mitchell vs. Doyle, was brought originally in the District Court in Michigan.

The Treasury next week will issue a formal order embodying the new decision, which is regarded as one of the most important under the war tax law. The optional plan of reporting securities was intended mainly to eliminate the necessity of actually selling holdings of depreciated value in order to record losses. Millions of dollars of taxes are involved.

CINCINNATI NOTES

(*Continued from page* 24.)

New York City, and a son, Alvin S. Cahn.

Liggett's first Rexall drug store, being one of the twenty that is planned for Cincinnati, will shortly be opened at 1116 Main street, just leased for a period of 18 years, at an annual rental of $8,400.

Other locations secured by the company so far are stores on Race street, near Fourth, opposite the Arcade; the northeast corner of Sixth and Vine streets, and a store room in the office building southwest corner of Fourth and Walnut streets.

Joseph Knecht, well-known cigar manufacturer of this city, has just notified his trade and the public of an increase in the retail prices of his brands "Tampico" and "La Azonas World's Famous" from five cents to six cents straight.

The firm of Henry Straus, local agents for the "Owl" cigar, is carrying on an extensive advertising campaign in the daily newspapers on the "Owl," retailing at six cents, and the "White Owl," retailing at seven cents. Sunday's editions carried big quarter-page spreads.

THE PASSING OF JUNIE McCREE.

Junie McCree (whose baptismal name was Gonsalvo Macrillo) died Sunday in his home at 270 Convent avenue, New York. Born in Toledo, O., fifty-two years ago, he ran away from home when a boy and joined a circus. Reaching San Francisco, he "deserted the sawdust" and sought success on the stage. He appeared first at the old "Bella Union" and afterward was a favorite at the Wigwam. Later, he played with Eddie Foy in "The Wild Rose," with Miss Virginia Earle in "Sergeant Kitty," "The Girl Question," and in "The Babes in the Woods" and other English pantomimes produced in this city. Since he retired as a player, Junie McCree had been a writer of sketches, burlesques, and musical comedies. He wrote "The Happiest Night of His Life." For four years he was president of the White Rats. He belonged to the Authors' League, the Chicago Press Club, and the Great Neck Golf Club.

KAUFFMAN TRANSFERS

Prominent Citizen of Altoona Becomes Manager W. H. Strauss & Co., Inc., a Big Tobacco Jobbing House in Johnstown, Pa.

John F. Kauffman, who recently resigned manager of the Reid Tobacco Co. in Altoon will become an executive of W. H. Strauss Co., Inc., a big tobacco jobbing company Johnstown, Pa.

With reference to the new manager of W. Strauss & Co., Inc., the Altoona *Tribune* says

"Mr. Kauffman became a resident of Altoo in 1896, when he came here from Philadelph to take a position with Cunningham, Blake Co., wholesale tobacco and cigar dealers. remained a year and then returned to Philad phia, but came back in 1899 and took a positi with the Cunningham Tobacco Co. He mained with the company until October 1, 19 when he became manager of the Reid Tobac Co., and through his efforts and progressi management the firm prospered and became o of the best known tobacco jobbing houses in t central section of the state.

"Altoona loses a great city booster in M Kauffman's departure, but the loss will Johnstown's gain. He is not to desert this c entirely, but it is his disposition to work for t town in which he resides. The head of the co pany he enters is Johnstown's postmaster a one of the well known and progressive men the Flood City.

"C. F. MacKinney, who for eleven years w a salesman with the Reid Tobacco Co., and w resigned a few weeks ago to enter the serv of the Toledo Scales Co., has resigned that po tion and will travel for W. H. Strauss & C of Johnstown. His taking that position pla him under his old 'boss,' Mr. Kaufman, a the two will prove a good asset to the Joh town firm."

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice
TWO STANDARDS
for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO. CO., Richmond, Va.

Shots and Jots

Robert E. Lane expects to leave for Hamna, soon.

—

H. A. McCreery, representing Calero & o., is in Kansas City.

—

Fred Lessen, representing Grosvenor icholas & Co., will go out for new busiess about February 1st.

—

J. J. Sander & Co., have the new revenue ook on hand and are selling many copies. For the past three weeks they have been receiving numerous orders.

—

F. M. Freeman of Sidney J. Freeman & Sons, has just returned from a successful trip up the state. Trade with the Freeman concern is just as good as ever.

—

The New York Motorcycle Club will build a clubhouse and establish permanent quarters at Amityville, L. I. Men and women motorcyclists will be eligible to membership.

—

Uhlan, having a record of 1:58, the fastest trotter in the world, has been shipped to Santa Barbara, Cal., to serve as a saddle horse for his owner, C. K. G. Billings, during the winter.

—

J. C. Sandifer, proprietor of the "Midway," which opened last week at 726 Broad street, Augusta, Ga., has a beautifully furnished, "right up to the minute place" where the best cigars are obtainable.

—

The Schelfer-Collins Tobacco Co., capitalized at $48,000, has been organized at Quincy, Fla. The officers of the company are: J. E. Shelfer, president; A. E. Watson, vice-president and E. M. Collins, secretary and treasurer.

—

B. Lowenthal of S. Lowenthal & Sons, enlisted in the army and is now a regular at Fort Slocum. Business with the firm is excellent, the only unpleasant feature being inability to secure enough goods for shipment. Max Raphael is now in the south for the company.

—

R. Gangemi & Co., are unusually active for this time of the year. W. Brunner, of the office force has enlisted in the medical corps. P. Cunningham, and Andrew J. Diver are busy taking care of city trade. Louis Altman who travels as far west as Denver, when on the road, is now in town.

—

Cien Porciento Co., has raised the price on all its goods, the new price having been in effect since the first of the year. The advance amounts to about $3 per thousand. The company has orders for more than half a million cigars, and since the first of the year has been flooded with inquiries and orders from all parts of the country.

—

Lack of shipping facilities has caused a shortage of licorice, and a company has been formed to cultivate this plant on 1,000 acres of barren land in New Jersey.

—

Five "hold up" men sneaked into the back room of Frank Serrio's saloon at 78 Sullivan street, New York, Sunday night and robbed the proprietor and four guests. Also the leader of the band displayed a nasty temper when he found that the last of the victims possessed only $2. "Is that all?" he exclaimed after searching the customer's pockets, the band of his hat, and even his shoes. "Is that all? And on a cold night like this." Whereupon he punched the poverty stricken bibber in the eye.

MANILA CIGARS



La Emperatriz

A New Brand in this country but well known in the Philippines.

Open Territory

Write

HENRY OTTENBERG, Importer, 146 Front St., N. Y.

New OPTIMO



BEST OF THE BEST

BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

ROCKY FORD
HAND MADE →CIGAR← DELICIOUS FLAVOR
Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c.—2 for 5c., 3c. each, and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices PITTSBURGH, PA.

Charles Denby
THE CIGAR THAT BUILDS AND HOLDS ITS TRADE



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars.

The "CHARLES DENBY" satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH Evansville, Ind.
Makers of Good Cigars for Over 67 Years

FROM THE FIRING LINE

Personals and Trade Jottings

C. J. Anderson has bought the C. W. House cigar store at Osakis, Minn.

—

T. C. Sullivan has acquired the cigar store of J. D. Harbst, at Olympia, Wash.

—

A number of travelers for the Falk Tobacco Co., are on the road and all report good business.

—

The Walton Loose Leaf Tobacco Co., of Walton, Ky., has increased its capital from $8,100 to $20,000.

—

Leon Kahn, a tobacco merchant of Pasadena, Cal., died in that city on Saturday, in his 43d year. He leaves a widow.

—

The capital of the Watson-Durand-Kasper Grocery Co. of Salina, Kan., has been increased from $200,000 to $350,000.

—

R. F. Pittman, representing the American Tobacco Co., with headquarters at New Orleans, has been spending a few days in Tampa.

—

The United Cigar Store at 2558 Broadway, New York, was the scene of a small fire, Tuesday. The damage done is reported to be "trifling."

—

F. Miranda & Co. expect to have their hands full keeping their regular customers supplied with goods. All their representatives are in town at present.

—

Wertheimer Bros. of Baltimore, will utilize elsewhere the services of 35 people who during the past year were employed in the factory at Cockeysville, Md.

—

Henry Ottenberg, the Manila importer, is much oversold on his Flor de Luzon brands. He is anxiously awaiting three shipments which are due here, this week.

—

Samuel Koenigsburger, Isaac Landsburg and Harry P. Tuchschere have incorporated the Consumers Cigar Manufacturing Co. in Chicago with a capital of $40,000.

—

Edmond Kelly of Horace R. Kelly & Co., left last week for a western trip. He will go to Manila before returning to New York. He expects to arrive in the Philippines before March.

—

W. L. VanDyke, sales manager for Eli Witt of Tampa, took a day off and went to St. Pete last week with J. C. Riley of the American Tobacco Co. He says the town is sure full of people.

—

Fred Dalton of the Eli Witt sales force, has been taking in St. Petersburg, Gainesville, Orlando and Ocala, Fla., introducing some new size packages of Tampa Nuggets and Above the Average cigars.

John MacLaren, formerly financial editor of Saturday Night, is now advertising manager of the Canadian Cigar and Tobacco Journal, Dominion Dental Journal and the Canadian Bicycle and Motorcycle.

—

The Internal Revenue office at Reidsville, N. C., sold revenue stamps to the amount of $1,415,760.05 during 1917, compared with $781,857.22 sold the preceding year. Practically the entire amount was for tobacco.

—

Thomas F. Coffey, cigar manufacturer, has moved from the third floor of 123 East Pearl street, corner Grand avenue, to a vacant store in the Jefferson building in Grand avenue, near North Front street, West Haven, Conn.

—

J. J. Stephens, of the Snow & Bryan crowd, of Tampa, is working for a law to make it a shame for anyone to chew anything but his brand of tobacco. Mr. Stephens even chews it himself. This confession was wrung from him.

—

The United Cigar Stores Co. is adding to its chain throughout the country by opening new stores in Huntington, W. Va., Hopewell, W. Va., Fort Dodge, Iowa, and Stubenville, Ohio. In New York City the United has 385 stores.

—

Of the 1,500,000 pounds of fine Turkish tobacco recently imported by the Standard Commercial Tobacco Co., the entire amount has been sold. But the company expects to receive other large shipments in the near future.

—

Philip Frieder, accompanied by Mrs. Frieder has gone to Manila to investigate the cigar business in the Philippines. He will make some connections, if possible. He will open a Manila jobbing house in Cincinnati, if he is successful.

—

The Farmers House broke all tobacco price records there, last week, selling 20,105 pounds, at an average of $29.71, and nine baskets at $50 to $53. Offerings were heavier and the market much stronger. The crop of Wright & Monday, 5,310 pounds, averaged $41.20.

—

W. L. Paige, who covered Maine territory for the American Tobacco Co., has just been promoted to the position of supervisor for Western Massachusetts and Vermont. J. J. McCarthy will work the district formerly taken care of by Mr. Paige.

—

The Boston Club cigar made by The Commonwealth Cigar Co., of New York, introduced only a few weeks ago, is meeting with wonderful success. Every jobber handling the line is sending repeat orders. The four factories making the brand are rushed to fill the orders.

Whitcomb & Co. have negotiated a long term lease to the United Cigar Stores Co. of America, of the corner store and a portion of the basement in the property 79 Summer street, Boston, and after extensive improvements a "United Store" will occupy the premises.

—

Prisoners confined in the State prison at San Quentin, Cal., have voted to send one half of their tobacco allowance to the men of the American expeditionary forces in France and the first allotment, two fifty-gallon barrels filled with tobacco, was ready for shipment, January 6.

—

Another Tar Heel prodigy has come to the front in tobacco raising, as shown by this item from the Oxford *Ledger;* "Master Nathan Cannady, age 10 years, who lives with his uncle, D. H. Currin, on Route 6, raised two thousand hills of tobacco which netted him $137, which he immediately put in the bank."

—

W. A. Hagen, district sales manager for the P. Lorillard Co. in Montana, has returned to Helena from a holiday visit to relatives at Manitowoc, Wis. While on the trip he visited Milwaukee and the Twin Cities. Mr. Hagen had a very successful business year in 1917, and says the outlook for 1918 is highly encouraging.

—

The Steber cigar factory at Warren, Pa., employing 150 skilled cigarmakers, suspended operations last week. The men threatened to strike if their demands for an increase in pay from 10 to 12 dollars a thousand were not granted. Refusing the requests of the men, F. A. Steber, head of the concern announced his retirement from business.

—

The Havana Production Co. is about to feature two new high grade brands, Lord Byron and La Valliere, which will come in the most beautiful packages offered to the public for many moons. Business with the Havana Production Co. for the past 12 months has been excellent. Ben Lesser, representing the firm, is out west, Tom Gray is in western territory, and R. V. Falkner is in the sunny south.

—

A cablegram received in New York by the Standard Commercial Tobacco Co., Tuesday, stated that Vice President George O. Jones was in Harbin, Manchuria, en route to Japan and from thence to the United States. On his journey around the world and on his various long business trips from one end of Russia to the other, Mr. Jones has been accompanied by his wife who was Miss La Belle Fisher Stancliff of Kentucky.

—

The defense committee of Albany local 68, Cigar Makers' International union, Sunday night, a week ago, issued an official statement denying that any labor troubles had caused the B. Payn's Sons Tobacco company to discontinue the manufacture of cigars. The union believes that newspaper articles regarding the Payn company's plans have created the impression that the change

was due to labor troubles. This, they say, is not the fact.

—

John Albright, a retired cigar manufacturer, died recently at his home, No. 61 South Franklin street, Lancaster, Pa., of Bright's disease, aged sixty-five years. While in failing health for the past few years, Mr. Albright was able to be about. His end was most unexpected. For more than thirty years he and his brother, Jacob, conducted a cigar store and factory at No. 105 East King street, Lancaster. They sold out the business to Henry Sachs about six years ago.

—

La Giralda cigar factory which burned down last November in Manila, has been replaced by another large building which the Philippine Co. leased as soon as possible. Work was resumed and some big shipments now are on the way to the United States. Also the Philippine Co. made connections with three other factories and have been importing very heavily. Ernest J. Moss, sales manager, reports that business has jumped beyond all expectations, the distribution of cigars amounting to millions each month.

—

At Newark, N. J., the library has a business branch in the center of the city and makes a specialty of "print for business men," including trade journals, house organs, directories, maps, etc. The library buys yearly about $3,000 worth of journals of all kinds. The museum, which is in the library, makes a specialty of industry. It lend thousands of objects to schools for visual instruction, among them over 800 small exhibits illustrating material and processes in industries of all kinds, and has many more demands for these than it can supply.

—

At a meeting of the stockholders of the Connecticut Tobacco corporation held at the Silver Lane plantation, near East Hartford, Monday, a week ago, it was agreed, pursuant to a vote of the directors on December 3, to dissolve the corporate existence of the company. The corporation recently merged with the American Sumatra Tobacco Co., and that company will in a few days take over all property of the Connecticut Tobacco corporation. The meeting was the final transaction for the completion of the merger.

—

Edward Reagan, a retired clay pipe manufacturer, who died recently at his home, No. 207 Cayuga street, Syracuse, N. Y., Mr. Reagan had been in ill health for more than three years. Prior to his retirement a number of years ago, he had been engaged in the clay pipe industry in Syracuse for 34 years. He served as city sealer of weights and measures for several terms. His widow, a daughter, Mrs. George Vedder; a son, George Reagan; a sister, Miss Katherine Reagan, of Syracuse; a brother, Martin Reagan, of Union Hill, N. J., and a grandson, George Reagan, jr., survive.

—

Supplying the most profitable demand should be the tobacco raiser's aim, and the present selling season has demonstrated that a small production of fancy leaf is relatively less profitable than commoner tobacco grown upon the same area of land. These is —and will continue to be—an insatiable world-wide call for the commoner leaf, and it is the thing that should engage the grower's attention. Every pound of home-produced fertilizer should be saved for use, and then every square foot of whatever area it is practicable to devote to tobacco should be cultivated on the intensive plan. Thus the farmer may easily double his income without increase of expense—provided his labor be guided by common-sense, re-enforced by energy and elbow-grease.—*Southern Tobacco Journal.*

—

On the New York Curb, January 10, a bid of 125 was reported for $50,000 of the scrip to be issued by the Amercan Tobacco Company in lieu of dividends in the current year. The bid meant that the $24 was offered for a $20 dividend, the quarterly rate which the company has intimated will be continued in scrip. The paper bears interest of 6 per cent and may be converted into Class B common stock at the end of three years. The premium presumably was influenced by the convertible feature of the scrip, although the terms of conversion have not been made public in detail. As the scrip-dividend plan immediately preceded the abrupt rise in the shares, it was assumed in brokerage offices that a "bull argument" was contained in the plan. Whether this was the case or not, bidders found very little stock about when they went into the market. American Tobacco common has always been closely held.

BUSINESS CARDS

CIGAR IMPORTERS
GROSVENOR NICHOLAS & CO.
14-16 South William St.
New York

G. S. NICHOLAS & SON, LTD.
43 Beaver St.
New York

CIGARS RIBBONS
WM. WICKE RIBBON CO.
Woodhaven Ave.
Glendale, New York

CIGARETTE PAPERS
PETER J. SCHWEITZER
Importer of French Papers
109-111 Broad St., New York

CIGARETTES
T. CHALKIADI & CO., INC.
Cigarettes—Haidee and Salaam
128 Water Street, New York

STRAND CIGARETTE CO.
Manufacturers "Strand" Cigarette
17 West 42d St., New York

CORK
BOUCHER CORK & MACHINE CO., INC.
All kinds of Cork
212 West 18th St., New York

HAVANA LEAF DEALERS
TOMAS BENITEZ Y LEON
15 Monte Street, Havana, Cuba
Cable "Tebenitez"

LEON Y. DELGADO
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Cable "Nautilus"

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10 Luz Street, Havana, Cuba
Cable "Pradillo"

GONZALEZ HNO. & CA. S EN C.
39 Dragones St., Havana, Cuba
Cable "Goncelacio"

GUTIERREZ & FOYO
22 Reina Avenue, Havana, Cuba
Cable "Hermogenes"

MIGUEL GUTIERREZ E HIJO
53 Estrella St., Havana, Cuba
Cable "Cosechero"

SUAREZ HERMANOS, S EN C.
110 Rayo Street, Havana, Cuba
Cable "Ansuar"

PESO & CA.
97 Amistad Street, Havana, Cuba
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Trade News from Near and Far

J. & O. Altschul Tobacco Co. of New York, has increased its capital from $5,000 to $75,000.

—

Fred Littlefield and Arthur Stout have purchased the Lewellen Cigar store in Houston, Tex.

—

At Bombay, India, tobacco valued at $1,432,572 was imported in 1916. The total for 1915 was only $596,967.

—

Hilson-Schoss, Inc., at Mt. Carmel, Pa., will continue to manufacture the Broadwell brand, despite reports to the contrary.

—

Wade Wightman has let the contract for a two-story concrete building to be built at 747 East Douglas avenue, Wichita, Kan. The structure will cost in the neighborhood of $3,500 and will be occupied by a news stand, cigar store and shining parlor. The location of the new building is just east of the old Rock Island depot.

—

Joseph P. Day's Chain Store Department has leased for fifteen years to the Schulte Cigar Co. for about $300,000 total rent, the ground floor of the Riggs Building, in Washington, D. C., formerly occupied by the Riggs Cafe. The cafe was closed when Washington became dry on November 1. The Schulte company has leased several other Washington stores, the locations of which will be announced later.

—

A cigar manufacturer of Waterford, N. Y., adopted the name of L. A. W., signifying League of American Wheelmen, for a certain brand of cigars and after making use of the title for a number of years was notified that a party in Cincinnati had a copyright on the name and he must cease using it. After consultation with a lawyer it was suggested the periods after each letter be omitted, thus making the name "L A W," which has been continued.

—

The employes—sixty of 'em—of the Mino Cigar Factory, at 1820 St. Claude street, New Orleans, staged a strike which was shorter than the average Western Union messenger "labor disturbance." The sixty cigarmakers walked out Wednesday at noon, having presented a flat demand of $1 more per thousand cigars, no quarter asked or shown. At 4 o'clock the same afternon, A. Kossman conceded their demand and the cigarmakers returned to work at once. "They walked right out, and got their raise, and walked right in again."

—

Having doubled their business in 1916 and again in 1917, Norman Bros., cigar manufacturers and jobbers, recently moved into more roomy quarters at 973 Michigan avenue, Detroit. Nathan Norman, who returned recently from an eastern trip, said, "Our holiday business exceeded all expectations. All through 1917, in fact, we enjoyed a wholesome expansion of trade. During my trip east, I purchased several million cigars for our 1918 business. We are now handling over a hundred brands of cigars, including the three brands we manufacture, Norman's Club and the Detroit Press, five-cent brands, and our favorite, Judge Gainey.

—

Regarding recent speculations in tobacco stock, the New York *Sun* said, on January 10: "The tightest squeeze administered to bold shorts hereabout in some time is that inflicted on those who, believing American Tobacco was going to pass its dividend, sold accordingly. The thumbscrews were adjusted nicely and comfortably day before yesterday and the squeezing started. The stock gained 10⅛ points. Yesterday the machinery got a few extra twists and it gained 9⅝, closing at 164¾, compared with the opening of 155¾, the high of 165 and the low of 155¾. The gain is, of course, directly in response to the decision of the directors to pay its 20 per cent dividend in scrip for three years. The issue of scrip permits payment, speaking broadly, of the $25,000,000 in notes recently sold, which will place the company in a strong position with an ample supply of working capital. Meanwhile most of the short interest has succumbed to the turning of the thumbscrews, wishing all the time that Sir Walter Raleigh had never discovered the weed."

Notes and Quotes

E. Popper of E. Popper & Co., left New York, Monday, on a Southern trip.

—

As Don Marquis remarks: "It looks as if the amusement business might be facing a frost."

—

R. Bray, office manager for Ernest Ellinger & Co., in Havana, is calling on the trade in New York.

—

Irvin Studwell, who succeeds Walter Pierson at Park & Tilford's may not reach New York before the first of the month.

—

Henry Miller, the cigar magnate of the City Investment Building, is more than pleased with the way the trade has been keeping up.

—

Accused of violating a law which forbids attaching a tin can to a dog, a man was fined for tying a bulldog to his fliver at Salina, Kan.

—

Reports received from Red Lion, Pa., intimate that cigar factories there may be idle for a while because of inability to obtain coal enough to keep the buildings warm.

The factory of the East Prospect Cigar Co. at East Prospect, Pa., has been leased. The lessees plan to employ 150 people if that many hands can be secured.

—

One of the largest handlers of Havana leaf summarizes the Cuban crop situation thus: "Remedios looks good, Portido very good, Vuelta Abajo will be good but short."

—

E. M. Freeman of Sidney J. Freeman & Sons, starts, Sunday night, on a trip over the territory covered previously by his brother Albert in Pennsylvania and New Jersey.

—

Marie Corelli, famous novelist, has been fined heavily for hoarding food in England. "Now Marie," invites the Tampa *Times*, "come along with another edition of 'Wormwood.'"

—

Retail cigar dealers in New Orleans have advanced the price of all 5-cent brands to 6 cents and 10 cent brands to 12 cents, with a proportionate increase in the price of all other cigars.

—

Col. E. P. Cordero, of E. P. Cordero & Co., is in Cuba. He will tarry there until the weather becomes warm again in New York. Incidentally, Col. Cordero, who is a most competent judge of tobacco, may select a supply of leaf for Mi Hogar factory.

—

John Moriarity, manager of The King Cole Company, received 45,000 cigars of the fiddler size on Monday, and by Tuesday afternoon he had shipped 42,000. The thing that bothers Moriarity is how to get cigars enough.

—

On Saturday, January 19, all the Schulte cigar stores will give a ten per cent discount to customers on purchases from one dollar up. On this day the salesmen in the stores will receive five per cent of the entire profits. And Schulte has been generous in other ways, for up to the present time, stores have contributed a little over $14,000 to the *Sun* Smoke fund.

—

At a luncheon given at the Hotel McAlpin, Monday, in honor of Felix M. Warburg, president of the Federation for the Support of Jewish Philanthropic Societies, on the occasion of his forty-seventh anniversary, Jacob Wertheim announced that workers in the drive for 50,000 new members, had pledged themselves to raise $1,000,000 for the organization. It was announced that 3,500 additional members had been obtained. Addresses were made by Dr. J. Magnus and Edwin Goldwasser, a director in the Federation.

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10c.
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WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

TURKISH AND AMERICAN CIGARETTE and smoking tobacco mixture superintendent, now employed, would accept a change. Best of references from former prominent concerns. Address American, care Tobacco.

YOUNG MAN, TWENTY-EIGHT, WISHES POSITION as stock, order and shipping clerk in cigar factory. Having had eight years' experience. Good knowledge of Brooklyn trade. Address Brooklyn, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

SALESMAN ON HIGH CLASS CIGARS WANTS POSITION, 5 years' experience. Best of references. New York, New Jersey and Brooklyn. Address Business Getter, care Tobacco.

SALESMAN, with many years' successful record in several states and with great following among big jobbers and fine retailers, is open to negotiate with a factory and can guarantee results. At present employed but desires to change for good reasons. Do not write unless you want a high grade man and are willing to pay a drawing account each week. Address Box 748, care Tobacco.

SALESMAN—Must be live wire and have established trade in the city on shadegrown and clear Havana cigars. Address Established, care Tobacco.

MIDDLE AGED MAN who has been in the tobacco business twenty years and understands every branch of cigar manufacture, has been superintendent of large factory in New York, wishes to get out of the factory and into sales or office work. Speaks Spanish, German, Italian, Russian, and numerous dialects. Address B. F. W., care Tobacco.

STENOGRAPHER WISHES POSITION.—Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

DAYLIGHT SAVING

"Daylight saving is not an experiment," says the New York *Sun*. "Its practicability and good results have been proved in England, in France, in Italy, in Germany, in Austria-Hungary, in a number of other countries. It has worked admirably under war conditions. It results in conservation of fuel, in improved health, in bettered living conditions.

"The Senate has passed the Calder daylight saving bill. The President has indorsed it. Labor unions, business men's associations, individual employers in large numbers have given their approval to it. There is no opposition to it from anybody who has studied daylight saving abroad and its possibilities in this country. There was a time when its adoption did not seem to be of pressing importance, but that time has passed. As a war measure, daylight saving should be instituted in this country at the earliest convenient moment.

"Under the Calder bill all timepieces would be set ahead one hour at 2 o'clock on the morning of the last Sunday of April—it happens to be the twenty-eighth of the month this year—and set back sixty minutes at the same hour on the last Sunday of September, this year, the twenty-ninth of that month. There would be no confusion, no difficult adjustments. Most of us would get an hour less sleep in April and an hour more in September. Neither would be an inconvenience. To compensate us we should gain an hour of daylight every day for five months. We should save the artificial light. We should have more time for outdoor work and play.

"The Calder bill is now in the House of Representatives, awaiting action by the Committee on Interstate and Foreign Commerce."

"DON'T SURRENDER!"

"The story of the J. L. Luckenbach's four-hour battle with a German submarine recalls the most glorious traditions written by Americans into the records of the sea," says the New York *Mail*.

"Under a rain of shells from the submarine, her engine disabled by a shot and evidently doomed to destruction by a relentless foe, the Luckenbach after a running fight of two hours got a distant message from an American destroyer: 'Don't surrender!' The reply sped promptly over miles of ocean: 'Never!'

"And the gun crew, backed by the ship's company, gallantly served their guns for another two hours until the destroyer got within range and fired the shot that sent the under-sea rover plunging into the depths for safety.

The order sent to the Luckenbach and the reply from the commander of the Luckenbach's gun crew deserve t be adopted as the mottoes of the nav and of our merchant marine in th struggle for the freedom of the seas

"'Don't surrender!'

"'Never'!"

FATHER TIME EATS THE SANDWIC

The local police court decision to th effect that a drink served on Sunda under a hotel license need not be ac companied simultaneously with food i a sensible one. The practice of throw ing a sandwich made of rubber, papie maché or even of stale bread and "sal horse" before the customer, whether h had ordered it or not, was an absurdity In many cases it is the habit of bon fide diners to order drinks before speci fying a regular meal. It is fair to le this cover the situation.—New Yor *Sun*.



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The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
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Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew	Jamaica
W. E. Eddison & Co.	London
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In All Popular Sizes

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Patents Recently Granted

The following patents of interest to aders of this journal recently were is- ied from the United States Patent Of- :e. Copies thereof may be obtained om R. E. Burnham, patent and trade- ark attorney, Real Estate Trust Build- g, Washington, D. C., at the rate of) cents each. State number of patent nd name of inventor when ordering:

1,251,598. Tobacco package. Alfred . Vale, New York, assignor to The merican Tobacco Co.

1,251,656. Cigar wrapper cutter. ames S. Haggerty and Lawrence N. eaty, Mannington, W. Va.

1,251,774. Smoking-pipe cleaner. noch C. Gunnarson, U. S. Navy.

1,252,044. Cigar tuck-cutter and per- orator. Howard N. Shriver, Beach- ont, Mass.

1,252,251. Tobacco-pipe. Herbert J. Dodd, Herne Hill, England.

1,252,357. Cigar-holder. George R. Meissner, Albia, Iowa, assignor to L. . West, Osceola, Iowa.

THE FOOD PROBLEM

Write a high brow from Washington: The feeling is deep-seated here that he successful conduct of the war, the handling of the food problem for Amer- cans and for the allies, the handling of the coal problem, and the keeping of American industrial energy at high pitch, depend largely on the success of government operation of the railroads and other transportation lines.

President Wilson is expected to de- liver his special railroad message to con- gress Friday or Saturday of this week. He has already said what compensation he will recommend for the use of the railroad systems—a guarantee of the three year average of net operating in- come for the period ending June 30, 1917.

Director-General McAdoo favors this compensation, and the President will adhere to it in his recommendations to congress. In recent conferences with some of the members Mr. McAdoo has taken the position that this amount should be guaranteed.

It is probable that this compensation will be allowed, but not without some tempestuous opposition. It will prob- ably take several weeks at least for the enactment of the legislation on com- pensation. The opposition will decry guaranteeing the roads such heavy earn- ings as they obtained in their "peak" years, and, furthermore, will denounce the idea of allowing different roads widely varying percentages of return, when in theory the government is uni- fying the whole railroad system and making each line bear its share of the work of handling the country's trans- portation.

A phase of the situation, which also will receive attention in congress, is the future of the Interstate Commerce Com- mission. That body has strong support in House and Senate, and many mem- bers do not take kindly to the idea that under the new regime it is to drop down to the rank of a sort of clerical bureau.

The debate on railroads will take the widest range. Government ownership will be discussed, and strong sentiment is sure to be voiced in favor of this, fol- lowing government operation.

REFUNDED AFTER 40 YEARS.

Postmaster Touhey at Hume, Ill., re- ceived this letter with $5 bill pinned to it. The letter was mailed at Olney, Ill.:

Please hand this money to the man who kept the post office in 1872. He had a drug store. This is to pay for a bottle of medicine I failed to pay for. It was 50 cents. I have forgotten his name or I would have paid it long ago. If he is not living hand it to his heirs.

The money was given to Era Stark, a grandson of the druggist, and Stark gave it to the Red Cross.

ADMIRED THE PLAID PANTS.

Doc Strauss, the Sam I. Davis & Co., representative in San Francisco, was found gazing wistfully after the vanish- ing form of one of the gallant young Highlanders with his Glengary cap and fatigue uniform, including plaid trousers, which latter are hardly the quietest style of tailoring imaginable. "Why," returned Doc, "I'd be willing to do al- most anything to get a pair of these tartan pants; they're the finest thing I ever saw!"—*San Francisco Grocer.*

MISSISSIPPI FIRST.

Mississippi is the first State to ratify the proposed prohibition amendment to the Federal Constitution. Fifteen min- utes after Governor Bilbo delivered his message to the State Legislature Tues- day, in which he urged early action on the question, both houses voted their ap- proval of the measure. But eight dis- senting ballots were cast.

Exports from the United States to the Latin-American countries have in- creased 100 per cent since the begin- ning of the war, says the *American Exporter.* Exports in 1913 amounted to 323,775,885, and in 1917 to $650,000,000. The American exports to South Amer- ican now exceed the total value of Germany's exports before the war to Canada, the United States, Mexico, the West Indies, Central and South America and Russia.

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DIEU ET MON DROIT

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The World's Oldest High-grade Turkish Cigarettes
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"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

WISCONSIN NOTES

EDGERTON, Wis., January 11.—This State has been smothered under a heavy snow fall which the gale has piled into drifts and handicapped most activities in the tobacco sections during the week. The tobacco bulks are yet so hardly frozen that not much headway can be made in the stripping and only a moderate amount of receiving has been attempted because of the bad roads. We learn, however, there have been some rejections made at receiving points on account of high case leaf contained in the bundles. Enough has been written to warn growers in this particular so there ought to be but little excuse for inviting trouble by attempting to deliver tobacco unsuitable for packing. High case or wet butts simply don't go and that is all there is about it. In stripping the balance of the crop the safety for growers is to keep their high case leaf entirely separated and let it dry in the sheds before delivery. It is somewhat of a question, too, as yet, to what use the shed frozen leaf can be put to or what value it has in the market. These are matters that might lead to more or less friction in the settlements for the crop.

The markets for old leaf present no news of importance.

Shipments intended from out of storage points are still held in abeyance awaiting better rail facilities, which is likely to embarrass some of the Eastern cigar factories until relief comes.

HE EARNED COMMENDATION.

Secretary of the Navy Daniels, has formally commended Frank Marsh, machinist's mate, second class, United States Naval Reserve, for courageous action in extinguishing a gasoline fire on a submarine chaser. The fire threatened also to destroy three other craft alongside. After the engine room force had been driven from the engine room by gas fumes, Marsh went down and threw on the fire several cans of an extinguishing preparation. A little later volumes of smoke arose from burning oil in the base of the starboard engine. Marsh descended a second time with a salt water hose and extinguished the flames. Marsh enlisted in Boston, October 19, 1917.

IT'S LEGAL TO REFUSE

To Sell a Negro a Drink in a Saloon—Decision of New York Court of Appeals.

ALBANY, January 15.—Negroes cannot demand service in a saloon in this State unless the proprietor is willing to serve them, according to a decision handed down to-day by the Court of Appeals. The general impression held by saloon keepers for many years that their only remedy when approached for liquor by a negro was to charge a high price is therefore dismissed.

The case involved was an appeal from a judgment of $224 obtained by Benjamin D. Gibbs, a negro, against the Arras Brothers, proprietors of a place on upper Broadway, New York City. Gibbs asked for a drink of gin and was stold that the price to him would be $1.

The decision of the lower court was based on the classification of a saloon as "a place of public accommodation." The Court of Appeals stated a saloon did not come under this classification, as places of public accommodation were designated under the law as "each of those utilities, facilities and agencies created and operated for the common advantage, aid and benefit of the people."

The judgment therefore was reversed.

The National Horse Show, held recently in New York and other horse shows held during the summer, netted a total of $62,719 for the American Red Cross fund.

ELECTION CIGARS APPROVED.

BOSTON, January 15.—Cigars and tobacco in other forms are legitimate items of political campaign expenses and should be classed as "refreshments," in the opinion of a special legislative commission on consolidation of State laws. The announcement, which is included in the commission's report made public to-day, says that the status of these articles in political expense bills has heretofore been a disputed question.

Ten officials of the United Mine Workers of America were ordered by the Supreme Court Monday afternoon to show cause why they should not be declared in contempt of court for failure to obey the injunction issued by the Supreme Court in the Hitchman Coal and Coke case. This injunction restrained them from further attempts to unionize the employes of the Hitchman Coal and Coke Co.

—

With aggregate crops of 5,690,000,000 bushels of grain this year—987,000,000 bushels more than last year, an excess of practically one-fifth—the agricultural wealth of the country is greater than ever before in history. In the live-stock industry, prices obtained have never been equalled. With $2 or more for wheat, and corn even further above the old-time level, the ability of the farmer to buy is such as the country has never witnessed.

—

Princeton boasts the prize big man in the aviation corps, Lamb Heyniger, who is 6 feet 7⅞ inches tall. Heyniger is a brother of the well-known Princeton hurler. He was a member of the Princeton football team.

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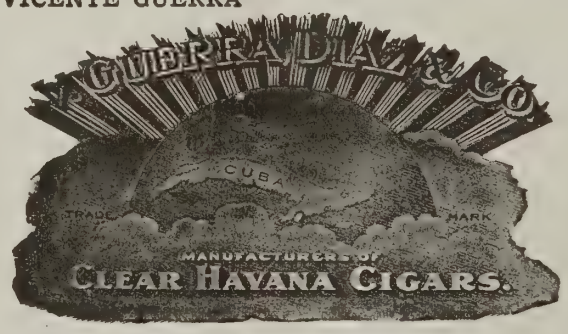


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Main Office, CHICAGO, ILLS.

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La Flor De V. Guerra Diaz & Co.

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Artemo

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FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

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BIG PLANT AMPLIFIED

llen & Ginter Branch of the Liggett & Myers Tobacco Co. to Have a Mammoth New Cigarette Factory in Richmond.

Construction of a modern six-story fireproof ictory building at the corner of Sixth and anal streets, Richmond, Va., the first step in ie complete rebuilding of the plant of the Allen . Ginter Branch of the Liggett & Myers To-acco Co., will be started in the next few weeks, ays the *Times-Dispatch.*

After the first section is completed and the achinery installed, the present buildings at eventh and Cary streets, extending to Canal reet, will be demolished, and the second half f the factory plant erected to conform to the ew building. The plans are being drawn by a rominent firm of New York architects, who pecializes in this class of work.

The plant will continue to be operated under ie present management, as the Allen & Ginter ranch of the Liggett & Myers Tobacco Co., iving employment to about 1,800 persons, prin-ipally women and girls. Building operations ill be completed in about one year, without nterfering with the present output of the plant, hich will be materially increased even before ie completion of the new building.

Each floor of the new building will contain 5,218 square feet, the combined floor area eing about 271,308 square feet, excluding the ngine and boiler room.

The main frontage, which will be on Canal treet, will be 86 feet by 286 feet, with two ings, one, fronting on Seventh street, 86 feet y 152 feet, and another, fronting on Sixth reet, 86 feet by 109 feet, forming a "U" shaped uilding, with the boiler and engine room lo-ated in the rear of the main building between ie two wings.

The floors will be unobstructed and splendidly ghted and ventilated. No expense will be pared to make this the most up-to-date build-ng for manufacturing cigarettes in this coun-y. Attention will be given to the comfort of ie employees in every possible way. One of ie attractive features will be a lunchroom on ie roof, specially constructed for this purpose, ncluding a model kitchen in care of a competent hef. The balance of the roof will be covered ith tile and used for recreation. Commodious ressing and rest rooms and a hospital will be rovided.

The office will be on Seventh street and have separate entrance. A railroad siding holding ix cars will be run into the building, affording plendid shipping facilities. The most approved achinery in every department will be installed, ncluding an automatic sprinkler system for fire rotection and for high-speed electric ele-ators.

The engine and boiler room will be equipped ith the most modern apparatus.

The War Revenue Act and the Taxpayer

By DANIEL C. ROPER, Commissioner of Internal Revenue

The rules and regulations to be adopted will interpret the law in a manner which will be in full accord with its intent, and in harmony with the methods of legitimate business and the rights of the taxpayers.

When the full significance of winning this war is properly understood, it will be seen that no country ever chiseled into statute a measure of greater importance than the War Revenue Act of October 3, 1917. This law undertakes to provide a large portion of the necessary money to defend and perpetuate those institutions to which our forefathers devoted their lives.

It is an interesting law in that it more generally distributes the burden of taxation than any internal revenue measure in the history of our country. It touches more nearly every phase of industry and, therefore, becomes of greater personal interest to our people than any previous tax measure. Because of decreased exemptions the personal income tax will reach six or seven million persons who have heretofore not made returns. This number includes a large proportion of farmers, a vast number of retail merchants, salaried employes, wage earners and laborers. In addition, there is an estate tax, a capital stock tax on corporations, an excess profits tax on individuals, partnerships, and corporations, and excise tax on dealers in a large number of commodities, a variety of stamp taxes, a tax on admissions and dues, a tax on public facilities, such as railway transportation, telegraph and telephone messages, and insurance policies, occupational taxes and the special taxes on alcoholic and non-alcoholic beverages, cigars, tobacco, perfumeries, and various other objects. Finally, there is the munition manufacturers' tax and the increase in postage rates. In short, this War Revenue Act is the most comprehensive tax law ever enacted, and the man who escapes its provisions is indeed an inconsequential member of his community.

Some persons have undertaken to criticise the law and to point out its crudeness and inequalities. Imperfections in the law are not to be wondered at when it is remembered that so many of its provisions invade virgin territory. A careful study of the act, however, will convince the unbiased student that it is a remarkable piece of legislation, requiring only an intelligent and sympathetic attitude on the part alike of administrative officials, the Congress and the people to bring it into workable form and to accomplish its purpose without destroying business or visiting undue hardship upon taxpayers who properly co-operate in its administration. But to accomplish these desirable ends the sympathetic and patriotic co-operation of the Congress, the administrative officials, and taxpayers are each and all indispensable. If they are assured there need be no undue anxiety. A good law may be ruined by reckless methods of administration, and a defective law vastly improved by intelligent and painstaking administration. Consideration of this nature prompted the Secretary of the Treasury soon after the passage of the law to call to my assistance in interpreting the excess profits provisions of the law nine representative American business men. For several weeks these men have devoted their entire time without compensation to hearing and studying the views of taxpayers regarding the excess profits law to the end that they may be able to give to the Commissioner of Internal Revenue information as to business based upon fresh and up-to-date knowledge. The end sought is to collect the tax which the law imposes with the least possible hardship and inequality. These excess profits advisers have brought to the assistance of the Bureau of Internal Revenue a dependable knowledge of the viewpoint of the taxpayer and of business conditions which is essential to the practical solution of the problems with which we are confronted.

This I believe to be the first time that any government department has worked out a co-operative plan for ascertaining and digesting the business and industrial conditions affected by a Federal law. It is a step toward that understanding that should prevail in every democracy between the people and those who duty it is to administer the law.

In furtherance of the desire of the Treasury Department to solve its problems in the light of actual conditions rather than of superficial consideration there has been called to its assistance a group of legal advisers composed of representative lawyers of very broad experience, who are patriotically giving without cost to the Government assistance that we could not purchase in interpreting the law.

Following the publication soon to be made of the rules and regulations for the admin-

istration of the law is to come the tremendous task of actually collecting the taxes. The period between January 1 and March 1, is fixed by law for the filing of returns by the taxpayers. Payment must be made before June 15.

The campaign of administration involves a campaign of education. It is intended that every available avenue shall be utilized for informing taxpayers as to the amount of tax for which they are liable and how, when, and where their taxes are to be paid.

To this end, the field force of the Bureau of Internal Revenue is to be expanded and reorganized and specially charged with the duty of coming into personal contact between January first and March first, as nearly as possible with every person subject to this tax.

Schools of instruction are to be held in every collection district and early in the new year a competent revenue official will be sent into every county in the United States. These agents will be provided with all necessary forms and will be qualified to render assistance to taxpayers in making out their returns. Public announcement will be made through the press of the dates when these men will visit each community and taxpayers will be urged to call on them promptly. Their services are free and there should be no necessity for anyone to incur expense in the preparation of his return.

Plans have also been perfected whereby the revenue field officers are to have the co-operative aid of the State and County Councils of National Defense not only in disseminating information regarding the law but in arousing and stimulating a patriotic attitude toward war taxation. Volunteer assistance will be rendered also by committees of bankers, accountants, postmasters, and by the highly trained field force of the Department of Agriculture.

We hope so thoroughly to cover the field that ignorance of the law may not be consistently offered by any taxpayer as an excuse for failure to comply with its requirements. It must not be ovelooked that the law plainly imposes upon the taxpayer the duty of seeking the revenue officials and of complying with its provisions and prescribes rigid penalties for failure to comply with them.

As a practical aid to the millions of new taxpayers, we have devised a comparatively simple, self-explanatory income-tax return form for the use of persons having a net income of less than three thousand dollars. Many of these people do not keep books or records of accounts. They are not familiar with accounting terms and methods and would be unnecessarily confused if confronted with a form which carried the intricate questions required by the surtax and excess profits tax features of the law. Consequently, the man of small income, who is subject only to the normal tax of two per cent, is to have the benefit of a schedule drafted in the simplest possible form and language.

The man of larger income, who is required to compute surtax and excess profits taxes in addition to the normal tax, will be required to use more detailed forms with appropriate instructions.

As illustrative of some of the recommendations touching the excess profits tax, which are now being considered with a view to presenting them to the Secretary of the Treasury, the following among others may be cited.

Allowance of reasonable salaries in the case of partnerships and individuals, in order to place them on an equal basis in this respect with corporations. The effect of this allowance would be to transfer a reasonable salary allowance from income derived from capital invested, all of which would otherwise be taxable under the graduated rates of section 201, to section 209, which imposes a flat rate of eight per cent on salaries and other income. It is readily seen that such a construction is fully within the spirit and intent of the law. It is within the letter of section 209, which allows each individual who really earns a salary by personal exertion, no matter in what business connection, to have it taxed under the eight per cent provision of section 209.

That the eight per cent rate be made to apply to professional men even if a small amount of capital is employed by them.

That merchants be permitted to make inventories of merchandise either at cost or at market value. That brokers be included, on the ground that they are merchants of securities.

That any taxpayer who is content with a seven per cent deduction upon his invested capital will not be called upon to make a complete return of his pre-war capital and income.

The Secretary of the Treasury has approved of a treasury decision allowing the full exemption provided by the Congress to corporations in sections 201 to 203. The difficulty here arose that a definite exemption was provided for in section 203 but the mechanics provided for applying the exemption in section 201 were left incomplete in a limited number of cases. Hence this decision carries out the manifest intent and purpose of the Congress.

We are confident that the rules and regulations to be adopted will interpret the law in a manner which will be in full accord with its intent, and in harmony with the methods of legitimate business and the rights of the taxpayers. It is neither hoped nor expected that these regulations will please every taxpayer. They would not be good regulations if they did. The spirit of honest co-operation with the taxpayer, however, is being instilled into every employe of the Bureau and will be insisted upon at all times and in all places.

All taxation is burdensome. War taxes are necessarily so, because they are heavy. The Government's needs are pressing, however, and must be met. The law imposes an obligation upon every citizen which he must meet honestly, patriotically, and we hope, cheerfully. We have many evidences that American patriotism is responding to this condition. The man who pays his Liberty tax in full, without question or murmur, is no less a patriot than the man who invests in the Liberty Bond or volunteers his services for military duty.

DECREASED PRODUCTION

Of the Cheaper Pennsylvania Cigars—During the Pa Three Months—Significant Figures from the Ninth District.

"Since October the number of cigars manufactured in the Ninth Pennsylvania Intern Revenue District has been steadily declining. that month the output was 74,931,090; in N vember it had fallen to 69,969,112, and in D cember was down to 62,367,308," declares th Lancaster, Pa., *Examiner*.

"Cigars selling below four cents showed th greatest slump in the three months' period, fal ing off by about one-half. This would mo strikingly show the passing out of the chea cigar in this region, which has long been th center of production for this class of cigar The great cut in production of this grade c cigars is no doubt due to the inability of th manufacturers to any longer make it at the pre ent high cost of tobacco, coupled with the stea ily advancing wage scale in the factories. I October there were 24,878,850 cigars of th class made in this district. In November th number had fallen to 15,716,907, and in Decen ber was still further reduced to 12,582,623.

"Cigars selling at between four and seve cents, the great bulk of which is made up of th popular six cents cigars, continue to hold the own so far as the production figures would ind cate. In October the output of this class c cigars was 47,471,780; in November, with th attention of manufacturers more devoted to th necessity of increased prices for their goods, had advanced to 51,760,135, and in Decembe was slightly above the October figures, despit the slump in the other classes, the number bein 47,620,525.

"For the three months the production c cigars selling at seven cents and above remaine about the same, the figures following: Octobe 2,580,460; November, 2,492,070; Decembe 2,164,160."

For the purpose of comparison below is give the production figures for the last six months o 1917 and 1916:

	1917.	1916.
July	63,761,620	61,348,78
August	68,748,820	66,164,37
September	64,519,900	64,769,76
October	74,931,090	73,941,89
November	69,969,112	69,962,32
December	62,367,308	65,251,09



STORE OF ACKER, MERRALL & CONDIT CO., AT CAMP UPTON

A trading place, appealing to 45,000 soldiers these days, must specialize in goods and service. In the emporium at Camp Upton, Acker, Merrall & Condit have quantities of carefully selected merchandise and a working force of more than 100 men. Also is established a system that enables relatives and friends to make it easier for the boys of the National Army to obtain exactly what they want. The company issues a $5 book containing coupons varying in value from 1 cent to 25 cents. These coupons are used in purchasing various articles. Relatives and friends of soldiers stationed at Camp Upton may purchase coupon books at any of the Acker, Merrall & Condit stores in New York and Brooklyn, at any Tyson Company news-stand, Hotel McAlpin, Hotel Claridge, Cafe Savarin, Fifth Avenue Restaurant, Maillard's, and at Camp Upton.

Coupon books, as well as cash, enable soldiers to buy practically any article needed at the camp, they save the trouble and expense of sending things and they eliminate the possibility of shipping articles for which soldiers have little need.

The Garfield Decree and the Activity of the T. M. A.

Counselor Dushkind and His Assistants Did All They Could to Inform the Trade and to Secure Modifications That Would Make the "Closing Order" Less Injurious to the Tobacco Business

From early morning on Thursday, when the news of the Fuel Order first appeared in the press, until Saturday afternoon, the T. M. A. offices looked more like a busy telegraph office than a commercial institution. There was no time for calling meetings or for mailing bulletins. The trade had to be advised by telegram and long-distance phones.

Assisted ably by his son, David S. Dushkind, and by Edward A. Gersbach, his secretary, Counselor Dushkind kept the wires busy answering continuous inquiries for information and advice.

One of the first steps taken by the secretary of the T. M. A. was to wire Fuel Administrator Garfield for permission to work off all prepared and cased tobaccos which in itself would have caused an incalculable loss. Mr. Dushkind wired Dr. Garfield as follows:

"TOBACCO LEAF MUST NECESSARILY BE WETTED AND PREPARED TWENTY-FOUR HOURS BEFORE IT CAN BE USED IN THE MANUFACTURE OF CIGARS OR OTHER TOBACCO PRODUCTS. SUCH WETTED OR PREPARED LEAF MUST BE USED UP ON THE DAY FOLLOWING ITS PREPARATION OR IT WOULD BE WORTHLESS. WE ASK FOR PERMISSION TO USE UP ALL PREPARED TOBACCO LEAF IN ORDER TO SAVE MILLIONS OF DOLLARS' WORTH OF TOBACCO FROM DESTRUCTION. AN IMMEDIATE REPLY IS IMPERATIVE."

The reply, which did not come until Friday morning, due undoubtedly to the congestion of the telegraph service, was brief but meant quite a lot to cigar manufacturers. It read as follows:

"ANSWERING WIRE YOU CAN RUN TO SAVE PRODUCT ALREADY PREPARED."

Upon the receipt of the telegram from the Fuel Administrator, the T. M. A. office got busy telephoning the local manufacturers and wiring out-of-town manufacturers, asking them in turn to communicate the news to their neighboring manufacturers, advising them of the permission to operate their factories in order to work off prepared stock.

Asking that the tobacco industry be exempted from the Fuel Order, the T. M. A. sent the following telegram to the President and to the Fuel Administrator.

January 22, 1918.

"AS PATRIOTIC CITIZENS THE TOBACCO MEN OF AMERICA STAND READY TO CHEERFULLY MAKE EVERY SACRIFICE ESSENTIAL FOR THE SUCCESS OF THE WAR BUT WE RESPECTFULLY SUBMIT THAT THE FUEL ORDER JUST ISSUED AS APPLIED TO THE TOBACCO INDUSTRY WILL WORK HARDSHIP AND INJURY TO AN EXTENT NOT JUSTIFIED BY THE INSIGNIFICANT SAVING OF FUEL DERIVED THEREFROM STOP TOBACCO BEING INTENSELY SENSITIVE TO ATMOSPHERIC CONDITIONS IT IS ESSENTIAL AND HAS ALWAYS BEEN THE PRACTICE TO KEEP THE FACTORIES HEATED EVERY DAY, INCLUDING NON-WORKING DAYS IN ORDER TO PREVENT DECOMPOSITION, AND THE FUEL CONSUMED IN THE ACTUAL MANUFACTURE OF TOBACCO PRODUCTS AMOUNTS TO VERY LITTLE MORE THAN THE FUEL NEEDED SIMPLY FOR THE PROTECTION OF THE RAW MATERIAL STOP. ALSO TOBACCO PRODUCTS ARE SOLD UNDER BRANDS OR TRADEMARKS OF NATIONAL POPULARITY VALUED AT HUNDREDS OF MILLIONS OF DOLLARS. THE ORDER APPLYING, AS IT DOES, TO TERRITORY EAST OF THE MISSISSIPPI, WILL OPERATE TO THE GREAT ADVANTAGE OF THOSE HAVING FACTORIES WEST OF THE MISSISSIPPI RIVER AND MARKETING THEIR PRODUCTS IN THE FORBIDDEN TERRITORY TO THE INCALCULABLE INJURY AND PROBABLY TO THE DESTRUCTION OF THE VALUABLE BRANDS MANUFACTURED EAST OF THE MISSISSIPPI. MOREOVER, TOBACCO IS A WAR ESSENTIAL ONLY SECOND TO FOOD AS IS EVIDENCED BY THE OFFICIAL DECLARATIONS OF OUR HIGHEST ARMY OFFICERS, AS WELL AS BY THE TREMENDOUS DEMANDS OF OUR GOVERNMENT AND THE GOVERNMENTS OF OUR ALLIES FOR TOBACCO PRODUCTS. WE THEREFORE EARNESTLY PROTEST AGAINST THIS ORDER APPLYING TO OUR INDUSTRY, AS IT WILL NOT ONLY SERIOUSLY IMPAIR THE BILLION OF CAPITAL INVESTED IN THE INDUSTRY AND WORK INCALCULABLE INJURY TO ITS GREAT ARMY OF WORKMEN BUT WILL MATERIALLY REDUCE THE TWO HUNDRED MILLION DOLLARS OF ANNUAL REVENUE THAT THE GOVERNMENT RECEIVES FROM TOBACCO PRODUCTS."

On Saturday morning the T. M. A. received the following answer from Fuel Administrator Noyes:

"ANSWERING WIRE, YOU ARE PERMITTED TO USE ONLY SUFFICIENT FUEL TO PREVENT INJURY TO PROPERTY FROM FREEZING."

Permission to burn oil or natural gas, where natural gas can be had, for heat and light was also asked by the T. M. A., and in response to that request the following telegram was received:

"THE PRESENT ORDER IS DESIGNED TO RESTRICT THE USE OF ALL KINDS OF FUEL ON THE DAYS PRESCRIBED AND THIS INCLUDES FUEL IN WHATEVER FORM BURNED."

"The Fuel Order," said Mr. Dushkind, "came to us as a complete surprise and without the least intimation that such measure was in contemplation. According to our reports," continued Mr. Dushkind, "it is perfectly apparent that the tobacco industry is closed up tight throughout the affected territory, and is carrying out the edict of Dr. Garfield not only according to the letter, but according to the spirit of the order, even factories where cigars are made solely by hand, without any power, are closed up, and also the retail stores, which under a strict interpretation of the order could have been kept open and lighted but not heated, since the order does not preclude the use of fuel for light."

PETITION DENIED AND DISMISSED

The Interstate Commerce Commission has denied and dismissed the petition of associated commercial bodies of New Jersey for a readjustment of freight rates and a lower scale of rates between points in New Jersey and western points, than applies between New York City and the same points. The New Jersey communities sought to obtain rates lower than the New York rates by the cost of lighterage and floatage between the New Jersey rail terminals and points of loading or delivery on the Manhattan and Brooklyn shores. The commission holds that there is no discrimination against the New Jersey communities, and that the lighterage zone system of rates is justified by the conditions.

Soldiers' Smoke Week

A. B. Dick and Bert Ennis have planned a "Soldiers' Smoke Week," commencing February 18, when hundred of patriotic newspapers will run the following advertisement:

"This is Soldiers' Smoke Week. Every smoker should sacrifice smokes for the sake of supplying tobaccoless soldiers in France with it. Every 25c you contribute to 'Our Boys in France Tobacco Fund' sends a week's supply of home cheer to a lonely American boy in the trenches. One dollar sends a month's supply. Your war bit for this week is to help bring this comfort to the boys who are fighting your battles. Send your contributions at once."

As proof of a desire to do its bit in making the drive a success, The Rotoprint Gravure Company, 263 Ninth avenue, New York City, has contributed a most striking one-sheet poster which will be placed in hotels, railroad depots, and business offices, and will be displayed on prominent billboards throughout the country during "Smoke Week."

$300 Offered for a Postcard

In every tobacco kit that is sent to the American soldiers in France, A. B. Dick sees that a card carrying the name and address of a contributor is enclosed. Thousands of cards have returned bearing messages of thanks from the boys.

Down in Providence, R. I., the card idea had the folks all stirred up. Each of the many thousands who had given to the fund was hoping that he would have the good fortune to receive the first card sent from the trenches to Providence. To become the possessor of it grew to be a much sought honor, and the Providence *Journal*, which leads all newspapers in collections for "Our Boys in France Tobacco Fund," with a total of $31,921.30, printed a story about an offer of ten dollars for the first card by one of its readers. J. A. Akeroyd was the lucky man, and he immediately sold the card to H. T. Ayers, and then turned the ten dollars into the tobacco fund.

Mr. Ayers has received a number of offers for the card, the highest bid being $300. But it is not likely that the card will be sold for this sum, as a booth has been opened in the automobile show where the card is to be auctioned off. The card will be set in a hand-carved, antique, gold frame, with a mat of 1¼ inch of gold leaf, and when finished will be placed on exhibition. Whatever sum is paid for the card will be turned over to the Providence *Journal* to be applied to "Our Boys in France Tobacco Fund."

After a short illness in the General Hospital, Philip J. Bornsgesser, manager of the Seed Leaf Tobacco Growers Co., died on January 15. Mr. Bornsgesser was at one time connected with the old Skiles and Frey Co., and was well known among tobacco men in Pennsylvania. He lived at 119 North Mary street, Lancaster, Pa.

TOBACCO
· ESTABLISHED · 1886 ·

DEVOTED EXCLUSIVELY TO THE INTERESTS OF THE MANUFACTURING, WHOLESALE AND RETAIL CIGAR AND TOBACCO TRADE.

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Remittances may be made by New York draft, postal or express money order, or cash in registered letter.

Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, JANUARY 24, 1918.

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"ALL FOR OUR COUNTRY"

To the "closing order" devised by Dr. Garfield, confusion inconvenience, exasperation, hardships, trouble and loss are more than mere incidentals. Business to-day is so interdependent that even a "temporary suspension of non essential industries" immediately causes additional difficulty for all. At this time, attempts to insure coal conservation are praiseworthy. Concerning the ways and means adopted, however, opinions were expressed that Dr. Garfield's sudden move was neither the wisest nor best method of alleviating a bad situation. Many protested. But the "closing order" was obeyed.

The endeavors of the National Fuel Administration were not frustrated either by active opposition or lack of co-operation. Because it was a war measure, authoritatively declared to be necessary, the Garfield plan was accepted. An unfortunate snow storm impeded progress. "Heatless Monday" and five days idleness in thousands of plants, large and small, have not caused the available coal supply to be increased to an extent that amply justifies the financial and other hardships imposed.

Yet the loss and injury a stoppage causes to business must be accepted with other war conditions. A nation engaged in a tremendous conflict is concerned chiefly in obtaining victory. Our people must pay the price necessary to secure success. Individual woes, impairment of certain interests, hardships enforced on communities, are as nothing compared with the urgent need for assistance that will enable the United States to win this war.

As best we can, in every way, each and all of us must give and serve.

"All for our country" is a motto to live up to, just now.

WHY BE AN ASSOCIATION MEMBER?

Why should I be a member of a Trade Association? "It is only an aggregation with Boost as its motto and 'Blow' as its battlecry, and where every fellow toots his own horn." There was a time when such conditions prevailed and Trade Associations were devoted chiefly in disseminating hot air. But the days of blow and bellow, the era of boost and boast have gone by. The level-headed, thinking business man of to-day deprecates the brass band methods of the circus parade, because you cannot summon trade with a siren or foster commerce with a calliope. But the present day, thoroughly modern Trade Association is a community necessity. It is the hub around which the civic activities of the community revolves. Such a commercial organization is an answer to that often repeated assertion that "Everybody's business is nobody's business." A city without a live, aggressive commercial organization is like a ship without a rudder.

The activities of the Trade Associations are very extensive and benefit both directly and indirectly all lines of business. It is not right or fair to absorb the benefit therefrom without contributing towards the expense of its maintenance. The members are all enterprising, loyal and patriotic citizens who are freely giving their time to the work in hand. Of course there are always a few critics and fault finders, but please bear in mind that it is "the whistle that makes the noise while it is the engine that pulls the train."

In joining the association you become a factor in the political and economical life of your community. Don't think because you are a cigar retailer that you don't count here, you do, and you can increase your own value and power in the community by co-operating with the other cigar retailers, and don't forget the time to do it is right NOW.

When we run the government we don't exempt the man from paying his taxes because he neglects his privilege of voting and because he refuses to attend caucuses or to run for office. He gets the benefits of government whether he takes any interest in it or not. It seems that that is the way a retailers' organization should be run. Every retailer ought to be taxed a certain sum to maintain the interests of retailers in general, no matter whether he takes any further interest or part in the organization or not.

A little incident recently happened that strikingly showed the benefits to be derived from an association. The police department had issued certain orders that would entail a serious loss upon the retailer. In order to have these orders cancelled or at least modified, an influential member of the association called upon the head of the police department. He went as an individual, not representing the association, and no attention was paid to his protest. Another member then took the matter up, but he went as a representative of the association. He was given immediate attention, not as an individual, but as the representative of an association of men who were working for the benefit of the trade in general, and the police orders were modified. After this will anyone say that the association does not benefit them and is worth the amount they are called upon periodically to pay for its support? If it were not for the association those police orders would be in force in their entirety to-day and the trade in general would be the sufferers.—*Smoke.*

JUST WAIT FOR THE THAW

Cheer up, chillun, tho the weather's mighty raw,
Every time dar comes a freeze, dar's gotter come a thaw.
It takes a little patience till de freezin'-time is done,
An' if you lose yoh temper, why, it doesn't help yoh none.

Cheer up, chillun, 'cause de weather's on de move,
When de luck appears de hardest, it is certain to improve.
Cold wave an' warm wave, dey gotter mind de law—
Every time you gits a freeze, you gotter have a thaw.

Cheer up, chillun, an' prepare to say "Hurrah!"
De chilliest proposition by an' by is boun' to thaw.
Yoh hopes dey keeps a droppin'—don't you let it make you frown,
Thermometers was built foh movin' up, de same as down.

So, cheer up, chillun, 'cause you sho'ly might as well;
We all has our troubles, an' dar's nothin' new to tell.
Each botheration seems about de worst you ever saw,
But every time you gits a freeze, you's gotter have a thaw.

—*Washington Star.*

The *Newspaper World*, of London, states that practically 700 daily and weekly newspapers have now increased their price, 27 having done so this month.

FENDRICH'S SUCCESS

The Great Cigar Factory in Evansville Eclipsed All Previous Records in 1917—A Splendid Showing

Reports the Evansville *Courier:* "The year 1917 closed the most successful year in the history of H. Fendrich cigar factory, in Evansville, Ind. The big plant, employing more than 1,000 people, ran every day during the year and the big payrolls had much to do with Evansville's prosperity.

"Herman Fendrich founded his business in 1850 as a tobacconist and cigar manufacturer. He laid the foundation of his business well with a sterling record as a business man. His son, John H. Fendrich, erected the present factory, the largest in the world, when the business had assumed such proportions as to make necessary immense additions.

"The plant covers three and a half acres of ground in the center of the city with buildings of brick, stone and concrete construction. These buildings were erected with a view to every possible convenience for the business and army of workers at the plant.

"Perhaps no other factory in the city has such an ideal environment. The Willard Library is just across Oakley street, while the Municipal Market is just beyond.

"The light, ventilation and sanitary conditions of the plant are modern in every respect. The lavatories and toilets are located on enclosed bridges connecting the main buildings. Flowing water from driven wells supplies the drinking fountains. No safeguard has been overlooked in working for the welfare of the employees.

"A year ago the company established a benefit society for employees of the firm. Illness is no longer feared by the employees as a weekly allowance is given them and at death of an employee the family is given the insurance.

"The daily output of the factory is 450,000 cigars. Every State and Territory in the Union is reached by the Fendrich cigars. The company manufactures the Charles Denby and the La Fendrich as its leaders.

"'We are pleased with the year just closed because of the business success to us,' Mr. Fendrich says. 'But we are more satisfied because it has allowed us to keep our employees constantly at work in these trying times.'"



Australian Troops Under Fire in a Trench North of Saloniki.

Cigar, Cigarette, Tobacco and Snuff Outputs

U. S. Internal Revenue Report for November, 1917

Products—		Nov., 1916	Nov., 1917
Cigars (large) Class A	No.	.....	127,739,643
Cigars (large) Class B	No.	.....	414,987,869
Cigars (large) Class C	No.	.....	151,846,111
Cigars (large) Class D	No.	.....	2,373,377
Cigars (large) Class E	No.	.....	4,286,530
Total		714,757,513	701,233,530
Cigars (small)	No.	72,748,600	81,299,341
Cigarettes (large)	No.	2,086,150	4,164,089
Cigarettes (small)	No.	2,309,609,632	3,145,324,380
Snuff, manufactured	Lbs.	3,198,040	1,980,053
Tobacco, chewing and smoking	Lbs.	36,643,848	31,127,910
Playing cards	Packs	4,195,066	1,706,173



Traveling Store Patronized by Our Boys in France

AUSTIN, NICHOLS & CO. EXONERATED

The Federal Food Board of New York announces that it has wholly cleared of all blame the wholesale grocery firm of Austin, Nichols & Co., against which five complaints were made for selling sugar above the Government price.

The testimony was taken by Arthur Williams, Federal Foods Administrator for New York City, and his findings were concurred in by John Mitchell, chairman of the board. Their report was submitted to Food Administrator Hoover at Washington, who has approved it.

SNOW STORM ALMOST ISOLATES WASHINGTON

WASHINGTON, January 22.—"By the heaviest snowfall occurring for years," in Washington and the surrounding country, the National Capital is almost completely isolated so far as railroad traffic is concerned. Trains from the West, due here last night, were not expected to arrive before noon, while trains from New York are several hours late.

Train service from the South is nearly paralyzed and officials at the Union Station stated they were unable to say when any trains from the South would arrive. While the heavy snowfall has crippled telegraph wires to some extent, telegraph service has not yet felt the full extent of the season's heaviest snowstorm.

EIGHTY DUTCH SHIPS CHARTERED

Washington, Jan. 22.—Charter to this Government of all Dutch steamers now being held in American ports has been decided upon by the Dutch Government in a provisional agreement just signed in London. It provides charter for one round trip for upward of eighty vessels in American ports.

They are not to go into the war zones, but five of the steamers will carry material for Switzerland, and two take cargo for the Netherlands Overseas Trust. It is part of the agreement that the ships shall carry 150,000 tons of food for the relief of the Belgians.

MANILA MORE IMPORTANT

Pacific Mail Steamship Co. Will Move Its Headquarters in the Far East from Hongkong to the Philippines.

Considerable significance is attached by shipping people in Hongkong to the announcement of the Pacific Mail Steamship Co., the chief American shipping interest in the Pacific and the Far East, that its headquarters for China and the Philippines are henceforth to be at Manila instead of at Hongkong, where they have been since the inception of the company over 60 years ago. The change has not been unexpected, for with the establishment of a new direct service between the Pacific coast and India by way of Manila a considerable portion of the company's fleet coming to the Far East is not to touch at Hongkong at all, either going or coming. It has generally been understood, too, that the company has found it to its advantage to maintain its chief interests in American territory. There has long been under consideration a plan to establish a fast and adequate through service between the Philippines and the United States, with a system of "feeder lines" running from Manila to various parts of the Far East. The war has interfered somewhat with the immediate accomplishment of this general design, but the change in headquarters now announced is in keeping with the plans of the company along this line of development.

Parted from a Ten Spot

The late P. T. Barnum's proverb "that people love to be humbugged" was proven Wednesday afternoon by a Mount Pleasant, Pa., merchant and dealer in tobacco, cigars and cigarettes.

Wednesday afternoon a well dressed man of pleasing address dropped into the Mount Pleasant man's store where he told the merchant that he was "a deputy sheriff," and displayed a badge pinned inside his coat.

"You have been guilty of selling cigarettes to boys whose ages makes this a serious criminal offense," the stranger told the astonished merchant. "This matter has reached the district attorney's office. The fine is very severe and the possibility of receiving a jail sentence from court, but I can fix this matter up, providing you pay me $10 now." As the merchant handed him a ten dollar bank note, the fictitious deputy is said to have uttered, "Now this will save you trouble."

Soon after the visiting "deputy" left, this tobacco dealer inquired of other dealers in his line of goods whether a deputy sheriff had visited them and accused them of selling cigarettes to minors. He received a negative reply and then it dawned on him that the visiting "deputy" was a swindler. It is supposed this fellow went toward Latrobe or Pleasant Unity.

An almost similar game has been worked, it is said, on New Kensington cigarette dealers and on druggists. To date the swindler has gotten away without colliding with real officers of the law.—*Greensburg Tribune.*

Cuban Tobacco and Cigar Statistics for 1917

RECEIPTS, STOCK ON HAND AND SALES OF LEAF TOBACCO AT HAVANA IN 1917.

	Bales.	Bales
January, 1917, stock in first hands and for sale	.....	55,0
Receipts from the country from Jan. 1 to Dec. 31, 1917	432,402	
Adding about 7,000 bales, arrived at Regla, and not figured yet	7,000	
		439,4
Total stock for sale and receipts		494,4
Less: Sales reported from Jan. 1 to Dec. 31, 1917	296,290	
Sales direct in the country to manufacturers and exporters	148,035	
		444,3
Balance of stocks in first hands and for sale, December 31, 1917		50,0

ESTIMATED YIELD OF THE TOTAL CROP OF LEAF TOBACCO IN THE ISLAND OF CUBA.

	Vuelta Abajo	Semi-Vuelta	Partido	Remedios	Oriente	Total Bales
Receipts at Havana from Jan. 1 to Dec. 31, 1917	196,417	14,735	73,949	154,017	284	439,4
Estimate of bales, belonging to the 1917 crop, and to arrive yet in 1918	5,413	548	487	5,175	....	11,6
Estimated consumption in the interior of the Island by cigar and cigarette factories	3,000	....	....	21,000	9,716	33,7
	204,830	15,283	74,436	180,192	10,000	484,7
Less receipts from the country up to June 7th as belonging to the 1916 crop, estimated	21,830	1,783	436	25,692	....	49,7
1917 crop	183,000	13,500	74,000	154,500	10,000	435,0

LEAF TOBACCO CROPS FOR THE PAST 10 YEARS (IN 1,000 BALE LOTS.)

	1908	1909	1910	1911	1912	1913	1914	1915	1916	191
Vuelta Abajo	222	231	202	145	180	261	239	78	110	183
Semi-Vuelta	25	29	25	12	23	32	40	19	19	14
Partido	54	67	53	68	72	88	94	43	26	74
Remedios	193	175	101	105	263	189	287	170	170	154
Oriente	26	15	11	2	42	21	38	17	16	10
	520	517	392	332	580	591	693	327	341	435

AVERAGE YIELD OF THE TOBACCO CROP IN THE PAST 10 YEARS.

Vuelta Abajo	185,100	bales
Semi-Vuelta	23,800	"
Partido	63,900	"
Remedios	180,700	"
Oriente	19,800	"
	473,300	"

Decrease in the year 1917, 60,602 bales.

Exports of Picadura, or Scraps, in 1916	321,658	kilos
Exports of Picadura, or Scraps, in 1917	261,461	"
Decrease in the year 1917	60,197	"

EXPORTS OF CIGARS FROM HAVANA DURING THE YEARS 1917 AND 1916 COMPARED.

	1917 Cigars	1916 Cigars	Increases Cigars	Decrease
United States	44,446,020	49,452,058	.....	5,006,03
Great Britain	30,646,522	38,792,565	.....	8,146,04
France	9,156,222	5,291,144	3,865,078	.....
Spain	8,063,145	5,107,996	2,955,149	.....
Australia	4,237,110	3,859,269	377,841	.....
Chile	2,756,997	3,029,145	.....	272,14
Canada	2,566,150	3,491,754	.....	925,60
Argentine	2,358,672	2,823,044	.....	464,37
Denmark	636,860	2,583,720	.....	1,946,86
Russia	266,225	1,766,222	.....	1,499,99
41 other countries	6,775,762	5,466,392	1,309,370	.....
	111,909,685	121,663,309	8,507,438	18,261,06

Decrease in our exports of cigars, as above..... 9,753,624

EXPORTS OF LEAF TOBACCO FROM HAVANA IN 1917 AND 1916.

	1917, Bales	1916, Bales	Increase, Bales	Decrease
United States	240,047	250,116	....	10,069
Argentine	21,376	13,529	7,847	....
Canada	13,945	11,940	2,005	....
Spain	5,555	14,719	....	9,164
France	3,411	3,001	410	.....
Uruguay	2,529	1,662	867	....
Chile	2,499	1,303	1,196	....
Great Britain	885	523	362	....

Canary Islands	677	286	391	....
Norway	250	205	45	....
French Africa	200	1,133	....	....
Mexico	113	100	13	....
Porto Rico	101	....	101	....
Australia	20	....	20	....
U. S. Colombia	10	10	....	....
Netherlands	....	50,113	....	50,113
Sweden	....	2,502	....	2,502
Denmark	....	518	....	518
Portugal	....	400	....	400
Gibraltar	....	139	....	139
Panama	....	20	....	20
Brazil	....	1	....	1
Total	291,618	352,220	13,257	73,859

Exports of cigarettes in 1917..... 12,047,530 packages
Exports of cigarettes in 1916..... 11,239,458 packages

Increase in the year 1917..... 808,072 packages

Brazilian Imports of Leaf Tobacco

A. M. L. Gottschalk, American Consul General at Rio Janeiro, says: Apart from the native tobacco of Brazil, which is consumed largely in the form of cigar fillers and a certain class of native-made cigarettes, the local market requires leaf tobacco for cigar wrappers, for mild cigarettes of the "American" or "Turkish" types, and for pipe tobacco, the last mentioned, however, being usually imported already prepared from abroad. Three or four firms in the country furnish a type of "Turkish" or "Egyptian" cigarette that is almost equal to the same product sold in other countries for the same price, but these are sold under local names.

Brazil's imports of the leaf have been increasing steadily since 1910, though, of course, the war has wrought changes in the trade. Germany is no longer a supplier of this market, much of Germany's former stocks having been tobacco from the Latin Americas and the Orient, redistributed and perhaps refermented at Hamburg. Chinese tobacco is coming into increasing use here; it is largely used in the manufacture of the "Turkish" or "Egyptian" cigarettes. Trade with the United States has grown steadily. Naturally, the trade with Turkey fell off with the outbreak of the European war. The Dutch possessions, which have never before figured as suppliers, furnished a very fair amount in 1916.

Expressed in kilos of 2.2046 pounds, Brazil's imports of leaf tobacco for the years 1910 to 1916 were:

Imported from—	1910 Kilos.	1911 Kilos.	1912 Kilos.	1913 Kilos.	1914 Kilos.	1915 Kilos.	1916 Kilos.
United States	32,368	46,459	68,589	111,350	82,190	127,248	134,523
Argentina	.....	.....	.....	300	.....	1,771	3,647
China	48,441	60,420	90,105	79,107	139,085	155,195	230,195
Cuba	11,100	9,444	13,062	10,451	7,705	2,823	4,790
France	2,664	806	961	50	5,589	242	650
Germany	10,119	5,610	5,880	7,056	16,040	10,817	.....
Greece	414	1,820	1,394	13,583	643	6,311	13,640
India	39,051	29,893	13,407	21,587	14,932	26,980	23,613
Mexico	.....	563	1,258	312	490	143	.....
Netherlands	10,940	15,965	26,659	22,407	6,794	6,178	540
Dutch possessions	.....	.....	.....	.....	.....	.....	45,774
Turkey:							
Asiatic	2,341	3,414	4,964	1,249	1,486	.....	2,097
European	17,644	19,550	35,247	28,625	18,879	10,764	7,041
United Kingdom	6,276	2,078	282	187	75	121	4,670
Uruguay	2,531	189	322	290	.....	2,526	1,160
All other countries	42,886	57,667	65,766	62,335	47,406	60,960	6,612
Total	226,775	253,878	327,896	358,889	341,314	412,079	478,952

Brazil's imports of leaf tobacco have been chiefly to Rio de Janeiro, Bahia, and Rio Grande, which are the centers of Brazilian tobacco manufacturing. The city of Rio de Janeiro has in this regard largely increased its imports, with the increase and development of its factories.

EXPORTS OF TOBACCO FROM BRAZIL

Since the outbreak of the European war the export tobacco trade of Brazil, which was almost entirely with Germany, has been diverted to other European countries, Holland and France being the principal consumers. The exports to the United States are comparatively insignificant.

Statistics of exports for 1914, 1915 and 1916 are as follows:

Country of destination.	1914 Tons.	1914 Value.	1915 Tons.	1915 Value.	1916 Tons.	1916 Value.
United States	192	49,299	1,953	396,976	399	167,339
Germany	22,133	5,683,178	1	99	.....	.....
Argentine	2,873	738,191	7,302	1,508,438	3,574	1,273,495
Uruguay	664	184,386	866	212,268	892	230,938
Netherlands	.....	.....	3,980	824,677	9,720	3,403,106
France	.....	.....	6,581	1,358,838	3,919	1,289,773
Denmark	.....	.....	472	101,312	1,148	369,888

COMBATING THE TOBACCO BUDWORM

WASHINGTON, January 21.—As a result of work at Quincy, Fla., a method of combating the tobacco budworm by means of a mixture of arsenate of lead and meal has been perfected and this remedy now is used generally according to experts of the Bureau of Entomology. The method, it is stated, has effected a saving of at least $20.00 an acre over that previously in vogue.

DOUBLE-BARRELED LOCAL OPTION

TRENTON, January 22.—Two local option bills were passed by the New Jersey Senate last night. One of the measures prohibits the sale of intoxicating liquor as a beverage in municipalities where a majority of the voters shall decide in favor of such action, and the other would regulate the licensing and sale of intoxicants in municipalities where it is favored by voters.

Reports from Havana

HAVANA, January 18.—Crop prospects are not much changed, as it has not rained at all. However we have learned that some of the early planted seedlings, sufficiently matured in growth, have been cut already in nearly all the zones where tobacco is grown. Yet such cuttings amount to only an infinitesmal part of the whole crop, as not all of the early plantings survived and new plantings had to be made.

Sales during the past fortnight totaled 7,313 bales. which divided consisted of: Vuelta Abajo and Semi Vuelta 2,668 bales, Partido 677, and Remedios 3,968 bales.

Buyers were: Americans 2,662, shippers to South America 2,125, and local manufacturers of cigar and cigarettes 2,526 bales.

Receipts of leaf tobacco from the country.

For 11 days to Dec. 31, 1917.	bales.	Since Jan. 1, 1917. bales
Vuelta Abajo	2,602	196,417
Semi Vuelta	1,342	14,735
Partido	4,430	73,949
Remedios	1,267	147,017
Oriente	....	284
Total	9,641	432,402

The heavier receipts of Semi Vuelta and Partido are due to the bales, made in the escogidas at Havana, from the bundles of leaf brought from the country by carts or electric conveyances.

Exports of cigars per S.S. Esperanza, January 7, totaled 221 cases, containing 880,375 cigars, consigned to the following countries, viz.: To United States 421,820, to Great Britain 306,155, to the Argentine Republic 41,700, to Canada 39,500, to Italy 26,000, to Gibraltar 25,000, to British Africa 19,000, and to China 1,200 cigars.

Exports of leaf tobacco from Havana during the week ending January 7, 1918, totaled 6,229 bales, which were distributed to the following countries, viz.: To all ports of the United States 5,245, to Canada 321, and to the Argentine Republic 663 bales.

Among the leaf buyers who arrived during the last week were: José Villar, of Marcelino Perez & Co.; Morris Edelman, of E. M. Schwarz & Co., and Harry Rothschild, of Cullman Bros., all of New York. Also returned to Havana: Bruno Diaz, of B. Diaz & Co. Furthermore, we saw Col. Emilio Cordero and Mrs. Cordero, who came here to spend the winter.

Most of the cigar manufacturers are fairly busy for this season of the year, although a few are complaining. The prospects are somewhat uncertain yet, as Vuelta Abajo prices cause headaches to those who do not own stocks of leaf big enough to tide them over. On the other hand, the big order from Japan, 250,000 cigars in one shipment, promises a new market for our factories. Last year Japan only imported 13,400 cigars during the whole 12 months.

Romeo y Julieta is as busy as never before, and Partagas, La Corona, Por Larrañga, Punch, Hoyo de Monterey, Calixto Lopez & Co. and Belinda are all well supplied with orders. ROSAM.

MORE BOND SECURED CURRENCY

WASHINGTON, January 21.—The Comptroller of the Currency announces that during the nine months ending December 31, 1917 United States Government bonds held on deposit as security for circulating notes of national banks increased by $19,054,890.

Since March 31, 1917, the amount of bonds deposited has shown a steady increase each month, rising from $664,526,370 on the date mentioned, to $683,581,260 in December.

Emulating the Example of Heroic Bluejackets

Put to the Test of Adversity Business Men Show the True American Spirit—"Garfield Days" Do Not Cause Dealers to Be Faint-hearted—Inquiry About Tobacco Tins—A Sunday Night Fire Scheme—The Blistering Toil of Paul Wessels—Darkened Windows—A "Class A" Man—Duker Discourses on Flavors—Phil Wilkinson's Observations Up State.

NEW YORK STATE CAPITOL DISTRICT,
January 21, 1918.

Thirty miles away were the Scilly Islands. But there, where the Jacob Jones went down, was nothing atop the cold, rough water except a bit of wreckage, a stalled motor-dory, some few life-rafts—and numerous bobbing heads!

Pulling one another out of the wet, one by one, Lieutenant-Commander Dave Bagley at last decided no more lives could possibly be saved, so reluctantly gave the order to man the oars.

Fritz, in his distant U-boat, had just picked up a sailor, then disappeared beneath the surface without further help. And, almost immediately, another head breasted a wave, striking out for Bagley's boat.

When the chap came within hailing, he tossed his head a time or two, clearing his hair and eyes of surplus water, then squirted forth more of the like from a mouth better suited to American Navy plug.

Right then he shouted: "I say, Skipper, *where do we go from here?*"

What could Bagley and the other seamen survivors do? Simply grab this cheerful son by the slack of his pants, salvaging a spirit which instantly demanded: *"Are we downhearted?"* To the answering, decisive chorus of the shivering crew with a mighty, victorious "NO!"

Now some such fellow as Bagley's man has his head under water somewhere in this New York State Capitol District! Where he is at this very minute nobody seems to know. But when he comes to the top with his cheering, confident cry, every business man, every working man, every citizen will respond as did the freezing boys of the torpedoed Jacob Jones!

Sure, they're downhearted! Some have even admitted it! Yet, when the real challenge comes, every merchant, every manufacturer, every son-of-a-gun who earns an' spends a dollar, will deny the very idea of blue-feet with such a deafening, determined delivery that the Evening Echo will have to wire Willie Hearst for a specimen font of that there bill-board type to register the exurberant emphasis of the chorus-crowd in the vigorous voiced "NO"!

For, no matter how many Garfield Days are eventually proclaimed, the people of these United States are only downhearted temporarily. Tomorrow morning, perhaps before, the very lads an' lassies who certainly thought they'd *die,* ere this, will be back on the job, working like the boys of the Jacob Jones, rowing for those faraway landmarks, always down on the horizon at the start, always a-comin' closer an' closer as the coxwain yells for speed at the finish!

Factories, of course, closed down. That is, they all observed the five-day Garfield order by working up stock in process, then shutting up shop for the rest of the period.

At the American Cigar Co. plant in Albany, Manager Wohl said he got permission to run the factory a day and a half of the tabooed time in order to dispose of cased leaf. About 150 hands were thrown out of work here, with an estimated loss of $700 in wages.

Other Capitol District cigar factories report similar facts. Some of the smaller shops merely worked a few hours of Friday morning to clear the decks of tubbed leaf.

Tobacco factories did likewise. Everybody kicked, then bustled about trying to conform to the letter of the ruling. No trade plants in this section violated the regulation knowingly.

Those ten closed Mondays, though, considerably bother local retailers. Beginning today, they don't really know whether they ought to be open or closed.

First off, the Fuel Administrator for this district said they couldn't open. Then he said they could. And, later, he changed his mind again. So some say they'll open, like druggists. Others report they'll stay closed, like saloons.

"Check up stock, the Piper's Coming!" So says the nifty W. D. C. mail card of Steve Diekhaus, who writes he'll be around the Capitol District next week with a lot of new stuff from the William Demuth Co., New York.

From the army camp at Jacksonville, Florida, word arrives that Francis A. Shields, junior, is quite sick there. Therefore, Mr. and Mrs. Shields have gone down to see the boy, who, it is hoped, will soon recover the vitality of his former health. Superintendent Dan Doyle will manage the tobacco factory of Shields & Son, Albany, during the absence of Mr. Shields.

Undoubtedly W. W. Weeks wrote his advance card before Doc Garfield wrote his!

Because Wonder Worker Weeks flamboyantly states he'll call around to see the trade for Benito Rovira Co., New York, some time today!

While everyone knows, or, rather, don't know, exactly how school keeps or not this day! Mebbe th' gong'll ring, mebbe it won't! It's all up to the precise amount of pull that the Wonder Worker has with Boss Garfield!

What's your income tax? Turn to page 35. Or turn again a few folios to see about a lot of other things Velvet Joe can tell you in regard to facts an' figgers all set down in his timely little 1918 Almanac. And, whether you know Joe or not, he'll be mighty glad to send you one of his annual digests if you write to him at 4241 Folsom avenue, St. Louis, Mizzouri.

Last Wednesday afternoon at the annual meeting of the Franklin and Hampshire Tobacco Growers' Association, in Northampton, Mass., 25 cultivators made their first exhibit. From Bloomfield, Ct., came F. D. Griffin to judge the leaf and make a little talk on tobacco handling in the sheds. And Professor George Chapman of the State College discussed tobacco experiments in the Connecticut Valley.

So much has been said about shortage of tobacco tin boxes that TOBACCO inquired of the subject to the largest Capitol District manufacturers, who are Burdick & Son, Albany.

Said Department Manager Frank Crookes: "There is a sure enough shortage of tin. Coupled to it are the transportation difficulties. Seven cars of tin supplies are on the way to us from the Pennsylvania mills. One of these cars is only a few miles from here, jammed in the freight yards at Hoffman's. It is so tightly fixed, however, that I doubt if we'll be able to move it this present week. And that's how we stand on raw material, after a practical famine of many weeks!"

"Now, in regard to manufacture," continued Mr. Crookes, "we have simply to say our total production last year was something like twenty-two million assorted tin boxes for all purposes. Our other specialties, though, likewise require considerable tin, especially the Burdick stove goods. But, confining our attention to such boxes as tobacco manufacturers use, it can be readily seen that these folk are up against a serious condition right now."

"Formerly, the bright red, green and yellow tins cost only about $12 the thousand. While the price at this time is rapidly advancing, from $22 on, so making an individual tin box e Prince Albert, Tuxedo or Velvet cost betw n two and three cents each.

"This stock decrease, coupled to the price i crease, will quite likely compel many manuf turers to use stiff cardboard boxes. Some f these substitutes we have already made. Th y can be produced upon our present press, though the plates are entirely different."

"In fact, the tin box color work is made f ordinary paint. This we rework to suit c purposes. For 12 to 250 single box designs a produced from a piece of tin, according to t size of the box, of course. But, a pecul feature of the business is this: the boxes a not really tin at all!"

"They are, instead, the stampings from sp cially prepared wafer sheet steel, tin-coate Tin, you know, comes from Wales, and it co like the devil. Even our scraps are valuab Why, before the war, we used to bale 'em u ship 'em to Germany, and get $6 the ton f them. Those boches made the remnants in tin soldiers, selling them back to our kids f Christmas. Just now, as I say, we can use mo all our own scrap tin for our factory product Even the damaged boxes are reworked, as w now have a very satisfactory method of remo ing the paint-ink, making the tin like new."

"Tin boxes at this very minute are certain scarce, many of our best contracts being indef nitely set aside, while new work is absolutel taboo!"

Here's a very good scheme! Try it! Firs select some silently quiet Sunday night, like th last one. When business is a-slumber, cloc tickin' some big number!

Then, a customer! Ah, a box of matches h wants. Awright. Give 'em to 'im. Don't tak the person's penny, for he may be back tomor row for a stamp!

Exit costly customer. Resume readin' Th Perils of Profit, or, How to Keep It Down Lissen to th' tock-tick. All's well!

Suddenly, with dashing Doug Fairbanks festivity, enter stranger! Through the door, o course, not the show window! Have 'em yell

"Hey! Wherethefire? Place upstairs full o smoke! Shall I kick in th' door?"

You, vivaciously, reply suitably: "Smoke, you say? Why, it must be from this Flor de la Flor. I just lit it!"

But, no, it isn't so! For the clanging of many gongs, invisible though hearable, instantly convinces of a possible fire in th' offing!

So you rush out o' th' Smoke-Shop, just in time to meet a big bunch of boobs comin' in! Gee, you think, business must be pickin' up! Here's a crowd worth a dollar if it's worth a nickel!

Crool fate! Headin' th' delegashun is a mob o' peerleece an' firemen! "What is ut, that chimney again?" savagely demands Shelley, the admiral o' th' insurance patrol.

"DarnefIknow," you mumble, kinder surprised-like. "There's no fire here, chief, though I'm much obliged, I'm sure, for bringin' th' people around. Business was all shot to Coxey before you boys banged the bells. So, if you'll step up to the bar, gen'men, even though it may be Sunday, maybe you all will have a little *real* smoke?"

And, after pokin' here an' there, in sanitary, hygienic, dustless corners, th' boys in blue cheerfully withdrew, sheddin' chemical tears becuz th' fire consisted solely an' totally of one busted yale-lock on a second story door.

Thus, m' friends, anyone may be an accessory-before-the-fact by merely donating a cent's worth of safety matches to start a new, guaranteed-to-smoke fire in the fretful furnace!

While the same bringeth good cheer and better business to any cigar store on any dull evening! Ask the chaps in the Bruce Macdonald store, 110 State street, Albany. Then try out these trade-teasing plans every little while when business goes to sleep as it did last Sunday night!

That famous ole smokin' an' chewin' terbacker, known from forge to farm as Lorillard's Mechanic's Delight, now appears in our jobbing and retail houses as a ten-cent package. It seems to be just as popular as a dime packet as it was at a nickel, before the penny boost made a six-center of it.

Another old friend in new form is the Rocky Ford junior. This paper-wrapped blunt cigar is now in course of distribution by the Dearstyne Brothers Tobacco Co., who job Rocky Ford products in the Capitol District.

In the lower Pearl street window of the Dearstyne's retail store, two very attractive pictures are on view. One is a long photo-panel of Company K, 303rd Regiment, National Army, in camp at Ayer, Mass. In this view are many Capitol District boys who are serving the nation in the 303rd Infantry.

Interest in the other photo-view is also keen. For it is a picture of 10,000 sailors in training at the Great Lakes Station. They are formed into a huge perfectly proportioned human flag, blue and white uniforms alternating in double and triple rows to assemble the stars and stripes as seen from a naval airship.

He's going around to the local trade this week hummin' an old-time hymn! It runs somethin' like this:

Monkey kist th' baboon's sister,
Kist her 'til he raised a blister,
Lord, how she did yell!

Somewhat on the same order is that other stirring song, entitled: "When Blisters Burst, O Beautiful Bliss!" as sung by Paul Wessells.

For, you must understand, Paul's intense interest in blisters occurred within a very short time after the last big snow storm. Paul likes snow. Fact is, he just loves to shovel it!

So, he did. That is, he didn't! Because the splendid, spotless snow soon turned to inexorable, irritating ice!

And that there ice had to be removed. Yes, sir, the constable said so! Therefore Paul chopped! My, such a chop! All around the house, back to the gutter, down to the curb. Until Paul got to thinkin' he was the villiage contractor, with a fat job to clean off every sidewalk in Renssaeler, his country home!

However, Paul finished it! And now those blisters! Wow! Talk about splinters! He'd rather have them, even though they had to be extracted by a painless dentist! I guess so!

"But I'm getting better," sighed Paul. "My hands are now about fit to carry my usual pack of the General Cigar Co., with its new specialty of Robert Burns in the Laddies size. Seen it? Ten to the Boite Nature packet, going to the trade for $20 the thou, to retail for a quarter."

"Then, too," Paul proceeded, "I am authorized to offer a limited quantity of Capadura cigars. These are packed, as formerly, in paper containers, individual, $35 per M. Owls, White Owls, Robert Burns, and Little Bobbies, are coming along fairly well at present. Perhaps we'll soon have enough to fill all back orders, I can't say."

Six! Count 'em, six! Every night in the week 'cept Saturday! Lightless, coalless, heatless!

General orders have been issued in various counties throughout the Capitol District limiting illumination to the one evening. Troy got the ax first. Then Schenectady, Hudson, Albany, Rochester. And most of the villiages and towns in the surrounding terrain, likewise an' also!

Rules and regulations have been issued by the various Fuel Administrators of the several districts. Violations will result in immediate police action.

Under the old edict, simply Sunday and Tuesday night lights were banned. But this last order completely covers everything. All stores operating after sunset can carry just designation, name or business, sign only in electricity.

Cigar and drug stores are especially warned not to use too much juice in window and inside lighting. Gas as well is listed on the black sheet. And, if people around here don't comply with the request as issued, local boss Lansing will put everyone on a Boston business schedule, from 9 A. M. to 10 P. M. Though, if we're good, he also promises to rescind the order just so soon as conditions of coal supply respond to a more normal reserve than the present 65 per cent.

What's his name? Down there in the Bronnux, where he lives, they call him Bittle. Up here, where he works, they call him Biddle.

And it all came about through one of those questionaires. It was a post card, plainly addressed, "Christopher Bittle, class A." Now, almost every jobber and retailer in the entire Capital District knows Chris Biddle. And they also know him to be a Class A man.

Otherwise, he wouldn't be the boss of the Lorillard cigaret crew in these parts. They wouldn't have anyone but a class A man behind the Number 25, that Anagyros 35-cent cigaret brand which gives all those cheap 25-cent labels a pain in the gizzard!

Even in Catskill they sometimes buy a few Number 25's. Or, perhaps it's Deities they wanted! Anyway, Chris went down to Rip Van Winkleville with a medical-chest full of Murad, Mogul, Helmar samples, with a few Ziras on the side.

After tieing up at the wharf, the water-tank, or som'ere, Chris looked about for a taxi. You see, he had that terrible big trunk to jaunt. So he waited.

Probably he'd a been there yit if the Catskill Traction Co. hadn't a-come along. Said traction concern was fully represented by one of the finest cars on the line. Motorman an' conductor both swore so!

Truth is, this motorman-conductor business was all one. One man, that's all! And all he had to do was turn the trolley, fix the fender, fire the stove, start an' stop the car, collect th' fares, issue imaginary tickets, transfers, an' so on! Nothing to do, nothing to do!

Just the same, he got business! He got Chris, with the terrible trunk, y'know. And they started!

In due course o' time, while the wind winded, an' th' rain rained, Chris looked up from his price-list to discover—horrors! th' blame-boy had ferried the sole ambassador of the Lorillards 'way beyond his destination, the Saulspaugh Hotel!

Well, it must be admitted, Chris swore! What, get off here in all this rain, mud an' wind, carryin' that there e-nor-mous trunk 'way back there to the hotel? No, sir, I guess not!

And he didn't! For the Traction Company, as fully represented by the presence of aforementioned General Superintendent, saith, in a hare-lip apology: "Thaith alth righth, misther, I'll turnth arounth, an' take you backth." And he did!

"Every brand we make has a distinctive flavor of its own," asserted A. N. Duker, the A. T. Co.'s scout. "Why, do you know, the various vegetable compounds used in the manufacture of, say, Durham or Tuxedo, are commonly prepared, as well, for your family table? For instance, extracts like vanila, chocolate, and so on are properly balanced with tobacco to produce the desirable elements necessary to please the smoker's palate. That is why we use the familiar slogan for Durham, 'Like sugar in your coffee,' is really something more than mere advertising pep stuff. Because it tells a truth far better than a sermon on the subject."

Workmen are tearing the interior out of the Anndora Cigar Factory, up there on Broadway, Albany. Since the Payns closed the plant for reorganization, many alterations have been made in the shop. Machines are being set up, modern appliances substituted everywhere for the antique. Girls will undoubtedly replace the men at the benches. Opening, under the new title, will occur very soon.

"How's the prosper in prosperity?" asked Ph. Wilkinson, of Bennett, Sloan & Co., New York. "Reading this here paper this morning I see lots of Capitol District business men report big business. But I fail to find the names and addresses of joyous cigar men among the numerous optimists. What a matter? Ain't you fellows in this section also running on the fast track? Tobacconists, generally, are cheerful. Yet, 'round here, you resemble a magnificent morgue."

THE SMOKER.

Roosevelt's Cigarette

"Cigarette smoke irritates Representative William H. Stafford of Wisconsin," writes the Washington correspondent of the New York *Tribune*.

While waiting for other members of a subcommittee of the House Appropriations Committee to arrive for a hearing Friday, Mr. Stafford turned to a man sitting by the committee table and said rather brusquely:

"Young man, I wish you would throw that cigarette away; it's offensive to me."

The young man complied.

A moment later the chairman, Representative Joseph W. Byrns of Tennessee, came in and suggested the committee was ready to start.

"We'll hear you first, Mr. Roosevelt," he said, addressing the "young man" disciplined by Mr. Stafford.

The "young man" was Franklin D. Roosevelt, Assistant Secretary of the Navy, and Mr. Stafford still is trying to figure out how to apologize for his brusqueness.

"THE CLEVEREST EVER PUT THROUGH"

Recent financing of the American Tobacco Co. is spoken of by some people as the cleverest that has been put through in a long while. As an example of keeping your cake and eating it too, it is probably unique. In this case the cake was cash for common dividends, conservation of which was desirable to increase working capital, while payment of dividends in some form was desired in justice to stockholders. By paying the 20 per cent. common dividends in three-year scrip, payable at maturity in cash or new "B" common stock at the option of the holder, cash is conserved to the extent of about $8,000,000 a year, sufficient in three years approximately to meet the $25,000,000 notes just issued, while the convertibility into common stock gives the scrip an added attraction.—*Wall Street Journal.*

Black Bros. have closed their cigar store at 22 Montgomery street, San Francisco.

SOLDIERS' CHANCES ARE NOT SO BAD

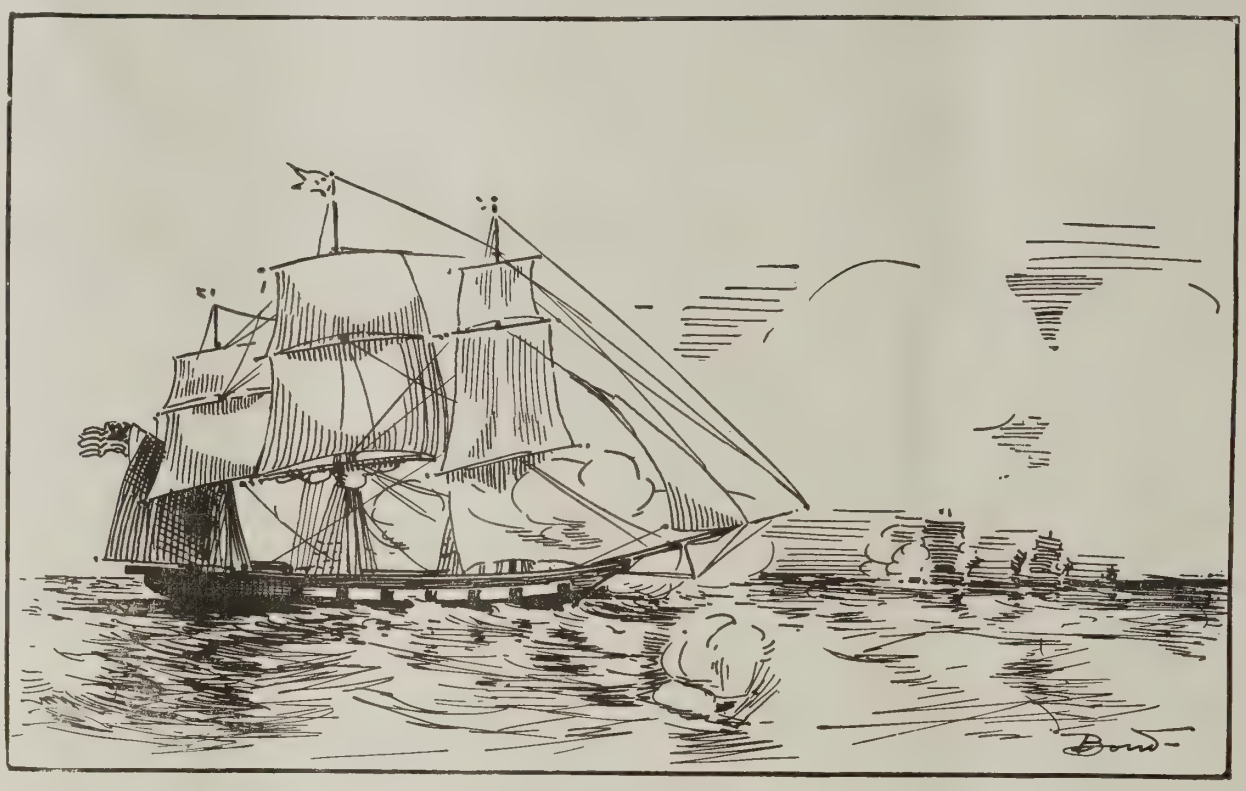
Don't worry if your son is in the army.

Fifteen men out of every sixteen in the Allied armies have been safe through three years of fighting.

During the past year not more than one man in thirty has been killed.

The death rate from disease is less than in peace times.

Only one man in five hundred loses a limb—a chance no greater than that in hazardous occupations at home.



The Pequot Brings Manila Cigars to America

In 1817 the American ship Pequot sailed from the Philippine Islands with the first Manila cigars for the United States, arriving at Salem, Mass., in July, 1818. The record of the Pequot's adventures together with the description of her cargo is contained in an old letter written by a Salem merchant, Saltonstall. Of the Manila cigars he wrote:—

> **"Manilas are of a style approved by Spaniards who excel in knowledge of cigars. They burn handsomely and have a flavor very agreeable. A man may smoke many during a day and not be surfeited or made ill."**

The character of Manila tobacco has not changed since then. The quality of cigars has improved and the quantity imported into the United States is counted in the hundred millions.

Boost Manila Business
There Is Money In It

Complete list of Manila manufacturers and distributors on application

THE MANILA AD AGENCY 546 West 124th St., New York

Securing Appreciation for the Girard Cigar

The Consumer Acceptance Idea Works Out—Opposition of the Medical Profession Turned to Distinctive Assistance in Advertising—The Virtue of Mildness

Just what will advertising do for a cigar? There are several manufacturers who rely on it as a direct source of mail-order sales. There are many who use it as a sales creator and stimulant at their points of distribution. The aim of Antonio Roig & Langsdorf, of Philadelphia, manufacturers of the Girard cigar, includes, perforce, a certain amount of the second effect, but the firm will be well pleased if it continues to build for it in the public mind first, the belief in the greater healthfulness of mild cigars, and second, an interchangeability of the terms "mild cigars" and "Girard cigars."

It is on these two purposes that their advertising is centered, and back of it is the story of the search for a point of difference on which ten-cent cigar sales could be made to grow where five-cent ones had grown before—a search made advisable by changes in manufacturing conditions which were cutting seriously into profits on quality five-centers.

It is not necessary to demonstrate that cigar manufacturing is a most competitive business. The number of new brands which spring up over night and then find their place on the dead level of mediocrity or disappear forever, attests that. Scores of brands are maintaining national distribution, and in addition to their competition the new brand must face that of the countless local brands and the output of little shops employing from one to fifty hands.

Years ago, so distributors say, a number of Philadelphia manufacturers obtained prominence with quality five-cent cigars, being able to give greater value for the money, generally speaking, than was to be found in the product elsewhere.

Then, with rising cost of materials and labor, it became increasingly difficult for them to maintain this lead without sacrifice of profits.

Like other manufacturers, Antonio Roig & Langsdorf turned, about 1910, to the greater opportunities to be found in the making of ten-cent cigars. That was when they felt the full force of the competition referred to, felt to such an extent that they came to the conclusion that it was necessary to find something more than an idea of quality or difference in flavor to capitalize as a foundation for sales growth.

There had to be something more than a mere difference, for when one has to deal with the popular taste in smoke, even though it permits an almost unlimited number of differences; the degree of difference is limited. As they saw the problem, the answer would have to embody a reason for buying higher-priced goods.

They found the reason finally in that rather strenuous competitor of the entire tobacco trade—the medical profession. They decided to capitalize the doctor. They studied the doctor's attitude toward tobacco in general and toward cigars in particular. The results as they figured them were something like this: For years physicians had been advising those of their patients who were heavy smokers to stop smoking. Then, either from more lenient views resulting from study of tobacco effects, or from the realization that smokers in the main could not be induced to quit the habit, the general trend of medical advice has modified to "smoke less." And for the last few years from two-thirds to ninety-five per cent. of the doctors have been telling their patients to "smoke milder cigars."

Will the time come when that proportion of the profession makes this advice more specific by saying "smoke Girard cigars"? The firm does not know, but it feels that with a target like that in range it is worth while to do some shooting.

We will pass over the manufacturing problems encountered in the production of a cigar blend which Antonio Roig & Langsdorf felt would turn the trick. Suffice it to say that they eased up on the comparatively heavy ten-cent brand they had been putting out, and as a result of two years' experiment the Girard cigar was born. The choice of a name was particularly happy for Philadelphia territory, which is full of the material evidences of the life and work of that great merchant and mariner, Stephen Girard.

Advertising of the Girard cigar was started in 1912. For the benefit of other manufacturers, whether they be producers of "smokes," wearing apparel, household goods or other articles of retail sales, to whom the lesson may have a meaning, the company confesses that it made a mistake in launching its wide publicity campaign before its lines of distribution were laid down on a sufficiently broad scale, and that it paid for this mistake.

Right here comes in the consideration of appropriation. Had it been practicable to flood the country with spread copy and large space it might have been that an aggressive enough demand would have been developed to be felt by the dealers in inquiries from the smoking public. Such a heavy investment, however, was not deemed wise, and as a result no such vigorous demand developed. The sales department had to go about establishing its distribution in much the same fashion as in the case of an unadvertised product. It was a common enough experience to get from the dealer this reply:

"No, your advertising doesn't seem to have cut much ice in this market. No one has ever come in this store and asked for Girards." This statement would be backed up triumphantly by an appeal to the clerks, "Tom, you never had any call for Girards, did you? No? Well, there you are, Mr. Salesman."

But after the line would be put in, and the customer who had seen the advertising would be confronted with the box on the counter or in the case, a combination was produced which did bring results from the advertising. The advertising did sell the consumer, but there could not be enough of it, due to other policy considerations of the firm, to extend that sale through the consumer to the dealer who had not yet been sold.

Under conditions like these it will be seen that widespread advertising did not aid much in the development of distribution lines of communication, and that the effect of much of it was not as great as it might have been for that period until the distribution caught up with it.

"Nerves" and "the doctor's orders" have been features of the copy almost entirely. In the various layouts we see the physician applying his stethoscope to the patient's heart with some such remark as "You're smoking too heavily, why don't you try Girards?" or "I see you have taken my advice about smoking Girards."

One shows a gleeful and fresh business man cheerfully boasting that he is smoking his "seventh cigar to-day," and that they are Girards, "that's why." Another draws a contrast between nerve and "nerves" with due reference to the reason. The slogan that runs through the advertising is "The Girard cigar never gets on your nerves."

In a recent series some very interesting points of attention value have been made. There is, for instance, the drawing of a hand and a cigar, so outlined as to convey the impression of shakiness. Below is the argument:

"A wee bit nervous, eh? That won't do. Success in life to-day requires steady nerves. Why not follow the lead of thousands," etc. The argument concludes: "And it's a man's smoke, too. Made from genuine shade-grown Havana—mellowed by age alone—fragrant and full-flavored. Smoke Girards whenever you please and as often as you please. There is no come-back, no 'dopey' sensation, no 'hangover.' Nothing but satisfaction. And you can see the difference in your feelings right away. Doctors recommend Girards—and smoke 'em too."

Another shows a smoker pointing to the legend, "Nerve instead of Nerves." In this piece of copy the word "nerve" shows up in heavy, sharp script. The word "nerves" appears as though written in a shaky hand.

The firm dates from 1871. Conservatism has always been its watchword. Its big five-cent business was built up with no national advertising. The tobacco market to-day is most difficult. There is the war tax. Labor is scarcer and higher. The firm asserts that it can sell to-day more than it can produce under present manufacturing conditions without advertising. That it is devoting the attention it is to publicity is significant of its confidence in the ultimate value of advertising, not in the light of an immediate sales stimulant, but as the bearer of a message, the investment of driving home a belief to the public which will bear fruit in future sales.

The company is looking forward to advertising increases, but bearing in mind past experience, the inclination is to increase space to larger and more effective calibre in the publications which are being used before taking on new ones. Fire is to be concentrated, not scattered.—*Printers Ink.*

NORTH CAROLINA SALES

Of Leaf Tobacco During December, 1917, Amounted to 17,292,309 Pounds—Reports from 27 Markets.

W. A. Graham, Commissioner of Agriculture, reports the following leaf tobacco sales in North Carolina, during the month of December, 1917:

Towns	1st Hand	Dealers	Resold	Total
Apex	194,608	24,454	60,337	279,399
Burlington	314,358	.....	23,877	338,235
Creedmoor	68,496	.....	4,382	72,878
Durham	761,014	101,440	89,590	952,044
Elkin	165,426	2,928	5,410	173,764
Fuquay Springs	79,828	,210	13,112	93,150
Farmville	296,512	15,440	9,114	321,066
Goldsboro	69,719	1,464	5,117	76,300
Greensboro	202,502	873	3,426	206,801
Greenville	1,067,452	58,366	87,394	1,213,212
Henderson	652,761	26,743	52,142	731,646
Kinston	362,856	24,022	24,734	411,612
Leaksville	56,331	.....	.....	56,331
La Grange	43,486	2,712	2,712	48,910
Louisburg	175,536	.....	4,814	180,350
Madison	62,786	345	3,401	66,532
Mebane	285,331	282	2,702	288,315
Mt. Airy	492,349	18,500	25,212	536,061
Oxford	832,111	8,448	78,349	918,908
Reidsville	668,574	1,272	4,007	673,853
Roxboro	1,333,392	.....	40,944	1,374,336
Robersonville	82,632	2,712	3,205	88,549
Rocky Mt.	1,642,849	72,100	81,874	1,796,823
Statesville	81,850	.....	.....	81,850
Spring Hope	120,910	48	1,730	122,688
Smithfield	112,331	616	9,914	122,861
Stoneville	192,376	.....	7,694	200,080
Varina	78,669	1,729	906	81,304
Washington	17,460	.....	.....	17,460
Walnut Cove	2,081	.....	.....	2,081
Warrenton	360,367	715	4,607	365,689
Williamston	53,272	216	5,064	58,552
Wendell	163,526	28,300	13,044	204,870
Wilson	793,744	64,094	49,972	907,810
Winston-Salem	3,343,217	282,087	349,793	3,975,097
Youngsville	267,817	.....	10,163	277,980
Zebulon	77,924	3,530	67,232	148,686
Total	15,411,027	740,718	1,140,564	17,292,309

Pounds sold during December 1916, 16,158,763.

U. S. Tobacco Imports and Exports

As Shown by the Figures for October

WASHINGTON, January 17.—Official figures pertaining to the tobacco trade for the month of October last show that importations, both of leaf and manufactured tobacco, increased, during the month and during the ten months ending with October, as compared with similar returns for the corresponding month of last year and for the ten months of the two preceding years.

The United States imported during the month of October 285,290 pounds of leaf tobacco suitable for cigar wrappers, at a value of $401,412, as compared with 189,181 pounds, at $198,056 in October of last year. For the ten months there has been a variable showing, evidenced by the fact that in 1915 the returns showed importations during the ten months of 3,600,026 pounds at $4,495,991; in 1916 for the corresponding ten months it was 5,636,681 pounds, at $8,265,228, and during the ten months of 1917 was reported to have amounted to only 5,106,326 pounds, at $6,611,865. As a source of supply during the month the Netherlands has disappeared, the imports from Canada from 7,535 to 3,102 pounds, from Cuba from 11,788 pounds to 7,637 pounds, while from all other countries there was an increase from 12,649 pounds at $1,280 to 274,515 pounds at $380,781.

Under the heading of "All other leaf tobaccos," the importations show a steady increase, both for the month and the ten months. For the month they were reported as amounting to 4,762,451 pounds at $2,179,989, as against 2,090,756 pounds at $1,211,659 in October of last year. For the ten months the imports in 1915 amounted to a total of 27,847,-137 pounds at $12,925,797; in 1916 to 35,902,110 pounds at $15,068,794, and last year to 36,377,-605 pounds at $17,769,949. The importations from Greece continue to increase at a remarkable pace, being reported at 1,246,493 pounds at $1,086,213 and 5,838,396 pounds at $4,048,751 for the month and ten months, respectively, while in 1917 the returns for the month were 86,990 pounds at $41,696, and for the ten months 8,234,744 pounds at a value of $3,765,-878, thus showing a sharp contrast as between the value of the tobacco imported from that source as between the two years. The reports show materially decreased importations from Cuba, the United Kingdom and Mexico.

Cigars and cheroots coming in from the Philippine Islands show an increase for the month from 137,201 pounds at $169,638 to 205,288 pounds at $231,708 and for the ten months from 1,215,566 pounds at $1,484,644 to 2,209,037 pounds at $2,595,197. The imports of cigarettes from the Philippines during the month of October only amounted to 240 pounds at $275, as against 425 pounds at $162 last year, although for the ten months there was an increase from 12,038 pounds at $7,670 to 19,809 pounds at $12,579.

The importations of cigars and cheroots from other sources during the month amounted to 52,883 pounds as against 57,290 pounds in 1917; for the ten months, however, there was an increase from 426,090 pounds at $2,627,259 to 470,855 pounds at $3,015,393. Cigarettes from sources other than the Philippines fell from 327 pounds at $1,581 to 127 pounds at $482 for the month and increased for the ten months from 11,405 pounds at $41,469 to 16,428 pounds at $37,897.

A compilation of the above figures shows that the total of all importations of manufactured tobaccos during the month was $588,261 as compared with $535,179 last year and for the ten months $5,794,307 against $4,281,153 in 1916 and $3,467,238 in 1915.

The export trade shows rather a perplexing condition, with increases in those of manufactured tobacco which, however, fall far short of balancing with the decreases in the unmanufactured exports. In October, 1916, we exported 44,485,124 pounds of unmanufactured leaf at a total value of $6,508,241; this last October the quantity was only 28,769,065 pounds at $4,416,364. For the ten months of 1915 the total unmanufactured leaf tobacco exported was 355,484 pounds at $427,453,852; in 1916 it increased to 427,453,852 pounds at $55,820,895, only to fall during the ten months ending with last October to 199,272,148 pounds at $34,264,-740.

The largest market for unmanufactured leaf during last October was found in France, to which we shipped 9,815,395 pounds at $1,122,-460 as compared with 8,115,879 pounds at $850,541 in October of last year. The second largest shipments were those to Italy with a total of 7,167,524 pounds at $795,680 or nearly a million pounds less than in October of last year when the exportations to that country amounted to 8,120,435 pounds at $846,549. The largest decrease in the exports for the month was shown in the 3,587,157 pounds shipped to the United Kingdom at a total value of $1,028,-514 as compared with a total in October, 1916, of 15,427,884 pounds at $3,087,254.

The other countries showing increases in their importations were Portugal, from 300,200 pounds to 660,565 pounds; Switzerland, from 796,484 to 1,162,735 pounds; Spain, from 744,-671 to 2,990,114 pounds; Canada, from 747,159 to 1,399,631 pounds; Hongkong, from 186,559 to 200,637 pounds; and other countries, from 531,369 to 578,445 pounds. Decreased importations, other than those already referred to were shown for Mexico, from 582,938 to 247,887 pounds; China, from 863,184 to 693,276 pounds; Australia, from 1,332,438 to 174,957 pounds; and British French Africa, from 1,244,-153 to 25,710 pounds. The countries to which we made shipments in October, 1916, and which dropped out in 1917, were Netherlands, Norway, Sweden, Japan and French Africa.

The quantity of stems and trimmings exported during the month was 528 pounds at $12 as compared with 1,318,746 pounds at $36,346 last year; for the ten months there was a decrease from 6,321,312 pounds at $197,387 in 1916 to 221,908 pounds at $13,886 last year.

Our exportations of cigarettes continue to increase with China still the leading market. For the month of October we exported to all markets a total of 714,418,000 at $1,218,064 as against 578,496,000 at $1,178,221 in October, 1916. For the ten months of 1915 the quantity exported was 1,706,079,000 at $2,680,502; in 1916 it had increased to 3,270,375,000 at $5,774,987, and still further during the ten months of last year to 5,399,352,000 at $10,252,129.

During the month we exported 6,960,000 to Panama at $19,602; 485,788,000 at $922,871 to China; 55,865,000 at $74,847 to the Straits Settlements; 7,800,000 at $15,125 to Siam, and 158,005,000 to all other markets at $185,619.

Exportations of cigars and cheroots are on the increase. During October of 1916 we exported 159,000 at $4,411, last October the number was reported at 265,000 at $19,602; for the ten months of 1915 the number was 1,383,000 at $23,093; in 1916 it increased to 1,515,000 at $30,667, and last year to 1,956,000 at $46,045.

While the returns for the month of October show an increase in the exportations of plug tobacco from 218,939 to 582,993 pounds and in value from $124,940 to $172,390, the returns for the ten months show a steady decrease. In 1915 the quantity exportd during the ten months was reported at 4,368,965 pounds at $1,295,5 in 1916 it was 4,324,100 pounds at $1,211,5 and during the ten months of last year fell 4,021,522 pounds at $1,146,169. The returns the exports of smoking tobacco show consid able variance, for whereas the exports for month were reported as amounting to 242,9 pounds at $120,686, as compared with o 145,907 pounds at $85,604 in 1916; the retu for the ten months show an increase from 1,73-009 pounds at $909,555 in 1915 to 1,964,2 pounds at $973,804 in 1915 only to fall, ho ever, in 1917 to 1,661,368 pounds at $908,4 or the lowest mark for either of the three yea The same is true of "All other manufactures tobacco," which, for the month show a decre from $21,198, in 1916, to $6,728 last Octob and for the ten months an increase from $28 156 in 1915 to $405,635, only to be followed a decrease to $317,360 last year.

The total value of all exportations of manufactured tobacco during the month of Octob was $5,940,621, as against only $1,414,374 October, 1916. The record for the last thr years shows that in the ten months of 1915 t value was $5,191,853, or less than for the sing month of October last year; in the ten mont of 1916 it had increased to $8,396,688, and f the ten months of 1917 still further to $4 948,804.

TENNILLE.

Store Courtesy—And Pipe Stems

B. & S. Weiss have a first-class cigar store South Fourth avenue, Mount Vernon, N. They have established their business on t basis that customers must be pleased. A m purchasing five cent's worth of tobacco is e titled to courtesy just the same as the custom buying a $5 box of cigars.

The Weiss Brothers carry a large assortme of pipe stems. Knowing that pipe stems bre occasionally, or wear out from constant use, th feature a line of stems. A smoker grows to li his pipe after "breaking it in." He hates lay an old reliable briar aside because the ste is broken. The two Weisses inform every cu tomer that extra pipe stems can be purchas in their store.

An instance of the profit such a practice m bring occurred the other evening. A man, o of the "hard to please" variety, stepped into t store and expressed a desire to see some pi stems. To be frank, he didn't speak very gentl but B. Weiss, who knows the value of sto courtesy, showed every consideration to t customer—and pleased him. "Now," said t party, "I want a good ten cent cigar. I am a inveterate smoker and I must have a goo cigar."

"You want a good smoke? Did you ever t five cent goods?" B. Weiss inquired.

"No," replied the customer, "I can't stand fi cent cigars. Although my pocketbook calls f them, my taste demands a ten cent smoke."

Weiss manufactures a five cent cigar whic can be recommended. So he asked the man t try two five-centers, free of charge.

"Alright, I'll take them with me and smok them later."

One evening about a week afterward, th customer returned to the store. "I want tw boxes of those smokes," he said, "and furthe more, I have five brothers, all smokers, and the are coming in also."

In a day or two the brothers all had mad their appearance, and Weiss sold every smoke he had in the store.

L. H. Henry of the Charles City (Iowa *Press* says that "a pro-Teut is a creature wit its head in Germany and its stomach in th United States." And its heart in the submarin zone.—*Wall Street Journal.* And both fee ought to be in the grave.

Naturals Sell Easier Than Any Other Cigarette

Because they are not only the best known and most liked cigarettes today—
But also because they have been the best known and most liked cigarettes for a quarter of a century.

Feature Naturals in Your Store

SCHINASI BROS.

NATURAL

EGYPTIAN CIGARETTES



The Best
Turkish
Tobacco

FIFTEEN
CENTS

For a quarter of a Century, made in
The Schinasi way-the Quality way.

SHIPPING CONDITIONS

WASHINGTON, January 21.—Reports that reach government officials here relative to the shipping situation are to the effect that the difficulty of obtaining space for commercial cargos to English ports has continued and that unless some further special charters are arranged, little or no space will be available this month or early next month.

Shipping remains difficult to French ports, and preference is being given, it is reported, to cargo which will contribute directly or indirectly to war activities. Steamers are booked full practically as soon as they are announced, the rate apparently not being a matter of the first importance.

Prompt space is obtainable to Italian ports but rates continue very high and conditions to Greece continue about the same. Negotiations are under way for an American steamer to Greek ports, but until they are consummated the conditions of shipping cannot be announced.

Shipping has been temporarily interrupted to Switzerland owing to the lack of steamer space to Marseilles, the port of entry for Swiss goods. It is expected that this situation will change for the better anyhow by early next month. Conditions remain the same to Holland and the Scandinavian countries.

Space is plentiful and rates are on a lower plane to South American than they are across the Atlantic. To the Orient there has been an advance in ocean rates from New York and also from Pacific ports.

DANIELS URGES LARGER NAVY

WASHINGTON, January 22.—Secretary Daniels asked on Monday that legislation doubling the authorized strength of the Navy and increasing the number of naval flyers from 350 to 10,000, be enacted at the present session of Congress.

"Immediate demands make necessary the authorization of a naval strength of 180,000 instead of the 80,000 authorized last May," Secretary Daniels said. "The many demands for navy crews on all kinds of vessels have exceeded the authorized strength and the Navy has been at great disadvantage under the old scale because it could not commission enough officers of the higher grades properly to direct the many ships now being protected by the Navy."

The Secretary asked that the authorized apprentice seamen strength be increased from 6,000 to 24,000.

ADMINISTRATION FOOD CONTROL BILL

WASHINGTON, January 22.—The bill drafted by President Wilson giving him sweeping powers to fix food prices and other products essential to the conduct of the war or for domestic consumption will not be introduced in the House for several days, according to Chairman Lever of the House Agricultural Committee.

The committee has its hands full steering the Agriculture Appropriation bill through the House. The President has indicated in conference with Mr. Lever that he desires speedy action, however, and the measure probably will come before the House as soon as the Agricultural bill is out of the way.

WET TOBACCO ON THE MARKET.

Buyers on many of the loose leaf tobacco floors throughout Kentucky, are complaining of tobacco in bad condition, and consequently prices were shaded on all the markets during the last few days, due to this condition. However, the good tobacco still is in strong demand on all the floors, and daily record prices for counties are broken. Indications are that many growers are holding back their good tobacco, not being willing to handle it during the present inclement weather, which subjects it to danger of freezing. For this reason the good tobacco is being held, and when the weather again becomes normal receipts are expected to increase and contain some of the best leaf grown in the state, which should result in prices above all reached so far this season. The bad conditions of the roads also has worked against any increase in receipts recently, and much of the tobacco that is usually on the floors at this time of the season is still in first hands.

THAT'S THE MAINE IDEA

Solve Labor Problems—Cut Down Passenger Traffic—Put Traveling Salesmen to Work in Offices and Stores

BOSTON, January 21.—Governor Milliken of Maine is reported to have taken up with Boards of Trade, Chambers of Commerce, wholesale and retail merchants, and traveling men, the advisability of using the services of traveling salesmen in stores and business offices to help solve the labor problem during the winter. Such action would also cut down some passenger traffic. To make it a success, however, co-operation of all states will be necessary, as it would be unfair to prohibit Maine salesmen from traveling and permit men from other states to cover the territory.

Irvin Studwell left Boston this week to take charge of the cigar department of Park & Tilford, New York City. At a dinner given to him by C. B. Perkins Co. and its employees he was presented with a silver water service.

Charles Abrahams, purchasing agent for the United Cigar Stores Co., Pipe Department, is receiving congratulations on his engagement to Miss A. Siegel, daughter of A. Siegel of A. Siegel & Sons, New York City, makers of the Mi Careme cigars.

ADVANCE ON ADMIRATION "MINIATURES"

Because of increased cost of materials and labor, E. Regensburg & Sons announce an advance in the price of Admiration "Miniature" Little Cigars. The new price is $17 per 1,000 less 2 per cent net F. O. B. New York, and becomes effective February 1. On and after that date Admiration "Miniature" Little Cigars, ten to a package, will be sold to the consumer at twenty cents a package ($2 per 100). The firm extends to its customers the privilege of cancelling any unfilled orders.

WAR SAVINGS

Thrift Stamps and War Savings Stamps are the most democratic of investments and America expects every American to show love of republican institutions by investing in this democratic security. The aggregate amount of the investments and the number of investors in these War Savings securities are in a way the answer of the people of this great Democracy to the call of the cause of democracy throughout the world and the vindication of civilization and humanity.

They afford every person, however humble and however small his means, the opportunity to contribute his part, to do his bit, in this great struggle against the military masters of Germany who seek to dominate the world in contempt of justice and right and freedom and without conscience and without mercy.

Surely every American desires to have a part in the defeat of autocracy and the success of liberty and right.

Items of Interest

The R. J. Reynolds Tobacco Co. has filed complaint with the Interstate Commerce Commission against the practice of the telegraph companies in charging for one word for each figure transmitted over the wires. The company contends that a group of figures should be sent as one word because it takes less time to send a group of three to five figures than does to transmit the average word. It is pointed out in the complaint that the telegraph companies now transmit five figures as one word cablegrams and that there is no real reason why the average every-day message should not be given the same consideration.

—

As a result of the severe wind storm Friday night, one of the largest tobacco prizeries in Roxboro, N. C., was completely demolished. This building was occupied by the Export Leaf Tobacco Co., and at the time contained about 30,000 pounds of tobacco, which was considerably damaged by the rain.

—

Thomas P. Cagwin, newly appointed manager of the Hotel Statler, Cleveland, has the unique distinction of being the first man ever appointed manager of a 1,000-room hotel who had not previously a day's hotel experience. Mr. Statler is fond of trying daring experiments, and this is one of them. Mr. Cagwin for three years past was manager of the Convention Board of the Cleveland Chamber of Commerce, and his duties were to secure conventions for the city. For sixteen years previously he was manager of the Cleveland Telephone Company. He is 40 years of age.

—

Edwin E. Sterns, of the promotion department of the Poster Advertising Co., Inc., New York, has resigned to become associated with the Bush Advertising Service, Inc. He was formerly connected with the Frank Presbrey Company, and previous to that time, he was with Frank Seaman, Inc.

LOZANO CLEARS HAVANAS ADVANCE

F. Lozano Son & Co., U. S. bonded manufacturers of clear Havana cigars, put into effect a new scale of prices as follows: Regalia Favoritas, formerly $90, now $100; Lozanos $100, now $105; Clubs, $73, now $80; Puritanos Grande, $73, now $80; Elegantes, $95 now $105.

"SPITTING DUST."

"Our sympathies are with Key West; but we cannot help it. The fact that they are "spitting dust" there makes them but a prototype of the entire country in the next few years, 'Alkali Ike' will be the only personage typical of Americans between Mexico and Canada; for the land is going dry," laments the *Tampa Tribune*.

The following from the Key West *Journal* is pitiful:

Commodore Berky commenting on Key West, says the improvement in many things during the years that he has known the city is truly wonderful, but the commodore speaks with regret concerning other phases of the city. Among these is the aridness of the club. He complains that the cuspidors there are filled with dust and only a few of the "boys" can be found and those have such a dryness around their larynx that conversation lags.





HOW do you know
it's apple season?

"Your Nose Knows"

By the appealing *Fragrance* of ripened fruit. Nature labels her most particular products with *pure fragrance*—to guide you to her best. Sight, sound, taste, touch, often deceive—pure fragrance *never*. Depend upon it. Trust it—"Your Nose Knows." The *pure fragrance* of a fine tobacco is Nature's infallible guarantee of smoke satisfaction—a guarantee to *you* personally, and—"Your Nose Knows."

Such a guarantee you will find in

Tuxedo

The Perfect Tobacco

Blue Grass sunshine and the soil of old Kentucky give the blended Burley leaves of Tuxedo that rich, *pure fragrance* which is so appealing, so satisfying. There is no fragrance like it—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.
INCORPORATED



Cigar Business Doesn't Descend to Zero

News That Escaped Through Ice and Snow from Chicago

CHICAGO, January 19.—The Chicago Retail Cigar Dealers Association held an important meeting at headquarters, Room 400, at 140 North Dearborn street, January 18. H. Kantor, S. D. Guthman, John A. Webber, E. Rappaport and Harvey L. Harris were chosen to serve on the new executive committee. John L. Webber was elected treasurer and L. Nelson Lewis secretary, succeeding Louis Drele, and E. Rappaport, temporary incumbents, who resigned.

It was planned to hold a big meeting about February 1. Dues of the association were decided on as follows: Active members $5, associate trade members $15 and associate salesmen $5 per annum. The association has engaged T. R. Jones to secure new members. The association is getting stronger each day and much good is being done through its efforts.

F. A. Rian, a popular Chicago cigar man, now represents Simon Batt & Co. in this field.

A recent visitor to our city was C. C. Cloutier, manager of the United Cigar Stores of Minneapolis. He attended a meeting of the different managers while here.

Herman Rieser of J. & B. Moos has returned from a business and pleasure trip to New York.

Thos. W. Short, a well known St. Paul retail dealer, was here on a visit. He had as company Dr. Barnett of Rochester, Minn. Both took in the "snow sights."

C. W. Litsey, the new cigar manager of Franklin McVeagh & Co., is livening things up. They will handle the well known Girard brand of cigars in this market.

Leo Abraham a chain store owner and manufacturer of Milwaukee, gave Chicago the once over. Leo was bound for New York on his yearly visit.

Other visitors here were Hope Martin, of Waterloo, Iowa; Sam Tegner of the San Felice factory and Joe Simon of E. M. Schwarz & Co., New York.

Newmann and Gach, leaf dealers, have returned from a business trip to New York and Connecticut.

R. Steinecke of New York has advised the trade of an advance in the prices of various brands of cigars which have a steady sale here.

C. D. Stroupe has been added to the sales force of Many Blanc & Co. and is boosting Garcia Grande cigars.

Fred Meyer of John H. Meyer & Son, local leaf dealers, has returned to headquarters after making a trip to Havana.

B. Martinez, a manufacturer of clear Havana cigars, has also returned from Havana where he was buying leaf for Flor de Martinez cigars.

The sales force of Best & Russell Co. are working the new Robert Burns laddies, a short smoke packed 10 to a box and selling for 25 cents. They go to the retailer at $20 per thousand.

D. A. Schulte, head of the Schulte chain of stores, dropped in to confer with Manager Joe Feiger.

Herbert Coe, head of the sales force of Melachrino Co., left this week for New York headquarters on important business.

Ed. Ackerman who makes Chicago his home and who represents Pendas & Alvarez, has also gone east to talk things over with the firm.

W. Hass, the Arguelles Lopez & Co. booster, was here looking after Tadeina accounts. He left for points in Michigan after booking some fine orders from the loop dealers.

Friday and Saturday, January 18 and 19, were double certificate days at the United Stores.

On all the windows of the retail stores of Best & Russell Co. are now appearing neat signs calling attention to White Owls at 7 cents and Owls at 6 cents.

Don Frame is busy sampling the loop with Melachrino cigarettes. Don is one of the best cigarette boosters in this part of the country.

Peter Wohl of Wohl & Comstock, a well known local factory, is back from Havana. He was on a buying trip and succeeded in picking up some choice leaf.

C. P. Clark is working the loop strong on the brands of Best & Russell Co. "He is some looper.

Fred Oakes got back this week after his visit to the Key West factory of E. H. Gato & Co. Fred was seen in the Hotel Sherman lobby looking over a handsome menu card of the National Shoe Retailers Association, which held its annual banquet on January 8. They used 4,600 Gatos in the finer sizes and of course Fred got a hurry up order from the hotel people. He was fifty-two hours late getting here from Key West.

Schulte's Saturday special was a 10 per cent cash discount to all consumers on sales of $1 or over and to their clerks a bonus of 5 per cent in cash on the total business done for the day.

Hi Wiltse is no longer manager of the Stock Exchange store of Albert Breitung. He has been succeeded by Wm. White, a very clever chap who knows the business from the bottom up. White has been connected with the sales force at the Hotel Sherman store for several years and the promotion was due him.

C. C. MacDonald has resigned from the retail sales force of Shoemaker & Co. and is now selling Pall Mall cigarettes in Ohio.

Business is very quiet and one notices a lot of kicks as he makes the rounds.

We are looking for Frank Elliott, C. B. Perkins & Co. representative, to visit this market shortly.

F. D. Quinn is the owner of a large up to date drug store on Fifth avenue, La Grange, Ill. He has a large cigar department and features many popular lines.

Leopold & Mergentheim have added a new size in the Antonio and Cleopatra brand of the Havana-American Co. called Petet Duco. They sell at $10 a hundred.

W. D. Fleak, head of the Schinasi Bros. branch of the Tobacco Products Corporation in this field, is expected to return from New York headquarters in a few days. Fleak has a big trade here on Naturals.

M. Friedman, the leaf dealer, has returned from a buying trip to Havana.

The Sunset brand of cigarettes that the Tobacco Products Corporation is going to feature, is sold here by several dealers. They are packed 50 to a box.

W. R. Anderson, cigar buyer for "The Fair," has returned from New York.

Walter Tobin also has returned from his eastern visit and is once more rounding up orders for his many brands.

The store of West Side Wholesale Grocery Co. at 2130 South Kedzie avenue, was destroyed by fire with a loss of $50,000.

It is said that Ed. Wodiska, the president of the Havana Production Co., will visit this market shortly to place Lord Byron, a fine clear Havana line.

Frank Braynard, manager for G. W. Faber, Inc., in Chicago, has returned from New York headquarters. While east, Frank had a real good time even though he found New York short of fuel. He is going to push Muriel stronger than ever this year and is going t see that they go "over the top."

John Morrison, manager of Ryan & Raph ael Cigar Co., is back at his desk again afte a visit to Tampa.

Several salesmen and manufacturers hav been here this month. The following have bee calling on the trade: M. Bustillo and W. W Rosebro of M. Bustillo & Co.; Walter Fleckle of Diesel-Weinner Co.; Sid Cohen, represent ing E. Regensburg & Sons; J. C. Newman o J. C. Newman Cigar Co., Cleveland; Wm Yochen of Roig and Langsdorf; Fred Charle of Detroit; Harry Curry, Kansas City; Franl Du Teil, Lincoln, Neb.; Harry L. Harris o Harris-Schwarz Co., New York; Sam Zuck erman of Wm. De Muth & Co., and Harr Young of Hass Bros.

Here's Billy Getzelman's latest, "First i was meatless Tuesday, and wheatless Wed nesday. Then came porkless Saturday, now it's workless Monday. What will we do witl Thursday and Friday?

Sam Zuckerman of Wm. De Muth & Co had a hard time getting back here after hi visit to New York. Sam was on one trai all set for the trip when the train was an nulled. After a long lay over he managed t reach here and is now hard at work round ing up orders.

H. L. H.

EXPERTS DISCUSS ROOT ROT

At the annual meeting of the Franklin and Hampshire Tobacco Growers Association, held on January 10, at Northampton Mass., Prof. Chapman made some interesting remarks about root rot. In his address he said that the excessive use of lime is partly responsible for bad effect on soil. He also told of tobacco experiments made at the fields of Hiram Fairman at North Hadley, Leslie R. Swift at North Hadley, and James McHugh at Hatfield. Excessive use of lime helped produce root rot in 90 per cent. of 122 fields in the valley.

Cover crops, it was brought out, had no effect on root rot. Acid phosphate and humus were employed in various proportions, the results showing the large crops where these elements were large. The usual amount of potash had been used on the assumption that after the war growers would return to the former proportions. Soil moisture stimulates root rot and should be reduced by drainage whenever possible. Low temperature, another cause of root rot, appears to be beyond control.

The evidence concerning cover crops for humus strongly favor timothy. Experiments are being conducted to determine the effect of acids on root rot, and there are practical methods by use of sulphuric acid. Efforts are being made to discover whether roots excrete a poison that is injurious to the next crop. Sterilization of seed by steam is desirable for the prevention of weeds and root rot, and the heat of the lowest point of sterilization should be sufficient to cook a potato.

Following Prof. Chapman, H. M. Rose said that his experiences with root rot had been so varied that he was not particular whether beds were sterilized or not. He emphasized the necessity of good seed and deep plowing in old fields. He favored shallow cultivation, and spoke for thorough drying after the tobacco is in the sheds, telling how he had kept as many as eight fires in one section. For the sake of color the sun should be kept out of the sheds, and when the sheds are opened, they should be opened on the shady side. The present lack of potash seemed to him a boon for many fields, which had not done so well in recent years, as since potash had become scarce. The stalks, harrowed in at the arrival of spring, give a considerable amount of potash. After a time, however, it may be necessary to improve the element of potash. But time alone will answer this question.



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. P. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

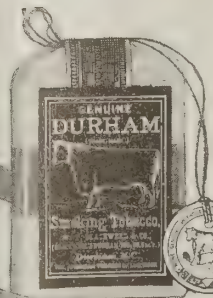
You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO





The "Makings" of a Nation



A Suggestion To Pipe Smokers

Just try mixing a little genuine "Bull" Durham Tobacco with your favorite pipe tobacco—its like sugar in your coffee

Guaranteed by

The American Tobacco Co.

INCORPORATED

"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

Fifteen Workmen Drowned Near Tampa

Death Rode on Two Overloaded Small Boats in the Estuary—Unavailing Attempts to Save the Wrecked Steamer Olivette—Bond Issue Validated—"Naval Base Committee" Goes to Washington—Cigar Manufacturers Report Business Better Than Expected

TAMPA, January 19.—Manufacturers and dealers in clear Havanas who have made trips to and from Cuba in past years experienced a pang of regret late this week when it became known that there was no chance to save the Peninsular & Occidental steamship, Olivette, which was driven ashore near Havana several days ago. After the crew and 75 passengers had been taken from the vessel, every possible effort was made to save the steamer, but the jagged rocks, which cut an immense hole in the hull, made all attempts futile. The Olivette has been plying between Port Tampa, Key West, and Havana since 1887, and it is probable that no boat in the world has carried a larger quantity of fine tobaccos or an equal number of men interested in the clear Havana trade.

The absorbing topic of discussion among people of all classes during the week was the drowning of fifteen employees of the Tampa Shipbuilding and Engineering Co. which is building steel ships for the Government, in the estuary at the eastern boundary of the city. The sinking of two skiffs, used in transporting the men to and from their work, caused the drownings, which are expectetd to result in suits amounting to $200,000. A storm of protest has also arisen because of the delay of the company in building these ships, and complaint is made particularly against Ernest Kreher, a man of German birth and sympathies, who is president and general manager of the company. Representatives of the Department of Justice have been investigating the delay in all phases for some time, it is said.

Tampans are now centering their efforts upon securing the proposed Gulf naval base, for which the city is expected to receive a favorable report from Admiral Helm and other members of the Naval Base Commission. Replacing another committee that has been working on this proposition in Washington for some time, Mayor D. B. McKay, former Congressman S. M. Sparkman and T. Ed. Bryan left for the Capital to-night.

The recently authorized good roads bond issue of $875,000 was validated by Circuit Judge F. M. Robles this week, and sale of the bonds, at a good price, is expected within a short time. When the work for which these bonds were issued is completed, Hillsborough County will have the finest road system in the South.

New Year orders at all factories are coming in briskly, and larger forces are at work than at a similar period during any previous ye

Most manufacturers, it is said, have submit to the inevitable and announced price increa to the trade.

Tampa's first established factory, that Sanchez & Haya, begins the year with prospe for another unusual record.

The demand for Websters at the Pendas Alvarez factory is reported to be greater th at any previous time.

Arguellas, Lopez & Bro., after a record ye with the Tadema and other brands, have enter the 1918 handicap at a rapid pace.

Matthew W. Berriman, of Berriman Bro who underwent a minor operation recently, back at the factory.

Celestino Vega, of Celestino Vega & Co., r ports business to be unusually good.

Alvarez, Mendez & Co. are making an exc lent showing with Henry the Fourth.

SILVER SERVICE FOR RUSSELL

On his retirement as Commander of Palesti Commandery (K. T.) recently James R. Ru sell, manager of the United Cigar Store at 2 Fifth avenue, New York, was presented with service of solid silver numbering 183 piece The service is one of Tiffany's most beautif productions. In the presentation speech M Russell was credited with having filled the pos tion of Commander with great honor and di tinction and to have left on the records of th organization the deep impress of his personalit as a man and his devotion as a Knight Templa

TEL. 7997 CHELSEA ESTABLISHED 1902

Heywood, Strasser & Voight Litho Co.

CIGAR BOX LABELS, BANDS AND ADVERTISING

ADOLPH FRANKAU & CO., Inc.

Selling Agents for Heywood, Strasser & Voight Litho. Co.
Cigar Box Labels, Bands and Trimmings of the highest quality.

HARRY PROCHASKA, MANAGER LABEL DEPARTMENT

Western Office: 30 N. La Salle St., Chicago, Ill. 26th Street and 9th Avenue, NEW YORK CITY

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK

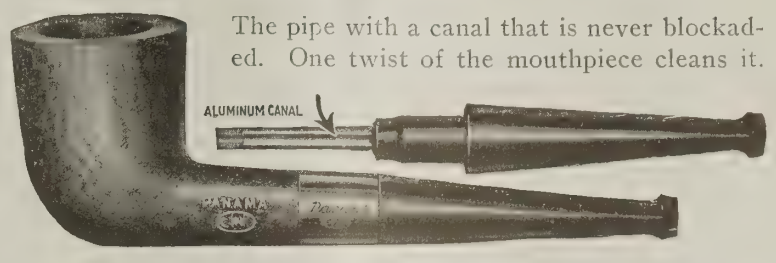


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THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.

ESTABLISHED 1851

TRADE C.P.F. MARK

PANAMA



The pipe with a canal that is never blockaded. One twist of the mouthpiece cleans it.

THE FINAL WORD IN PIPE CONSTRUCTION. THE MERITS OF THIS PIPE ARE SO OBVIOUS THAT NO SMOKER CAN FAIL TO APPRECIATE THEM.

MADE OF GENUINE FRENCH BRIAR, MOUNTED WITH SOLID VULCANITE MOUTHPIECES AND HIGHLY POLISHED NICKEL BANDS.

Write for sample and price

KAUFMANN BROS. & BONDY

33 EAST 17TH STREET
NEW YORK, N. Y.

Stopping Places and Cigar Buyers

The Hotel World gives the following list of new hotels opened in the United States in 1917.

Name	City
Hotel Urmey	Miami, Fla.
Park Hotel	Seguin, Tex.
Oneida Hotel	Rhinelander, Wis.
Shawnee Hotel	Springfield, O.
Hotel Cleveland	Spartanburg, S. C.
Hotel Whitcomb	San Francisco
Hotel Jefferson	South Bend, Ind.
Hotel Plankinton	Milwaukee
Hotel Irving	Greenwood, Miss.
Hotel Williams	Indianapolis
Hotel Dixon	Kansas City
Hotel Des Artistes	New York City
Hotel Parkway	Chicago
Hotel Browning	Grand Rapids, Mich.
Clarendon Beach	Chicago
Hotel McCurdy	Evansville, Ind.
Hotel Fairmont	Fairmont, W. Va.
Hotel Morrison	Chicago (2 section)
Hotel Aurora	Aurora, Ill.
Hotel Pathfinder	Fremont, Neb.
Hotel Miller	Milwaukee
Hotel Oldham	Kansas City
Hotel Heaume	Springfield, O.
Hotel Robert Fulton	New York City
Hotel Ottumwa	Ottumwa, Ia.
Hotel Dalvan	Jackson, Mich.
Daniel Boone Tav.	Columbia, Mo.
Hotel St. Angelus	San Angelo, Tex.
Hotel Adolphus Annex	Dallas, Tex.
Hotel Jefferson	Dallas, Tex.
Hotel Chatham	New York City
Hotel Seneca	Columbus, O.
Hotel Shirley	Jackson, Mich.
Hotel Johnson	Visalia, Cal.
Hotel Bowman	Nogales, Ariz.
Hotel Marion-Roe	St. Louis
Hotel Statler	St. Louis
Hotel Waldorf	Toledo, O.
Hotel Savoy	Los Angeles
Hotel Winton	Cleveland
Hotel Frederick	Kansas City
Gilcher Hotel	Danville, Ky.
Hotel Como Annex	Hot Springs, Ark.
Cecil Hotel	Atlanta, Ga.
Southern Hotel	Baltimore
Braemore Hotel	Boston
Greystone Hotel	Detroit
Curtis Court Apts.	Minneapolis
St. Regis Hotel	Minneapolis
Hartington Hotel	Hartington, Nebr.
New Hotel Bellevue	Marietta, O.
Balzilmar Hotel	Taylor, Tex.
Hunter Inn	Omaha, Nebr.
Stratford Arms Hotel	Milwaukee
O. Henry Hotel	Greensboro, N. C.
Hotel Lanier	San Antonio, Tex.
Hotel Ketchum	Tulsa, Okla.
Hotel Traylor	Allentown, Pa.
Lenwood Hotel	Augusta, Ga.
Hotel Hazel	Olney, Ill.
Baxter Hotel	Ida Grove, Ia.
East Court Inn	Dyersburg, Tenn.
Milan Hotel	Milan, Ga.
Hotel Hobart (Addn.)	Decatur, Ala.
Palace Hotel	Miles City, Mont.
Commercial Hotel	Goldsboro, N. C.
Anoka Hotel	Anoka, Minn.
College Hotel	Allentown, Pa.
Occidental Hotel	Escondido, Cal.
Exchange Hotel	Clanton, Ala.
Hotel Hunter	South Pekin, Ill.
Mitchell Hotel	Searcy, Ark.
Melton Hotel	Okmulgee, Okla.
Hotel Granger	Granger, Wyo.
Stag Hotel	Montgomery, Ala.
Hotel McKinley	Macon, Ga.
Hotel Lewis	Tacoma, Wash.
Hotel France	Petersburg, Va.
The Fairmont	Fairmont, W. Va.
Hotel Lenwood	Augusta, Ga.
Smith's Stag H'l.	Utica, N. Y.
Gratiot Inn	Port Huron, Mich.
Hotel Chippewa	Manistee, Mich.
Commercial Hotel	Miami, Fla.
Hotel Van Deventer	Lexington, Ky.
Hotel Landis	Wilsall, Mont.
New Commercial Hotel	Elgin, Minn.
Hotel Barbara	Santa Barbara, Cal.
Tourist Hotel	Georgetown, S. C.
Hotel Dighton	Dighton, Kan.
Hotel Higgins	Glenrock, Wyo.
Exchange Hotel	S. Chicago, Ill.
Hotel Warren	Warren, Ark.
Hotel Rouleau	Edabel, Okla.
Briarwood Hotel	Ardmore, Okla.
Hotel Dixie	Waycross, Ga.
Merchants Hotel	Outlook, Mont.
Dalvan Hotel	Jackson, Mich.
Hotel Commerce	Earle, Ark.
Rex Hotel	Billings, Mont.
Wright Hotel	Poplar Bluff, Mo.
Vance Hotel	Pewamo, Mich.
Planters Hotel	Pine Bluff, Ark.
Hotel Rasor	Greenville, S. C.
Warburton Hotel	Tacoma, Wash.
Timrod House	Charleston, S. C.
Alexander Hotel	Commerce, Okla.
Hotel Myrtledale	Myrt'd'le Hot Spgs
Wright Hotel	Sweetwater, Tex.
Frazer Hotel	Frazer, Mont.
Hotel Bowman	Nogales, Ariz.
Hotel Rockford	NewRockford, N.D.
Eccles Hotel	Rexburg, Ida.
Hotel Langwell	Elmira, N. Y.
Hotel Don Carlos	Llano, Tex.
Hastings Hotel	Reedsburg, Wis.
Hotel Johnson	Visalia, Cal.
Westmoreland Apt. Hotel	St. Louis.
Irwin Hotel	Des Moines, Ia.
Washington Hotel	Washington, Ind.
Hotel Audubon	Mandeville, La.
Hotel Puritan	Indianapolis.
Hotel Irving	Greenwood, Miss.
Hotel Faye	Parsons, Kan.
Pilot Butte Inn	Glacier Park
New Hotel Ridgeway	Ridgeway, Mo.
Glacier Point H'l.	Glacier Pk., Cal.
Hotel Glenora	Etowah, Tenn.
Hotel Caledonian	Rupert, Ida.
New Grand Hotel	Maple Lake, Minn.
Hotel Cross	Mansfield, Wash.
Glasgow Hotel	Glasgow, Mont.
Floriston Hotel	Floriston, Nev.
Hotel Moore	Clarion, Iowa.
Hotel Kasson	Kasson, Minn.
Hillsboro Hotel (Annex)	Tampa, Fla.
Hotel Alden	Alden, Iowa.
Hotel Midvale	Coatesville, Pa.
New Ducker H'l.	Poplar Bluff, Mo.
Gering Hotel	Gering, Nebr.
Minerva Hotel	Minerva, O.
Hansen Hotel	Wymore, Nebr.
Hotel Victoria	Springfield, Mass.
Alexandria Hotel	Alexandria, Minn.

Suave "Dave Silverstein's" Diamond Rings

Glittered More Conspicuously Than Tear Drops on the Cheeks of a Heroine in a Moving Picture—Presto a Trick of Substitution—Resultant Sorrow for Sam Walvick and His Brother-in-law—Enforced Conservation of Coal Causes Philadelphia Smokers to Appreciate Cigars—The Lid on Partagas and Henry Clay

PHILADELPHIA, January 21.—From one million nine hundred and some odd thousand parched and cracking throats in this neck of the woods, at this writing the cry is going up tonight "Kipling knew something." Owners of said throats are referring to the remarks of the Kipling gentleman about the fragrant weed, but instead of confining their longing to the few choice brands that Rudyard advertised, such as the Laranga, they are yowling for tobacco in each, every and all forms. And the sad thing is that they're not getting it.

On Sunday night one or two saloons opened up at midnight, selling shocks by candle light. One in the heart of the city took in a young but sturdy fortune by 10 o'clock Monday morning. At that hour a minion of the law descended upon the place with a "request" from the State Fuel Administrator that the place be closed. Accompanying this was a notice that the place be reported to the License Court if not closed. So it closed.

By 1 o'clock Monday afternoon it was impossible to get a smoke in a saloon because the saloons were closed. And by four o'clock the last of the United Stores had succumbed to the power of Old Doc Garfield and they, too, were shut up tight. One enterprising United man said he was going to sell by candlelight, but he changed his mind on orders from the front. Hotel stands and even the small outlying storekeepers stopped selling by 6 o'clock.

Philadelphia has never had the lid on tight. It is always possible for one who knows the method to get drinks on Sunday in this city, although the saloons are closed. But on the first coal-less Monday even the "private joints" were closed tighter than the proverbial drum. Those who failed to buy enough smokes to tide them over were begging them in the streets from friends and strangers alike.

The net result of this so far as Philadelphia is concerned was to take tobacco forever out of the "luxury" class. Even the habitual smoker is inclined to look upon his smoke as something that is not a necessity until he runs out of them and can't get any more. That happened in Philadelphia on Monday, and the howl must have been heard at Berlin.

It was a good thing some tobacco dealers had a day off, however, or they wouldn't have had time to wait on their customers for laughing at what happened to Sam Walvick. He runs a cigar store at 235 North Eighth street. By diligent attention to business and unfailing courtesy, Sam amassed a fair young fortune of $1,200, and put it in a cigar box or a shoe or something in the rear room.

But wait—this is not a burglary. About two months ago a polished gentleman entered the store and bought a large bundle of cigars, negligently resting his right hand upon the show case. Upon the fingers of said hand were several rings with sparklers in them that gave Sam palpitation of the heart. A few days later the gentleman returned and the same thing happened. Sam remarked something about the beauty of the rings. But it was not until the fourth visit, when Sam was openly admiring the stones, that the stranger took any notice. He told Sam his name was David Silverstein, and on the fifth visit asked him if he knew anybody in the market for four fine diamond rings.

"I don't want your rings," said Sam. "I have no money to buy them. How much are they?"

"Well," said the polished gentleman, "they are worth about $4,000 now, but they will advance in value. However, I'll sacrifice them to a decent fellow. I'll let you have them at your own price, providing it's reasonable."

Sam had the rings appraised and found they were worth $3,500. Then he offered the stranger $2,400, and David accepted the offer. So Sam went into the back room and got $1,200, and then went in next door where his brother-in-law runs a quick lunch cafe, and got an additional $1,200, and his brother-in-law.

Just as the money was about to be passed over, Silverstein handed Sam an envelope and asked that the bills be put into it. "It don't do to be seen with too much money in this neighborhood," he said. Sam put the money in the envelope and handed it to David. As David was putting it in his pocket he asked how much was in it. "About $2,375," said Sam. "What?" shouted Silverstein, "didn't we agree on $2,400?" "Oh," said Sam, "what's $25 between friends. It's only the price of a few drinks."

The Silverstein gentleman, however, got deeply annoyed and shouted at the top of his voice. He pulled the envelope out of his fur coat pocket and slammed it down on the show case. "Come across with those rings," said he. "You can't treat me that way." Sam and his brother-in-law tried to soothe him, but he wouldn't be soothed. So Sam gave back the rings and Silverstein went away from there. And then Sam's brother-in-law opened the envelope and found in it a nice collection of blank paper, cut the size of bills.

The police have Silverstein's description and Silverstein has Walvick's kale, also that of his brother-in-law.

WISCONSIN NOTES

EDGERTON, Wis., January 18.—Another week of storms, zero weather and snow blockades has interfered greatly with all tobacco movements, either upon the farms where stripping is held up or with marketing the crop. The country roads are so badly blocked with drifts and the railroads so handicapped in the movements of freight, that only a moderate amount of receiving has been attempted. Should the car shortage continue it seems the delivery of the crop at outside points will be attended with a great deal of difficulty throughout the season, for dealers can hardly depend on having cars in readiness at such points for delivery dates and storage at few interior stations is available. It is probable, therefore, that receiving may string along until spring and warehouses may be compelled to frequently shut down in consequence. The P. Lorillard Co. made its first receiving here Tuesday, and both Eisenlohr and Cullman received during the week. The Eisenlohr firm will be the first to open their warehouse in this market on Monday next and others will start shortly if sufficient stock can be secured in advance.

All shipments out of storage are still held up by embargo on Eastern freight. Orders for more than 100 cars to manufacturing points are waiting better shipping facilities and some factories are likely to be caught short of stock before these goods can be forwarded.

Capt. L. W. Persons, representing the American Cigar Co. at Sparta, was a visitor in this market Tuesday.

William M. Chalmers, of the Toledo branch of the Liggett & Meyers Tobacco Co., was a visitor in this State during the week.

Carrier & Pepper opened their warehouse at Footville on Monday for the handling of the 1917 crop.

The Eisenlohr warehouse will open its doors for the usual packing force Monday. Manager Ellingson thinks he has sufficient stock on hand now for a continuous run through the season.—*Edgerton Reporter.*

HELPING THE JOBBER

The Policy of S. Monday & Sons—Bills Payable When Goods Are Received and Cash Discount Allowed.

Because of difficulties and delays encountered in securing the delivery of freight shipments, S. Monday & Sons announce to the trade the adoption of a policy as follows:

"Bills can be paid on receipt of goods and cash discount will be allowed.

"If goods do not arrive in reasonable time notify us and we will have goods traced, or claim made to railroad.

"If cases are tampered with in transit, and goods stolen, send us the freight bill with notation from the railroad on the back just what goods were stolen, and we will take care of the claim, and credit will be issued to you immediately.

"Railroads have a habit of holding up freight claims indefinitely.

"We believe it is up to the manufacturer to stand part of the high cost of doing business, and we do not see why a jobber should pay for goods before they arrive. Paying for goods before they arrive means that the jobber's profit is reduced. We will always try to do our bit in helping the jobber."

AMERICAN CORPORATIONS IN NEUTRAL COUNTRIES.

The War Trade Board has authorized branches of American corporations and other American houses established and engaged in business in neutral countries and in countries associated with the United States in the war to accept and pay drafts, to deliver goods, warehoused or otherwise stored, and to perform other similar acts, notwithstanding such acts may involve trading with "enemies" or "allies of enemies," when such acts are necessary to prevent a breach or violation of a law or commercial obligation enforcible in the courts of the country in which such branch is established; *provided, however,* (1) That nothing herein contained shall be held or construed to authorize said corporations, houses or their branches, to hereafter undertake or enter into contracts or business or commercial transactions which will involve trading with "enemies" or "enemy allies" in order to carry out or perform the same; and

(2) That every case involving transactions of trading with the "enemy" or "enemy allies" be reported to the War Trade Board within thirty (30) days after the occurrence thereof, upon a form to be furnished by the War Trade Board.

Twenty-five men are on strike at the Leo Abrams Cigar Co. shop, 376 East Water street, Milwaukee, heretofore a union label shop. The strike, which was virtually a lockout, has been on since January 7 and is said to have resulted from the determination of the owners to introduce the "team work" system. The firm built up its trade with the union label, its product, the M. A. C. Cigar and the Don Corello being in demand. By strikers it was stated that the trouble was really with Charles Fernandez, who a while ago bought his way into the Abrams Co. While Abrams was in entire control of the shop there was harmony with the union and he is said to have favored fair wages. Fernandez' brother is connected with the Mi Carmen factory which was the center of a recent strike.

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

Congratulations Extended in San Francisco

Because of Satisfactory Business Done in 1917—Also Because of Bright Prospects for the Present Year—Receiving Cigar Shipments More Quickly—Business Changes Reported—Optimism in the Rural Districts

San Francisco, January 16.—The cigar dealers of this city have had an opportunity to size up the sales of the past year and the prospects for 1918, and there is no pessimism among them over either year. The distributors unite in saying that the sales of last year exceeded those of the year before, and the retailers also are well satisfied, especially with the results of their holiday trade. The Retail Dealers' Association held a meeting last week to discuss the general situation and the meeting turned into a mutual congratulation society. Every one present seemed well pleased and nearly all were confident that the public was not "bucking" seriously at the increased cost of smoking. The dealers who had gone extensively into the Manila trade were perhaps the noisest in their satisfaction over the outlook, but those who remained true to the old brands were equally in earnest in their expressions of confidence. News has reached the dealers that some of the old-established brands are to be made in different shapes at the old prices—not the five cent brands but the "tenfers" which had been increased to two for a quarter. This news was greeted with a good deal of praise as many customers are disinclined to change their brand and at the same time dislike to pay more for a smoke. Samples of the new shapes have not yet been received here, but they are being eagerly awaited.

Since the Government took over the railroads freight seems to be moving more rapidly, according to H. L. Judell, who received a shipment of cigars from New York recently which had been on the way only 20 days. This is the best time for a freight shipment of cigars in over six months.

Horn & Co. report that the new year's business is opening up in excellent style. All the products of Sam I. Davis & Co., especially the El Sidelo, clear Havana, are showing gratifying sales, much larger that the same period of last year. The other distributors say that business is coming in in good style considering the time of the year, and this is accounted for by the fact that the State has had recent rains of a general distribution which has put the farming communities in the best of humor.

The opening gun in the campaign for the popularization of the Six Cent Cigar was fired in a full-page advertisement in the *Bulletin* on the afternoon of January 16. The advertisement is especially for the Tom Keene cigar, and is under the caption: "Why 6c.?" H. L. Judell & Co.'s name appears at the bottom as distributor.

Horn & Co. report that the "1886" cigar of Sam I. Davis & Co. is meeting with a liberal support from the dealers all over the State.

Dean Lyon, representing E. P. Cordero & Co., selling the Mi Hogar brand of clear Havana, is in the local field visiting the dealers of the city, and reports that he is doing exceedingly well.

Emil Judell, of Judell & Co., visited Camp Fremont this week and is landing some very satisfactory orders, especially for the Fighting Bob cigar.

A committee of 1,000 citizens is meeting at a banquet at the Commercial Club to-night to take steps for the inauguration of the campaign for the Third Liberty Loan. A small box of In-B-Tween cigars will be presented to each man present, and Tom Moores will be served during the evening.

Frankel, Gertis & Co. report that business with them is usually quiet at this time of the year, but they are busy making stock for the demand which they expect to develop in about a month's time. Last year's business was far better than that of the previous year.

Bert Moser, at 98 Market street, has sold his cigar stand to J. C. Hamilton. Mr. Hamilton formerly conducted a stand at 193 Eddy street but he sold it to B. S. Arnold when he had the chance to buy the Moser place.

Mrs. B. Rothfuss, formerly of the Fielding Hotel cigar stand, has sold the place to D. W. Nix. Mrs. Rothfuss has opened a store at Menlo Park and expects to get a large trade from the soldiers at Camp Fremont.

Fred. Misky and his brother Barney have agreed to disagree over their cigar business. The case is now in the Superior Court in an effort to bring about an equitable dissolution of partnership.

J. F. Eppstein has just returned from New York and is preparing to launch an extensive campaign of advertisement for the Natural cigarette.

Mannie Hull, of the General Cigar Co., is preparing an extensive advertising campaign on the Tom Moore and Tom Keene cigars.

The new Gunst list issued last week lists the Owls at $43 for 100 packing and 25 in tins, $44 for pocket packing 100s and $45 for 25s in wood. White Owls are $49 for 50s and $51.50 for 25s. The Owl and White Owl are retailing at 6 cents and 7 cents, respectively.

George J. Whalen, founder of the United Cigar Stores Co., was in San Francisco this week.



THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and absolutely sanitary.

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS

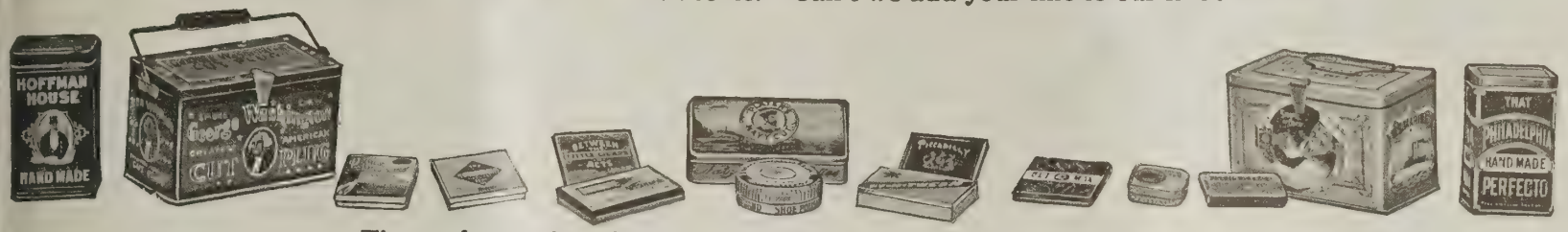
NEW YORK MONTREAL, CANADA

THE TIN DECORATING CO. OF BALTIMORE

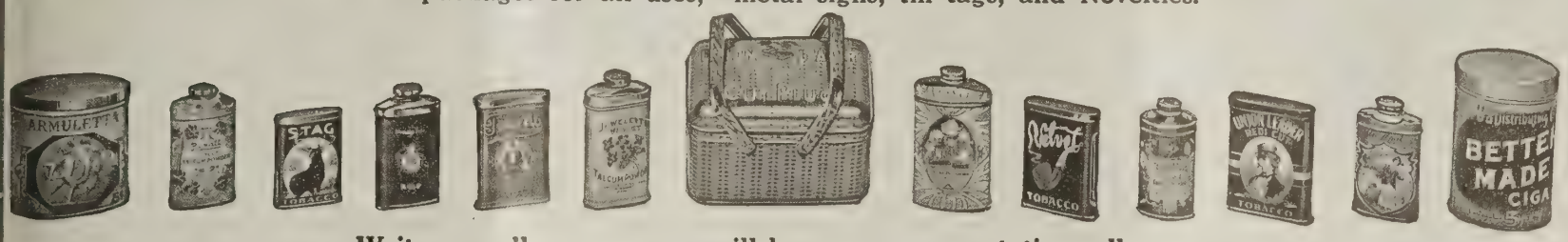
BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

An Agent's Authority Unverified

One Small Slip-up That Destroyed a Business

(*Copyrighted*, 1918, *by Elton J. Buckley.*)

A retail merchant whom I know is in a bad i to-day because he acted as his own lawyer a matter which seemed so simple that he bught he could attend to it himself. It is a pical case of what may happen to a layman o does his own law business, for it illustrates fact that the holes in business transactions rough which business men lose money are t to be so deeply hidden to the lay mind that y don't appear to be in the transaction at all. About five years ago this merchant got a nce to rent a store in a certain neighborhood, ich he got a quiet tip was shortly to become atly improved because of a change in the lley lines. He took over the store under a e-year lease. He did not deal with the owner ect, but through an agent who had charge all the owner's property. The owner is the ate of a wealthy deceased woman and has not been divided.

The retailer realized that if his information out the new trolley service proved correct, location would soon become most valuable. therefore protected himself, as he thought, having the agent insert in the lease an option buy the property at any time within five years so much money. The price agreed upon s a fair price if no trolley service came, but ow price if it did come.

The lessee moved in and began to establish business. He worked along with it for out nine months, and got it fairly on its feet. en the new trolley service came along, bring- several times as many people to the neigh- rhood, and business immediately took on the pearance of a boom. Within a month the re was doing 25 per cent more business, and in a year it had doubled. Naturally real estate values went up accordingly.

The merchant decided to buy his property, but thought there was no hurry to exercise his option, because it was good any time within five years. So he waited until his lease was about to expire and then gave notice to the agent that he proposed to exercise his option to buy. Accompanying the notice was a check for the first payment agreed upon.

At this time this was an exceedingly valuable location, business was splendid and constantly increasing.

The agent did not reply for a few days, and then he returned the check with a note stating that the owner refused to recognize the option on the ground that he, the agent, had had no authority to make it. A lawyer would at once recognize the importance of this point, but a layman might not, and the lessee, thinking it a mere bluff, did not worry over it. He called on the agent and soon became convinced that he would have to fight for his option. He then consulted a lawyer and was told that the case rested on a question of fact, viz.: Had the owners of the property at the time the lease was signed, given the agent the authority to sell the real estate, make a contract to sell it, or grant an option on it? If they had, the option was good; if not, it was bad.

Let me emphasize here the great importance of the situation to this merchant. The value of the real estate was 33 1-3 per cent more by reason of the trolley improvement than the price named in his option. But worse than this, the owners refused to sell it at all, believing that in a year or two it would be worth more. The neighborhood had become such a good one for business that there was not a store in it for rent anywhere except one small place that wouldn't have been one-tenth large enough. Also, a large part of his business was transient, and the agent had followed the return of the check with notice to vacate at the end of the term. Not pay more rent, which might have been arranged, but get out. A rather terrifying combination of circumstances, wasn't it?

Suit was brought to enforce the option and the case was hurried to a trial. Both the agent and all the owners swore that the former had no authority to give any option on the real estate, his power being confined to leasing only. Of course, the tenant had no evidence against this, and the judge told the jury that if they believed the testimony of the witnesses who said the agent had no power to give an option, they should find a verdict that the option was of no validity. And that is what they did, for there was no alternative.

Hard luck, you say, so it was, in a sense, though more accurately it was the result of his own negligence. It is fundamental that an agent in charge of real estate cannot give a binding option to sell it unless he has express authority to do so, and usually that authority must be in writing and under seal. This is from a leading case on the subject:

> Authority to an agent to manage, control and lease property does not authorize an attorney in fact or an agent to sell and transfer the property.
>
> Authority to sell land does not imply authority to rent it and authority to rent it does not imply authority to sell it.
>
> Authority to superintend real estate and lease it for more than one year does not include authority to lease real estate with the privilege of purchasing any part of it during the continuance of the lease.

In other words, before an agent can bind the owner of real estate in giving an option to a tenant to purchase, the owner must have explicitly empowered the agent, in writing, to do that very thing. The merchant in the case I have reported should have satisfied himself that the agent had this power before he took his option. And he should not have taken the agent's word that he had the power, either.

Shots and Jots

P. A. Juhl will open a cigar store in Morninside, Iowa.

—

J. L. Beckley has bought the F. B. Trader cigar store in Lewiston, Idaho.

—

The S. D. Pierson cigar store in Wellington, Kan., was damaged by a fire, occurring last week.

—

Hamilton & Harris, manufacturers of cigar boxes in Indianapolis, suffered a $6,000 loss in a recent fire. No insurance.

—

In the campaign to increase the sale of war savings stamps in Tampa, Salvador Rodriguez and Enrique Pendas have rendered splendid assistance.

—

The Gamble-Robinson-Austin Co., increasing its capital from $50,000 to $100,000 will engage in the wholesale grocery business in Austin, Minn., beginning about February 1.

—

Ernest F. Ames, publicity manager of the M. A. Gunst Branch, was married to Miss Isabelle Oldham, of New York, on Monday a week ago. Mr. and Mrs. Ames are enjoying a honeymoon "somewhere in America."

—

Mr. and Mrs. Herman Ladwig, proprietors of the Franklin House, New London, Wis., are to be the beneficiaries of an estate of $100,000 willed to them by an old river cook, George Dugee, 75 years old, in consideration of taking care of him for the rest of his life.

—

On Thursday City Deputy Comptroller Arthur J. Philbin will open bids made on an interest basis for $5,000,000 New York City revenue bills to be issued in anticipation of taxes. They will be dated January 25, and will mature May 24. Since the first of the year the city has borrowed $8,000,000 through revenue bills.

—

Judge Robert W. Bingham, of Louisville, has been elected president of the Southern Commercial Congress to succeed Senator Duncan U. Fletcher, of Florida, who resigned because of the press of duties in the Senate. The election was by the executive officers of the congress, and it was announced that all other officers will continue to serve.

—

Frank G. Warden, the widely known "chain" hotel man of Iowa, Indiana and Ohio, was paid a distinct compliment at the recent annual meeting of the Iowa Hotel Association, when he was re-elected as president of that organization. Mr. Warden, some years ago, was president of the Ohio Hotel Association, and he always has taken a lively interest in the H. M. M. B. A.

—

Two erstwhile members of the staff of The Republic of Cuba News Bureau are now in active service. Clarence C. Brooks, former Secretary of the Bureau, is aide to the Chief of Staff, at the Port of Embarkation, Newp News, Virginia, and Edward J. Stewart enlis in the United States Naval Reserve for Third District on January 18th, and is now tioned at Pelham Bay Park.

—

A cablegram, dated Tokio, January says: "George A. Jones, Vice-President of Standard Commercial Tobacco Co. of N York, arrived in Yokohama to-day en ro to the United States. He said when he l Petrograd on December 18 German own shops were opened in the city and the u form of Germany Army officers was a co mon sight on the streets."

—

Herman Cohn, proprietor of the Smo House at Sixth and Bank streets, Walla Idaho, has sold the business to Ed. Pentz Spokane. Mr. Pentz took charge of the st this week and is planning to bring his w to Wallace as soon as he can find a hou Mr. Pentz has traveled for years for t Cuesta-Rey Co. Cohn expects to leave wit in a few days for San Francisco.

—

Burley tobacco from the 1917 crop touch the new high record price of $42 per hu dred pounds on the Louisville market la week. The sale of the hogshead was ma at the Planters-Central. The leaf contain in the hogshead was choice cigarette wra per and was of very good quality. Pric elsewhere on the breaks held up with tho received earlier in the week. New da ranged from $9.40 to $19.



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St

TAMPA, FLA.
BONDED



Genuine Imported Zig Zag Cigarette Papers Made By Braunstein Freres Cannot Be Successfully Imitated

Attempts at substitution should be resented by those who prefer a pure paper of the highest quality.

Zig Zag Cigarette Papers are so thin that they do not taint the flavor of the tobacco. They are gummed, creased and convenient to roll.

The neat Zig Zag package protects the papers perfectly from dirt, dust and damage. It ingeniously permits but one paper to be withdrawn at a time and instantly delivers that paper to your fingers.

Zig Zag 147 Wheat Straw
Zig Zag 144 Rice Paper

Both retail at eight cents per package of 120 leaves.

They pay a handsome profit to the dealer.

Avoid counterfeits of Zig Zags. Old style books of cigarette papers fall apart, are hard to handle and are obsolete.

Sole Agents for the United States

TOBACCO PRODUCTS CORP.
1790 Broadway, New York.

ZIG-ZAG
CIGARETTE PAPERS
Made in France by Braunstein Fréres

FROM THE FIRING LINE

Personals and Trade Jottings

John H. Duys, of H. Duys & Co., is sojourning at Palm Beach.

—

John T. Woodhouse, a prominent cigar jobber of Detroit, is in New York this week.

—

M. A. Levine, representative of H. Duys & Co., left Wednesday for a trip up-state.

—

W. W. Parker, of the Parker-Gordon Cigar Co., of Kansas City, is visiting New York.

—

C. L. Hulett, a leading cigar dealer of Troy, was brought to New York this week by important business.

—

Ralph G. Levine, representing H. Duys & Co., left Wednesday for Pittsburgh, Philadelphia and Washington.

—

The Hollingsworth Store in the Woolworth building is expected to be ready for business again, January 29.

—

S. Taussig & Sons have incorporated their leaf tobacco business in Minneapolis, with a capital of $35,000.

—

Sam Taub, of the jobbing house of J. N. Taub & Sons Co., of Houston, is in New York on business this week.

—

The cigar store of Jake Cohen at 61 Main street, Webster, Mass., was damaged rather badly by fire recently.

—

Frank Harwood, advertising manager for the General Cigar Co., is in the West. He will return to New York early in February.

—

Allie Sylvester, president of The American Cigar Co., returned to New York this week after spending a few days in Pennsylvania.

—

Nathaniel H. Green, son of Harry Green, of San Francisco, the Manila and Sumatra importer, has enlisted in the army.

—

Asa Lemlein has returned from a trip to E. H. Gato Cigar factories in Key West, and is resting up for a few days trying to shake off a cold.

—

Sid Cahen, who represents E. Regensburg & Sons, will be in New York the latter part of this week. Mr. Cahen makes his headquarters in Chicago.

—

M. W. Berriman has just come up from Tampa, and will remain in New York for at least a week. Al. Metzger is now in Rochester, New York.

—

The elevator in Julius Klorfein's building was not running Tuesday. There was little heat in the building, and the Garfield fuel order was being observed.

Mr. Erlich, of the Erlich Mfg. Co., will break away from New York the latter part of the week for a trip to the Pacific coast and will be gone four or five weeks.

—

Syl. Coblentz, former representative of the Carabana brand, is now the Pacific Coast specialty man for the Rey Oma of Sig C. Mayer & Co., Philadelphia.

—

Horace R. Kelly, of Horace R. Kelly & Co., reports that business is exceedingly good, the only causes for complaint being the difficulties and delays in transportation.

—

The Merchants Building Co. has leased the store and part of the basement at 79 Summer street, corner of Kingston street, Boston, to United Cigar Stores Co.

—

J. L. Beckley, a recent arrival from Alberta, has purchased the cigar store and pool hall conducted by F. B. Trader at 842 Main street, Lewiston, Idaho.

—

The Liggett store at Thirty-fourth street and Broadway, New York, has two window displays, one showing Black & White cigars, and the other Embassy cigarettes.

—

A. H. Caro, representing A. Santaella & Co., has started out on a southern trip. N. J. Straus is covering ground in the central west. Business with the firm is excellent.

—

Ed. Wodiska and W. W. Wardlow, of The Havana Production Co., expect to leave this week for Key West. Mr. Wodiska will go to Havana before he returns to New York.

—

Perry Jefferson, aged 80, a former sheriff of Mason county, Ky., and a prominent farmer and tobacco dealer, died recently at his home in Carlisle, Ky., of paralysis.

—

B. Wohlgemuth, owner of the stand in the Marbridge Building, has recovered from his illness and is back on the job. Business is fine, most of it coming from regular customers.

—

Sam Greenwold, head of the Samuel Greenwold Cigar Co., 27 West Twelfth street, Cincinnati, manufacturers of the Knowledge cigar, takes a short vacation at Martinsville, Ind.

—

Mike Gullis, a discharged bellboy of the William Penn Hotel, Pittsburgh, sneaked into the timekeeper's office and started a fire in the waste basket. He was caught and placed in a cell.

—

J. Loubet and M. Hindman, of Newark, and F. K. Walter, of Englewood, N. J., have incorporated the Co-operative Purchasing Association, with a capital of $50,000. The enterprise is associated with the cigar business.

The Hughes brothers, who conducte a cigar store on Main street in Minooka, for the past eight years, have retired. Jeremiah McCarty, owner of the building, purchased their stock and will continue business.

—

The "United" Store at 1 Wall street had unusual rush just before closing at noon Monday. H. Sich, the manager, said that it looked like a trick of fate in sending so many customers as he was about to comply with the Garfield fuel order.

—

E. Stearn, of the Stearn Cigar Co., 35 W street, will leave Sunday for Cuba, where will select goods for the future needs. He be gone about a month. In compliance with fuel order his store closed for half a day Monday.

—

E. R. Lincoln will start for the coast the f of February. Ing. Chamberlain, represent Lincoln Bros., is attending to business in sou ern Illinois; J. G. Powell is out after Michig and New York State trade, while G. Jaeques busy down in Georgia.

—

In Hazleton, Pa., owners of poolrooms, gar stores, etc., have been notified by Ma Heidenretch that they must observe the st law and close their places at 1 a. m.. A all slot machines, punch-boards and games chance must be abolished.

—

Cien Porciento Co. is doing five times much business now as it was during the sa period last year. The Centrosa brand is est lishing a new record for sales. N. T. Hix covering Texas for the firm, and C. H. Knu will leave some day this week for the coast.

—

John Moriarty received 35,000 Fiddlers Monday and had three thousand left on Tu day afternoon. A. Fine, of Pittsburgh, wr that if he could have the Pittsburgh territory would guarantee a yearly sale of 75,000 ciga Moriarty will jump to Philadelphia on Frid

—

The American Sumatra Tobacco Co. has i creased its dividend rate on the comm stock from 6 to 7 per cent. annually, throu the declaration of a quarterly disburseme of 1¾ per cent. The payment will be ma February 1 to stockholders of record Jan ary 25.

—

Marcelino Perez & Co. have just had wo from Geo. Stocking, who writes that everythi out West is very expensive. S. R. Wightman somewhere down old New England way looki after the firm's interests, while F. Marsh covering city territory. Business for Janua has been excellent.

—

Cigar factories in St. Augustine, Fla., duri 1917 manufactured and sold about two milli cigars of high grade. St. Augustine is a mirably located for the manufacture of ciga and the factories there are crowded with orde The year 1918 promises to be a banner year f the St. Augustine concerns.

THE
NEW BACHELOR



T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City

George A. Watson, prominent leaf tobacco aler of Danville, Va., died suddenly of an- ia pectoris, Tuesday a week ago. He was a book store, operated by a company, of ich he was president, when he complained a violent pain at the heart. He collapsed d was dead before he could be hurried to doctor.

—

A report received from Switzerland says at old hops in Germany, of which at least 0,000 pounds were collected recently, are be used as a substitute for tobacco. It is serted that chemical investigations have oved that by a method of preparation the ps act and taste much like tobacco, and n be used without even a mixture of to- cco.

—

S. D. London, manager of Haas Bros. cigar partment, reports an exceptionally good ar for both the Sobo Cigar Co.'s Sobo and Davis Sons & Co.'s Don Remo. Both these les have been advanced to $43 and are now x-cent sellers. Gus Anderson, the Pacific oast agent for the Don Remo, is putting in me time calling upon the trade with Mr. ondon.

—

Simon Batt & Co. closed its factory on Thurs- y night and did not open it until Wednesday orning, yielding exact obedience to the fuel der. E. J. Stoltz, one of the firm's representa- ves, is due in Los Angeles on the 25th of this onth. T. Torbert has gone to Memphis after w business. F. A. Rian, the Chicago man, has been taking care of the Middle West since the first of January.

—

E. M. Freeman is touring through the coal regions of Pennsylvania, and when finished with this territory he will journey over to the upper part of New York State. S. J. Freeman is devoting some of his time to the office, incidentally making plans to start for Boston as soon as E. M. Freeman returns to New York. His New England trip will include visits to a number of cities. Somewhere en route from Manila the firm has 2,000,000 cigars headed for New York, and every one of them has been sold.

—

The net profits of British-American Tobacco Co. for year ended September 30 last totaled £3,105,002, after deducting all war taxes. Despite the severity of these taxes, the earnings actually show increase over previous year, when net amounted to £2,733,361. After paying a final dividend of 6 per cent. and transfering £275,228 to special reserve, carry forward amounts to £2,526,699. Dividends paid for year amounted to 30 per cent., the same as disbursements on ordinary shares in 1916.

—

Reports from East Hartford, Conn., are to the effect that there are but a few scattered crops unsold. Damaged tobacco is in big demand despite its inferior quality. Hail-cut and that nipped by frost is commanding prices equal to the best variety obtained only a few years ago. Keiser & Boasberg, Buffalo, have purchased the 1917 crop of James Bradley of Ellington street at a price characterized as "extremely good." John Hartnett of South Windsor is said to have sold his crop to Eugene Kohlberg of New York. The reported price is 48 cents assorted.

—

At a recent meeting of the Los Angeles Independent Retail Cigar Dealers' Association the following officers were elected and installed to serve during 1918: Harry W. Phillips, president; W. G. Valrance, first vice-president; M. Samuels, second vice-president; I. Weinberger, secretary-treasurer; trustees, Nick Poehlman, T. B. Harris, Harry Hugenin, C. J. Blumenthal and D. H. Elmore. The association plans to re-submit the anti-Coupon Bill to the California Legislature. It once passed both houses by a substantial majority, but was vetoed by Governor Stephens.

—

Concerning trade conditions, the Reading, Pa., *Eagle* says: "The business of cigar manufacturers in this locality at present is below normal. Most of the factories are heavily stocked up. This fact coming so soon after the holidays is not regarded by manufacturers as beneficial. In other words, the supply is ahead of the demand, just the reverse of what affected the business not so long ago. A number of factories in this section at present are not running on full schedule. Manufacturers are also concerned over the costs of materials. Certain grades of Lancaster county leaf tobacco, of which there is a scarcity, have jumped to 50 cents a pound. Not long ago the same could be bought in almost any desired quantities at 18 and 20 cents a pound.



No. 525. Capacity, Top 50 Cigars, Drawer 300 Cigarettes.

HUMIDORS

Please place your orders now for immediate shipment

Your Railroad may place an embargo on freight for a few weeks

Bubeck & Guerin, Inc.

161-163 W. 18th St. -:- New York City

All Progressive Dealers Read TOBACCO

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

"PARTAGAS"

The World's Standard Cigar

CIFUENTES, PEGO Y CA., 172 Industria Havana, Cuba

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General Representative for United States and Canada

70 Trinity Place New York

E. C. McCullough & Co.

IMPORTERS OF

MANILA TOBACCO and CIGARS

20 Broad Street

New York, N. Y.

Trade News from Near and Far

Ten men paid the U. S. Government last year income taxes for incomes of $5,000,000 or more.

—

Otto Eisenlohr & Bros., Inc., has declared a quarterly 1 per cent. dividend on common stock, payable Feb. 15 to stock registered Feb. 1.

—

The United Cigar Stores Co. has declared a regular quarterly dividend of $2 a share on the common stock, payable Feb. 15 to stock of record Jan. 28.

—

Bently, Settle & Co., Syracuse, N. Y., dealers in groceries, cigars, etc., have incorporated with a capital of $400,000. W. Haley, D. Settle and R. Bently are the incorporators.

—

Commodore Louis Kuehnle has sold Kuehnle's Hotel in Atlantic City for $165,000, and retires from the hotel business after many years. He is described as a "former political boss."

—

When fire destroyed a business block in Marshalltown, Iowa, last week, doing damage amounting to $30,000, the cigar store, billiard hall and bowling alleys of C. P. Cook were burned.

—

Walter Lingenfelder, who was for nearly nine years publicity man for the American Druggists' Syndicate and editor of its official organ, *The Voice*, was recently admitted as an attorney to practice law in the courts of New York.

—

The Imperial Tobacco Co., Ltd., on Monday declared a final dividend of 5 per cent., making 10 per cent. for the year and also a bonus of 2s. 6d. per share, both free from income tax; £1,000,000 was placed to reserve account and £271,000 was carried forward.

—

The Jonathan Club, Los Angeles, is believed to be the first club in the United States to install women waiters. Forty women have taken the places of the men who quit recently and it is stated that the waitresses are giving excellent satisfaction. It will be interesting to see how many clubs follow suit.

—

Advices, said to be semi-official, are to the effect that workmen in plants in the Pittsburgh district will lose practically nothing in the way of wages as a result of the closing order. The Carnegie Steel Co. and other concerns are employing their men during the period of enforced idleness for general work, repairing machinery and cleaning up shops.

—

State Fire Inspector Edward J. McCarthy went from Worcester to Webster, Mass., last week, to investigate a firm of undetermined origin in store building owned by Sarah E. Cohen, 61 Main street. The stock in the store on first floor owned by Jake Cohen, son of owner of building, consisting of fruits and vegetables, candy and tobacco was greatly damaged by smoke and water.

Harry B. Hunt, manager of the Staten Islar branch of the Metropolitan Tobacco Compan died at his home at No. 173 Elizabeth stree West New Brighton, on Saturday, after a bri illness, aged 54 years. He had been connecte with the tobacco company for over twen years and in February of last year he was se to Staten Island to manage the company's bus ness there. He was a widower.

—

The body of Herman Benke, 45 years old, cigar store proprietor, was found on the floo of the store at 3856 West Madison street, Ch cago, Saturday morning, with a bullet woun in the right temple. Beside the body was small caliber revolver. A note written to hi wife was found on a counter near by. Th body was found by a clerk, Charles Andrad as he opened the store. The note, written i German, asked Mrs. Benke to forgive an forget. Benke, the police say, had been sepa rated from his wife for several months.

—

Writing to thank those patriotic member of the New York Stock Exchange who hav been constant and liberal contributors to th *Sun* fund, for donations of tobacco receive at the front, Jack Frielingsdorf of the Unite States expeditionary forces in France, says "Your thoughtful gifts of Bull Durham an Sweet Caporal tobacco and cigarettes hav been received by our regiment and every ma has received his share. Some day that 'Swee Caps' ad. will read: 'Who smoked Sweet Cap in the world war? Ask Dad; he knows,' an we will be the 'Dads'."

Notes and Quotes

ohn Tait, proprietor of Tait-Zinkland Cafe, an Francisco, had a serious automobile ent recently.

—

nnie Clifford has removed his cigar shop the DePodesta building to the Marta ling, in Hurley, Wis.

—

neral Cigar Co., Inc., has declared the ar quarterly dividend on common stock a share, payable February 1 to stock cord January 24.

—

nufactured by S. Monday & Sons, the y Peggy brand, eight in a packet, now re- for ten cents. But no change has been in the jobbing price.

—

y, are you standing for any pro-German ances nowadays? In other words, are llowing cowardice and business to make a passive slacker.—*Tampa Times.*

—

writer says that "fancy cooking is mostly scape gardening." Well, there is some in that, but there is some fancy camou- ig being done in this food cooking con- ation and substitution campaign that would make a landscape artist blush!—*Hotel World.*

—

One of the effects of prohibition in Canada has been the deflection of soft drinks, cigar and tobacco buying toward the local grocery stores. Quite a thriving business in these lines has been developed in the groceries in both Western and Eastern Canada. This has in a great measure been due to the advertising directed at the grocers by the soft drink and tobacco companies.—*Printers Ink.*

—

Speaking of the notable increase of sales on the 18-60 brand, in recent months, S. Monday & Sons say: "When a piece of goods sells and duplicates there must be a reason. One reason for the popularity of 18-60 is that in selling it, jobber and retailer makes a profit. Another reason for the increase is associated with the shortage of cheap cigars, that is, cigars which formerly sold 2 for 5 cents. Cigars of this class cannot be had any longer,, and it is easier for a retailer to hand out a package of goods on which there is no breakage or waste."

—

Joe Rinaldo, besides reporting a continued increase in the Palo sales, advises that they will continue the 6-inch Aristocrat as a bit size and have added two new ten-cent straight shapes, viz.: Palmas and Bachelors. Gene Stoltz, the Coast agent, will be East till February. Joe has also taken on the Glad, a new hand-made six-cent brand of the C. & M. Cigar Mfg. Co., Philadelphia. It sells in two sizes, the Londres and the Invincible. The price is $43 per M. less 2 per cent., and in 500 lots 3 per cent. and 1,000 lots 5 per cent.—*San Francisco Grocer.*

—

The hint that the United Cigar Stores Co. would be glad to reward handsomely a suggestion that would protect store windows from sweating and frosting in winter brought in scores of letters. Most of them suggested ventilation of the windows by making openings in the frame work or by the use of fans. Unfortunately nothing was suggested that has not been tried out without success. In certain cases ventilation will serve, but it cannot be relied on as a cure for frosting. We have always thought the problem would be solved by the discovery of a chemical wash for the windows that would keep the glass clear.—*United Shield.*

—

Thieves entered the J. M. Doran & Co. cigar store on East Mill street, Akron, O., Friday night, and took $500 worth of cigars. Entrance was gained by cutting the screen in a rear door and then breaking the glass. Howard Clementz passed the store about 10 o'clock and noticed the door leading to the stock room open and investigated. He reported the theft to the police.

RANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S H FURGATCH Y C A

H. FURGATCH Y C A. 75th Street & Avenue A. New York

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.

CARABANAS

Clear Havana Made in New York and Tampa

PANDORAS

Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.

Established 1872

MANUFACTURERS OF HIGH GRADE CIGARS

We are now using the Union Label of the Cigarmakers' International Union.

Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

L. KEHLMANN CO.
229-239 WEST 28TH STREET
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PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

By Special Appointment



To the Late King Edward VII

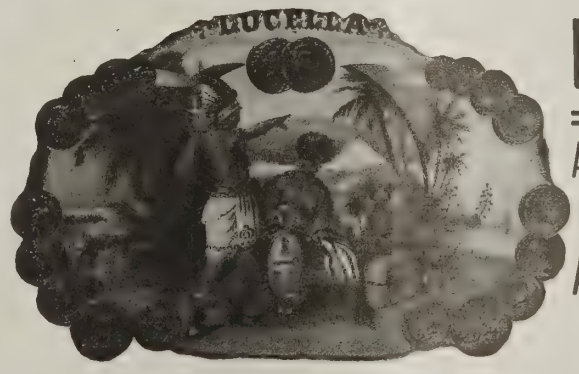
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The World's Oldest High-grade Turkish Cigarettes

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York



LUCELLA

A Mild Havana
Made in
ALL SALABLE SIZES

A Winner Wherever Placed

JOBBERS' ACCOUNTS SOLICITED

R. GANGEMI & CO.
20 Fulton St. -:- New York

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

TURKISH AND AMERICAN CIGARETTE and smoking tobacco mixture superintendent, now employed, would accept a change. Best of references from former prominent concerns. Address American, care Tobacco.

YOUNG MAN, TWENTY-EIGHT, WISHES POSITION as stock, order and shipping clerk in cigar factory. Having had eight years' experience. Good knowledge of Brooklyn trade. Address Brooklyn, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

Patents Recently Granted

The following patents recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trademark attorney, Real Estate Trust Building, Washington, D. C., at the rate of 20c each. State number of patent and name of inventor when ordering.

1,252,932. Safety cutting mechanism (for cigar and cheroot machines). John E. Norquest, Richmond, Va., assignor to P. Lorillard Co., New York.

1,252,933. Cigar and cheroot trimming mechanism. John E. Norquest, Richmond, Va., assignor to P. Lorillard Co., New York.

1,252,934. Pasting mechanism for cigar and cheroot machines. John E. Norquest, Richmond, Va., assignor to P. Lorillard Co., New York.

1,252,935. Bunch-Carrier for cigar and cheroot machines. John E. Norquest, Richmond, Va., assignor to P. Lorillard Co., New York.

1,252,944. Cigarette-case. John Postolowski, New York.

1,253,145. Pipe attachment. Thomas J. Carroll, Dewey, Okla.

Usually the cut-price man is not willing to let his customer in behind the scenes and show how his price is arrived at. And usually the quality man is.—*Graphica.*



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va. ESTABLISHED 1831

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GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

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DIRECT IMPORTERS OF HAVANA CIGARS
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Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.
We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.
Price lists sent on application.
Kindly note carefully our new name and address
Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St. New York

TELEGRAFO
VERY MILD CIGARS
A New Creation
MADE by Cuban workmen at Key West of a blend of the finest Shade Grown and Havana tobaccos.
This cigar is being introduced to the American public with signal success. It retails at 5c. to 15c. with liberal margins to retailers.
Apply for prices to
PARK & TILFORD, *or*
TELEGRAFO CIGAR CO. Inc.
529 West 42nd Street New York City

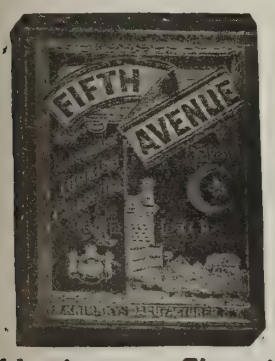
Sweet and Aromatic
INDEPENDENT CIGAR FACTORY



M. L. FERNANDEZ, Proprietor
Cable: *"Belinda"*
96-98 GERVASIO STREET, HAVANA, CUBA
H. J. M. GREEN
United States Representative
ROOM 630, SINGER BLDG. NEW YORK
Telephone: Cortlandt 2462

Waldorf-Astoria
WA
Cigar Company, Ltd.

WALDORF-ASTORIA,
Clear Havana
SEGARS
Tampa made in all popular sizes
SEND FOR CATALOGUE
Office and Humidors
Waldorf-Astoria Hotel, New York



Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
35 Mulberry St., New York

El Principe de Gales
THE OLD STANDARD
IN
PURE HAVANA
CIGARS
SINCE
1854

Havana Cigar Exports

Exports of cigars, from Havana, during the second half of December, 1917, compared with the same period of 1916, were as follows:

	Cigars
Great Britain	4,402,190
United States	1,494,650
France	528,200
Australia	168,500
Argentine Republic	80,875
Uruguay	71,692
Switzerland	53,200
Canada	53,000
Spain	33,500
British Africa	30,000
Bolivia	20,000
Guatemala	18,500
French Africa	17,500
China	13,000
Brazil	10,750
Dutch West Indies	6,500
Honduras	5,500
United States of Columbia	2,775
Panama	1,725
Costa Rica	400
Total from December 16 to December 31, 1917	7,012,457
Total from December 16 to December 31, 1916	6,803,080
Increase during the second half of December, 1917	209,377
Total from January 1 to December 31, 1916	121,663,309
Total from January 1, to December 31, 1917	111,909,685
Decrease during the twelve months of the year 1917	9,753,624

Increases by countries during the second half of December, 1917, as compared with 1916:

	Cigars
Great Britain	2,847,276
France	506,200
Switzerland	50,200
Bolivia	20,000
Total	3,423,676

Decreases by countries during the 2d half of December, 1917, as compared with 1916:

	Cigars.
United States	2,155,200
Spain	386,475
Australia	105,050
Denmark	103,900
Argentine Republic	84,039
Russia	67,500
British Africa	63,400
Norway	49,500
Canada	47,500
Chile	34,200
Netherlands	29,250
Sweden	29,050
Panama	23,675
Portugal	18,050
Japan	15,090
Total	3,211,879

HOOVERITIS

Each paper, book and magazine
Sprouts upward like a geyser
Recipes for saving things;
We're growing thin and wiser!
We salt down beans, dehydrate greens,
Store up foods like a miser;
We're going to preserve the world,
And also can the Kaiser.

—Edith Gooding in B. R. & P. Railway Employees Magazine.

HAVANA CIGARS
ROMEO
Y
JULIETA
The Leader in All the World's Markets
U. S. REPRESENTATIVE
WM. T. TAYLOR - 140 East 34th Street, New York

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

FINEST IN QUALITY— MILDEST IN TASTE
DUBONNET CIGARS
Some Territory Open—Correspondence Solicited
AMERICAN EXCHANGE CIGAR CO., Makers
1059-1061 Third Ave., New York

METROPOLITAN TOBACCO CO.
OFFICES AND MAIN DEPOT, 134-136 GRAND ST., NEW YORK
Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
Jamaica Branch—22-28 Bergen Avenue, Jamaica, N. Y.
Patchogue Branch—28 Ocean Ave., Patchogue, N. Y.
Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

All Progressive Dealers Read TOBACCO

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

RECEIPTS AND DELIVERIES.

WESTERN MARKETS.

	Receipts, Dec.	Deliveries, Dec.	Stocks, Jan.
Cincinnati	267	200	690
Louisville	4,233	1,339	5,072
Total	4,500	1,539	5,762

SEABOARD MARKETS.

Baltimore	1,359	2,382	25,803
Richmond	1,727	1,779	27,228
Seaboard Markets	3,086	4,161	53,031
Total U. S.	7,586	5,700	58,793

We give below the stocks actually for sale at the different points on January 1, 1918, and the figures following same were the stocks on sale January 1, 1917:

Louisville, 1,662 hhds. (Burley 1,576, Green River —, Dark 87), against 1,750 hhds. (Burley 1,705, Green River 1, Dark 44); Baltimore, 116 hhds. (Maryland 76, Ohio 40), against 59 hhds. (Maryland 9, Ohio 50).—*Western Tobacco Journal.*

LESS SMOKING IN PARIS.

From "Somewhere in France" a correspondent writes, stating that the tobacco shortage has developed a class of humorists among the shopkeepers of Paris, the last place where such a rare plant would be expected to thrive There are some disgruntled smokers, however, who indignantly insist it is not humor but fiendish ingenuity intended to increase the tortures of men who want cigarettes and pipe tobacco of any kind and can get nothing. For years these men abused the French tobacco to the shopkeepers and the latter are now enjoying hearing these same men begging for the one-time despised smokes.

"Any French cigarettes?" the victim asks.

"No—none left."

"Any English or American?"

"No—all gone."

"Got any kind of pipe tobacco?"

"No—had none for two days."

Then as the sufferer pauses the shopkeeper says:

"Not any kind of pipe tobacco either. French or Havana. This is the war. It changes all things. Perhaps more will smoke cigars as the result of the war, who can tell?"

As he talked the shopkeeper was dusting cigar holders, pipes, match boxes, cigarette cases, all the things a smoker uses when he can smoke.

"I will put these in the window," he said, "in place of the tobacco and cigarettes of which I have no more. These cases are bargains now, as the price of leather has gone up since I got them. Perhaps when my customers can't buy tobacco or cigarettes they will buy a pipe or a cigarette case."

RETAIL PRICES IN LOUISVILLE.

Robt. J. Frick, of the *Kentucky Druggist,* made a trip around certain parts of the city of Louisville in an effort to learn what cigar stores, hotel cigar stands and drug stores were charging for tobacco, cigars, and cigarettes. He found that the prevailing prices were in keeping with the advanced costs caused by the war and that these advanced costs were placed on the consumer.

One-pound jars smoking tobacco, $1.25.

One-pound tins smoking tobacco, $1.15.

All 5c cigarettes and little cigars, 6c.

All 10c cigarettes that are also packed in 5c sizes, 12c.

All 5c chewing and smoking tobaccos, including twist and fine-cut, 6c.

All 10c chewing and smoking tobaccos, including twist and fine-cut, 12c.

are also packed in 5c sizes, 12c.

All 5c chewing and smoking tobaccos, including twist and fine-cut, 6c.

All 10c chewing and smoking tobaccos, including twist and fine-cut, 12c.

All 10c cigarettes and little cigars that are not packed in 5c packages, 13c, 2 for 25c.

London Life, 10c; Nebo, 20c, 10c.

Camel cigarettes, 15c, 2 for 25c.

Royal Nestor, 15c, 2 for 25c.

All 15c cigarettes, 18c, 2 for 35c.

All 20c cigarettes, 23c, 2 for 45c.

All 25c cigarettes, 25c.

Cigarette papers, 225 leaves, 10c.

All cigars listed over $38 and up, 6c straight, box $5.50 per hundred.

All cigars listed over $33 up to $38, 5c straight, box $5.00 per hundred.

All cigars listed over $72 up to 10c straight, $9.50 per hundred.

All cigars listed over $65 up to 10c straight, $9.00 per hundred.

All cigars listed over $75 up to 12c, 3 for 35c, $11.00 per hundred.

All cigars listed over $80 up to 15c, 2 for 25c, $11.50 per hundred.

All cigars listed over $90, 15c straight $13.00 per hundred.

London Club Stogies, 2 for 5c; box of 100, $2.40.

Linkers, 2 for 5c; box of 100, $2.40.

Linkers Best, 2 for 5c; box of 1 $2.50.

Kentucky Leaf Tobacco Sales

DECEMBER REPORT.

	Previous Years Crops. Pounds.	Total dollars and cents.	Average per 100 pounds.	1917 Crop. Pounds.	Total dollars and cents.	Aver per poun
BURLEY TOBACCO—						
Sold for growers	1,952,348	$331,330.88	$16.97	19,000,564	$5,114,059.22	$26
Sold for dealers	324,313	62,958.65	19.41	3,771,931	1,031,124.33	27
Resale	74,805	17,400.01	23.26	987,074	254.494.29	25
Total and average	2,351,466	$411,689.54	$17.50	23,759,569	$6,399,677.84	$26
ONE-SUCKER TOBACCO—						
Sold for growers	.....	.....	....	6,815,649	$1,190,999.06	$17
Sold for dealers	8,995	$1.473.82	$16.38	139,570	24,348.23	17
Resale	34,945	4,514.64	12.92	57,265	9,009.29	15
Total and average	43,940	$5,988.46	$13.63	7,012,484	$1,224,356.58	$17
UNFIRED DARK TOBACCO—						
Sold for growers	.....	.....	....	5,037,952	$760,447.92	$15
Sold for dealers	.....	.....	....	106,260	17,709.06	16.
Resale	.....	.....	....	.....	.....	..
Total and average	.....	.....	....	5,144,212	$778,156.98	$15.
FIRED DARK TOBACCO—						
Sold for growers	.....	.....	....	1,617,335	$20,120.17	$13.
Sold for dealers	.....	.....	....	24,220	3,333.15	13
Resale	.....	.....	....	.....	.....	..
Total and average	.....	.....	....	1,641,555	$223,453.32	$13.
GREEN RIVER TOBACCO—						
Sold for growers	.....	.....	....	8,273,416	$1,342,018.67	$16.
Sold for dealers	.....	.....	....	193,009	30,843.89	15.
Resale	.....	.....	....	.....	.....	..
Total and average	.....	.....	....	8,466,425	$1,372,862.56	$16.
Total and average for Dec.	2,395,406	$417,678.00	$17.43	46,024,245	$9,998,907.28	$21.
Total and average for Nov.	662,645	126,427.86	17.11	3,767,324	819,214.86	21.
Total and average for Oct.	146,950	28,211.37	19.20	1,485	257.48	17.
Total and average for Sept.	698,140	153,264.64	21.95	.....	.....	..
Total and ave., 4 mos.	4,203,141	$725,581.87	$19.17	49,793,054	$10,817,979.62	$20.

First Consul
CLEAR HAVANA CIGAR
LINCOLN BROS., Manufacturers
466-468 Broome St., New York
MONTE-CRISTO
SOLD SINCE 1865 CONTINUOUSLY
MILD HAVANA

El Leon Invincibles
Extremely Mild
10c.
3 for 25c.
Pleased Customers Recommend Them
JOSEPH P. MANNING CO.
BOSTON, MASS.



F. LOZANO, SON & CO
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO
FLOR DE NARVEZ
VICLO
TRADE MARK
WALLS COURT
EL LESSERO
CALATRAVA
REG U. S. PAT OFF.
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatia, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality
HAVANA CIGARS
Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.
LA AMITA

VICENTE GUERRA
FRANK R. DIAZ
GUERRA, DIAZ & CO.
CUBA
TRADE MARK
MANUFACTURERS OF
CLEAR HAVANA CIGARS
La Flor De
V. Guerra
Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXV. No. 16. NEW YORK, JANUARY 31, 1918. Per Annum, $2.00 Six Months, $1.00

MOTOR TRUCK TRANSPORTATION.

It is no longer a question as to whether transportation of freight by motor truck is possible, practical, or profitable, nor is there any question about the advisability of extending this form of transportation. Actual operation over many routes has completely demonstrated its success. The only practical method of meeting the national obligation to produce is by extending delivery and the practical method of extending delivery is to use more motor trucks in the service.

Manufacturers, jobbers and transportation companies are right now maintaining regular service by motor truck—both outgoing and incoming—between points distant from 20 to 1,000 miles, in some cases further. For example: There is a daily service out of Boston for Lawrence and a number of other New England points. Regular lines of trucks ply between Boston and New York, taking in the towns en route, even running to Philadelphia, Baltimore, Washington, and Akron, Ohio. From New York deliveries of goods are being made to Philadelphia, Baltimore, Washington, and many points in New Jersey and New York States. Philadelphia is the starting point of delivery service by motor truck to Bethlehem, Allentown, Lancaster, Reading and many other Pennsylvania cities. Chicago has routes to Elkhart, Gary, and Rockford, while from Cleveland trucks carry freight to Canton, Akron, Elyria, Painesville, Lorain, Kent, Ravenna, Norwalk and Sandusky. At the present time there is being projected a through service from Chicago to Buffalo, Rochester, New York, Boston and other eastern points.

Apparently there is no limit to the variety of articles being transported, among them being iron, steel, coal, ore, lumber, chemicals, rubber goods, building materials, mine supplies, machinery, cheap metal goods, fabrics, corsets, straw hats, earthenware, dyes, wrapping paper, silks, wholesale groceries, farm products, and a large tonnage of raw materials, parts and finished goods for war industries.

The question, "Does it pay to deliver by motor truck?" naturally is an important one, as is also the items of time saving and length of service of the truck. On the question of economy all of these have an important bearing. Several large concerns, one in Philadelphia, have found it a profitable proposition to maintain a 12-hour service to New York, handling 400 tons of freight in either direction daily. Another concern is making money by operating a fleet of 12 5-ton trucks over a wide area, transporting war materials to a large extent. Aside from the actual monetary advantage derived, the item of time saving must be considered, as there never was a time in the history of the country when time was more valuable than now. It would seem logical to say that motor-truck transportation, moving goods both day and night, avoiding delays, loss, damage, and extra labor expense at terminals in loading and unloading, would save time.

The life of a truck depends largely upon the condition of the roads over which it is to be operated. The Council of National Defense appreciates the importance of good roads and has formed a highways transport committee, of which Roy Chapin is the head, for the purpose of impressing upon the various communities the necessity for improving roads. A great deal has already been accomplished, and in many States work is actively in progress for the widening and paving of highways, strengthening of bridges, and other necessary steps of preparedness.

With the increased use of motor trucks there has come a scarcity of experienced truck drivers, making it necessary for owners to give considerable study to the subject of increasing the efficiency of present drivers. "If drivers have to face the snow and wind they become chilled, wet, and thoroughly uncomfortable," says one operator, "and it is human nature for them to think of getting to cover as soon as possible. This doesn't make for efficiency, and operators should try to make their men more comfortable by adopting the closed type of cab on their trucks."



Red Cross Sacks Distributed to Our Boys in France. Among Other Things Each Bag Contains a Tobacco Kit.

SO BIG BUSINESS GROWS

The Standard Commercial Tobacco Co. has increased its capital from $1,500,000 to $6,000,000. Added to the company's prestige also is success achieved in recent big operations in Russia and Greece. Demonstrated ability to bring great quantities of Turkish tobacco to this country is making the "Standard Commercial" a leader.

WORKING ON "VELVET"

Washington, January 28 — A Cuban firm, appreciative of the popularity of Velvet tobacco, but not entirely regardful of the rights of the Liggett & Myers Tobacco Co., is trying to get a trade mark on "Velvet" tobacco in Cuba. The trade mark is very similar to that which identifies the famous brand in this country. The Bureau of Foreign and Domestic Commerce has taken cognizance of the Cuban firm's attempt to appropriate "Velvet Joe."

Under a resolution introduced by Mr. Rogers, of Massachusettes, which it adopted Tuesday, the House of Representatives has instructed Postmaster General Burleson to report upon the causes of delay in the transmission of mail to American soldiers in France and of soldiers' mail to home folks.

TOBACCO PRODUCTS ACQUIRES THE FALK TOBACCO CO.

Acquiring the Falk Tobacco Co., Saturday, the Tobacco Products Corporation made a most important and advantageous deal. The price that was paid ($1,500,000 it is said) does not signify all that was secured in the transaction. For there are some things that money can not buy. The Falk Tobacco Co. was progressive and prosperous; it had a reputation to be proud of, its brands were popular, far and wide; it had an efficient organization; it had paved the way for greater development. Which expansion would fit particularly well with "Tobacco Products" plans for the future.

Though the acquisition was made outright, for cash and preferred stock in the Tobacco Products Corporation, the Falk Tobacco Co. will not lose its identity in a merger with "Tobacco Products." It will be a subsidiary but it will retain its organization.

The new officers of the Falk Tobacco Co. are: Albert Falk, president; J. L. Hoffman, vice-president; F. M. Collier, vice-president; J. Seelinger, treasurer and T. N. Word, secretary. The entire sales force, office staff and supervisors of factory work will continue, as formerly.

The Falk Tobacco Co. will continue to manufacture all its brands. It will keep on making more than 500 smoking mixtures. And, just as zealously as of yore, it will strive to maintain high quality.

Association with "Tobacco Products" will facilitate factory expansion. In Richmond, the Tobacco Products Corporation plans to have perhaps the greatest cigarette and tobacco manufactory in the world.

The Falk Tobacco Co. utilizes tobacco from every country, state and district where good tobacco is grown. In the stocks of raw material procured by the Falk Tobacco Co., the various tobaccos represent Virginia, North Carolina, Kentucky, Tennessee, Louisiana, Florida, Georgia, Maryland, Pennsylvania, Ohio, Wisconsin, Connecticut, Cuba, Porto Rico, the Philippines, Sumatra, Java, Paraguay, Brazil, Venezuela, Columbia, Mexico, Santo Domingo, Russia and, last but not least, the districts of Greece, Bulgaria and the Ottoman Empire from which comes the tobacco most commonly known as Turkish.

Of "Turkish," there are about 20 varieties, each of which has some recommendation.

While such importations were possible, the Falk Tobacco Co. was a most conspicuous importer of Latakia, tobacco produced in Syria and much prized for blending purposes. Of Latakia, the Falk holdings were the largest in the United States. Importuned to sell, the Falk Tobacco Co. preferred to reserve its stock of Latakia here.

What some might call an excessive supply of Latakia was but one example of the preparedness and thoroughness of the Falk Tobacco Co.

Established in 1903, by M. Falk, a man most expert and experienced in manufacturing smoking tobacco and cigarettes, the Falk Tobacco Co. ever since has been devoted to the idea of upholding quality. Also it featured originality. It identified itself with high-grade goods. If it put a brand on the market, it wouldn't allow that brand to deterioriate. Never tempted to use cheaper material or a less expensive process, when a product becomes popular, the company maintains standards adopted. The increased price of tobacco will not cause a formula for a Falk smoking mixture, offered to the public, to be changed in the least.

A product must abide by its own merit. Each brand, however, approved in the past, to continue, must retain the excellence that previously characterized it.

To secure desired results, judicious selection of expensive material, to be used in manufacturing, is not enough. Nor may competent workmen perform to best advantage with poor or inadequate equipment. The factories of the Falk Tobacco Co. in Richmond represent much planning. They show careful thought and liberal expenditure to obtain desirable conditions as well as the latest machinery.

At the corner of Franklin and 22nd streets occupying more than half a block, the four story brick structures of the Falk Tobacco Co. are models of cleanliness and sanitation. The working conditions are entirely favorable. The scrupulous neatness, the atmosphere of "respectability and comfort," perhaps is the first thing that appeals to the visitor. The attitude of the employees is an important thing to observe in any industrial institution.

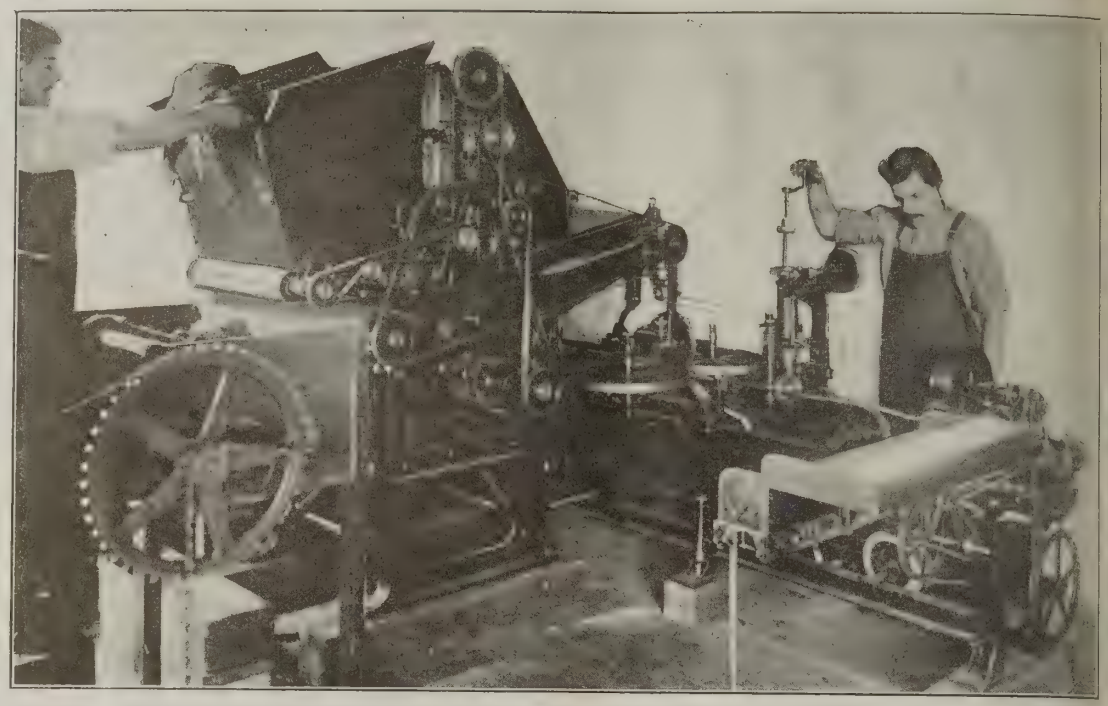
F. M. Collier, the director of manufactures is a most capable man, a Virginian by birth and associated with the tobacco industry since boyhood. A protege, pupil and friend of M. Falk, long before the Falk Tobacco Co. was organized, Mr. Collier has been with the business, since its inception, and he has reason to be proud of the factories, the work of which he directs.

Of the company's output of smoking tobaccos, Herbert Tareyton London Smoking Mixture is a brand of the highest grade.

Other mixtures having wide spread popularity are Personal Pipe Mixture, Vaporia Falk's American, Vintage Blend, Serene, Manhattan Cocktail Modern Cut, London Sherbet and Snap Shots, crushed Burley plug.

Each year, the greater vogue of Herbert Tareyton London cigarettes has been acknowledged. But the growth of favor accorded this brand is more remarkable now than ever before. The increase of Herbert Tareyton cigarette sales, month by month, tells a convincing story. "There's something about them you'll like" is an assurance that appeals to smokers of cigarettes. London Sports and Champagne Cocktail are other favored brands of cigarettes manufactured by the Falk Tobacco Co.

Though henceforth identified as a subsidiary of Tobacco Products, the Falk Tobacco Co won't be forgotten.



One of the Cigarette Machines Used by the Falk Tobacco Co.



Packing Room in the Falk Tobacco Factory

HIRSCHHORN EXPLAINS

Cigar prices, which, during the first three years of war conditions practically withstood the increasing pressure of manufacturing costs, are now taking the same upward trend in prices as shoes, clothes, collars, candies and practically every other commodity of daily use.

With former 5c. brands now selling at 6c.; three for 25c. brands of established merit now at 10c. straight, and well-known 10c. straight brands now two for 25c., men who smoke are naturally asking "Why?"

"The whole business structure is tightly welded together," said Mr. Fred. Hirschhorn, president of the Cigar Manufacturers Association of America.

"You cannot separate one industry from the rest and say it shall be governed by different economic conditions. If there comes a wave of advance in wages paid to labor, that wave will reach every industry. Such a wave means that the industrial world has less labor than it needs and therefore the cost of labor is higher.

"When the railroads are permitted to advance their freight rates to meet their increased costs of operation, that means that all manufacturers shipping goods by rail, have an increased freight cost to meet.

"When the government levies taxes on business in order to pay for the cost of the war, that means that every field of business must bear its share.

"These general conditions which no field of business can escape, have confronted the cigar industry as they have every other, and so, throughout the business of every manufacturer, will be found increased costs, ranging from 25 to 150 per cent. The cigar manufacturer, like the shoe manufacturer and the food producers, can only meet these costs by getting a higher price for the article he produces."

CALLED THEM "CIGARS"

fernal Machines Devised by the Kaiser's Minions Who Planned to Sink American Ships.

Insanity and death overtook two missing embers of the band of Germans who plotted destroy food and munitions ships leaving merican ports, it was disclosed last week, testimony at the trial of Franz von Rinlen, German naval reservist, and twelve hers charged with conspiracy.

Police Lieutenant Barnitz testified that erbert Ebeling alleged to have been the an who took the fire bombs aboard steamips in "cigar boxes" is in Bloomingdale sylum, and Max Klein had died in a hospital.

Inspector Tunny, chief of the bomb squad, stified that one of the plotters had told im that Ebeling had placed bombs on the usitania and that he had "cursed the capin of the submarine which sank the liner ecause he had spoiled the 'cigars.'"

RELATIVE TO EXCESS PROFIT TAXES.

WASHINGTON, January 28.—Daniel C. Roper, ommissioner of Internal Revenue is sending ne following instructions relative to the exess profits tax to collectors throughout the ountry:

"A partnership whose fiscal year ended with the last day of any month in the year 1917 other than December, may not later than thirty days before March 1, 1918 give to the Collector of Internal Revenue of the District, in which its principal place of business is located, notice in writing of the date thus fixed as the closing of its fiscal year. Unless a partnership gives such notice, its income tax return for purposes of the excess profits tax shall be filed upon the basis of the calendar year 1917."

FRENCH REGIE ACCUSES

S. Hyman, Ltd., of a Breach of Trade Rights in the Sale of Gauloise Cigarettes—Action Begun in Montreal.

Hearing was commenced recently in the Superior Court at Montreal before Mr. Justice Mercier, of an action in which the Regie Francaise is suing S. Hyman, Limited, for $6,000 damages, for an alleged breach of trade rights in the sale of a cigarette under the name of the Gauloise. Plaintiffs assert that the cigarette complained of, is an illegal imitation, in its shape, form and package, of the cigarette for which plaintiffs claim a monopoly right.

In addition therefore to the damages asked, plaintiffs apply to the Court for an injunction to restrain defendants from infringing their trade name, imitating the make of the cigarette, and copying the design in a manner which, it is alleged, is calculated to deceive the public to believe that in buying the defendants' cigarettes they are purchasing those of the plaintiffs.

J. L. Perron, K.C., who is appearing for the defence, pleads that there is no breach of the plaintiffs' rights. There is no imitation whatever of the plaintiffs' cigarettes, he says, and as to the use of the words "Francaises" and "Gauloises" in describing the cigarettes, counsel submits that thees are words of common usage and no monopoly can be legally created in them for the benefit of the plaintiffs. The *Canadian Cigar and Tobacco Journal* reports that the hearing will be continued.

PERTAINING TO CIGARETTE PAPERS

WASHINGTON, January 28.—In connection with the examination of cigarette papers, L. S. Rowe, Assistant Secretary of the Treasury has sent the following communication to the Collector of Customs at New York.

"Your attention is invited to T. D. 37393 paragraph 2 of which requires all packages of cigarette papers in books or tubes to be sent to the appraiser's stores for examination.

"The Commissioner of Internal Revenue advised that this practice involves considerable expense and inconvenience to importers and that it will be satisfactory to internal-revenue officers if the same number of cases are sent for examination as is required for custom purposes.

"Accordingly paragraph 2 of T. D. 37393 is hereby revoked, and you will be governed by section 2901 of the Revised Statutes and article 230 of the Customs Regulations of 1915 in designating packages containing cigarette papers and tubes for examination by the appraiser."

HE USED HIS FINGER

To Simulate a Pistol—So He Says—Admitting Robberies of United Cigar Stores.

Edward Madden, twenty-two years old, of No. 630 East Seventeenth street, New York, laughingly admitted to Acting Captain Deevey, of the First Branch Detective Bureau, Thursday, that he was the gentleman burglar who has been terrorizing clerks of United Cigar Stores throughout Manhattan for the last two weeks. Upon identification of some of the store clerks he was held without bail by Magistrate Corrigan, in the Jefferson Market Court, for the action of the Grand Jury.

Madden told Captain Deevey, as quoted in the New York *Herald*, he did not use a revolver, but that the index finger of his right hand concealed in his overcoat pocket "answered all the purposes of a 'cannon'." He said the clerks all obeyed his commands and that there actually was no need of displaying a weapon.

Several of the clerks, including a woman were called to Police Headquarters, and identified Madden as the man who robbed the stores in which they were employed. The woman told Captain Deevey the prisoner returned to her a diamond ring worth $250, and one man had a watch and chain restored.

TOBACCO FACTORIES HARD HIT.

The tobacco factories in Richmond, Va., were hit a little harder by Dr. Garfield's order to shut down for five days than any other industry. In the first place, every manufacturer of tobacco is behind in filling orders, for there was never greater demand for smoking and chewing tobaccos than right now, and scarcity of labor has made it almost impossible for the manufacturers to keep up with orders. This five days of idleness threw them still farther behind. In the second place, they save very little coal by keeping the factories closed, for, in the nature of the business, they have to keep up a certain amount of heat to insure the safety of the tobacco in the course of manufacture. The Government permits this, of course, but the coal that is consumed in this way is a dead loss to the manufacturer of both the chewing and smoking tobaccos.

PROOFS OF PROGRESS.

The W. S. Conrad Co., cigar and tobacco jobbers of St. Paul, Minn, has increased its capital stock from $100,000 to $200,000. New officers have been elected, with D. K. Murphy, president.

RED CROSS GROWTH

"You will pardon me, I am sure, if I give you some idea of the development of the Red Cross.

"About six months ago we had 455,000 members. Today we have in excess of 22,000,000 members.

"About six months ago we had 200 Chapters; today, including branches and auxiliaries, we have about 50,000.

"Six months ago we had very few people working for the Red Cross; today we have in excess of ten million people working for the Red Cross.

"This development, gentlemen, was due to two things; first, some way being pointed out to the American people as to how to work, because the people of this country, most of them, want to work, and all you have to do is to tell them how and what to do and you will find it will be done.

"The other point was, we needed something of an inspiration from the other side, and that we have received in full measure. On the 31st day of last May our French Commission sailed for France, headed by Major Murphy. There were eighteen of them in number. About ten days ago Major Murphy sailed from France to come here, leaving that organization, not of eighteen, but of 2,500 American people."—From the speech of H. P. Davison.

TOBACCO
· ESTABLISHED · 1886 ·

DEVOTED EXCLUSIVELY TO THE INTERESTS OF THE MANUFACTURING, WHOLESALE AND RETAIL CIGAR AND TOBACCO TRADE.

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THRUSDAY, JANUARY 31, 1918.

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PATIENCE NOW AND EFFORT LATER

To say the least, relative to shipments and deliveries, the present situation is unsatisfactory. Every manufacturer faces additional difficulties. Whatever his past achievements were, however great his ability and resources may be, despite his credit and prestige, he is handicapped. He is compelled now to do business at a disadvantage. And he can't hope for any immediate relief.

Neither valued patronage nor ready cash suffice now to procure quick transportation. To attempt to fill orders is one thing. To deliver the goods is another. Try as he will, a manufacturer's efforts to speed shipments are mostly wasted.

A delivery that aforetime could be made in a few days may take weeks, under existing conditions. The manufacturer dispatches goods with a prayer that the shipment may be rushed to an importunate customer. Whether the consignment goes by express or freight the one best bet is that delays will occur.

Associated with freight congestion almost everywhere, the delays reported are enough to tax the patience of Job. With "priorities," waits and side-tracking to consider, it requires 35 days, on occasions, to get freight forwarded from New York to Chicago. Pending endeavors to relieve the coal shortage, who knows how many thousand loaded cars have been shunted aside, to stand idle for a while?

Not being the sort of freight that is accorded priority, shipments of cigars and tobacco are retarded and lost, for the time being, in the shuffle. Cigar manufacturers receive by every mail letters of inquiry and complaint regarding undelivered goods.

In reply to importunities, protests and condemnation pertaining to delayed shipments, perhaps the chief information the troubled yet obliging manufacturer may give is the date, some weeks back, on which the goods were entrusted to the railroad company.

It is assumed that the railroads, under government control, are doing their best. But, to save his soul, what railroad man just now could keep track of every shipment accepted? When it happens that inquiries, made at railroad offices, concerning delayed freight, are more exasperating than useful, the impatient consignee usually writes reproachful letters to the shipper.

Failure to receive goods long overdue undoubtedly is bad for trade. Injury and loss rather directly are connected with delayed shipments and retarded deliveries. Yet, in so far as the hardships resulting are incidentals of war, every one in business must endure them as best he can. If inconvenience and denial of advantage are included in the price the tobacco industry must pay to assist the United States to beat the Kaiser, so mote it be. No patriotic American, though hurt financially, will protest against anything necessary to accelerate victory.

But, if it be possible, when the snow melts, to reorganize traffic so that commerce may be served without prejudice to the war plans of the nation, it is the duty of all, from the smallest shipper up to McAdoo to try and do something effective.

Meanwhile, remember that it may not b the manufacturer's fault if your goods fail t arrive.

THE GREATEST GOOD OF THE GREATEST NUMBER.

The greatest good for the greatest numbe has long been held to be the highest aim o government action. There has never been more perfect instrument of government fo achieving this ideal than United States Libert Bonds. By their very nature they give to ever citizen of the United States a chance to serv his country by serving himself; and if on serves himself and by the same act promote the welfare of all his fellow citizens, he certain ly is serving the greatest good for the greates number.

In buying a Liberty Bond one serves onesel first by discharging to that extent his para mount duty of patriotism in these days of hi country's greatest war. He serves himself also in a direct, material sense by investing hi money in an absolutely safe manner and at lucrative interest. Further, he serves himself by helping to win a war whose sole purpose is t make not only his own country, but his whole world, a safer, happier and saner place to live in, both for himself and for his posterity. Directly and indirectly that means, also, that he is conserving the value of his own property, for personal ownership of property would mean little in a world or a nation ridden either by domineering autocracy or destructive anarchy. Both of those conditions are inherent possibilities in German success. The imposition of German rule on free-spirited nations would both destroy individual freedom on the one hand and promote the anarchy of discontent and seditious revolt against oppression on the other. In a world in a state of unrest and uncertainty, property values would always be at low ebb. Even though the United States should retain its national entity and its sovereignty within its own borders, autocratic supremacy of Germany in Europe would inevitably impose on this country the necessity of becoming perpetually a militaristic nation in self-defense, maintaining burdensome army and navy establishments that would have to be paid for out of the pockets of the people. In other words, the citizen is confronted with this alternative: Lend your money to your government now to win the war, or else give it to your country later in the form of taxation to defend itself. In the first case your money will come back to you after having earned you more money; in the second case it never would earn you a cent and never would come back, for it would be dead loss, consumed by necessary militarism.

Having thus served himself by buying Liberty Bonds, the citizen by the same deed serves all his fellow citizens. He does so without additional cost or effort to himself, for in making the world safer, saner and happier to live in for himself and his sons, he also makes it a better place for everyone else. Each of the broader aspects of the great good of Liberty Bond investment that benefits the purchaser himself means an equal largeness of welfare for his fellow citizens. Therefore the purchase of a Liberty Bond is an act of altruism that is perfect in its efficiency, for it requires no undue sacrifice on the part of the individual for the public good, but results in the maximum of public welfare.

Finally in serving himself by buying a Liberty Bond the citizen serves his country, giving it the use of his money to fight the war, giving it his personal support and participation in its national solidarity of action and placing him unflinchingly in the ranks of patriotism, to stand four-square in the fight to uphold his country's glorious traditions of the past, to maintain its honor in the present and to make secure its safety in the future.

When the Canadians Led the Way

Connected with the Burt Box Co., of Buffalo before the war, C. Stewart Clark is now a major in the Canadian Army. At the battle of Vimy Ridge, he had his left lung perforated by a bullet. For the edification of former associates in the Burt box factories, Major Clark writes as follows, concerning his experience, "going over the top at the Somme."

It is a soldier's story, simple, direct, forceful and informative.

Zero hour was set for 6:03 A. 17. This does ot refer to the temperature but to the time vhen the "Show" was to commence and we vere to go "over the top" on our way toward Berlin.

The preliminary bombardment had been on or some days, to clear the way of wire enanglements and smash in, as much as possible, the German trenches. The day before, an artillery major, two of his staff, and myself crawled out into a shell crater in "No Man's Land" to observe the fire of his battery. It was working at a point some miles behind our lines and naturally could not see its target. We took a wire with a telephone attached to our observation post, and this gave us direct communication with the battery by means of which we were able to direct the "shoot." The major would telephone the range and the command to fire, and in about thirty seconds (which seemed like five minutes) we would hear the shells screaming through the air over our heads, bursting about two hundred yards from where we were. I was certainly glad that I was not in that section of the German line that day, for when a shell landed in the trench we could see things flying in all directions. A goodly number of direct hits were registered during the "shoot."

The German snipers must have been having a rest that day, for we were able to get out and back from our post in daylight without being sniped at.

The company which I commanded had to get in position for the attack first. We had already dug shallow trenches in advance of our front line—"jumping off" trenches they are called—in which we were to assemble and await the time to advance.

At two a. m. we were in our appointed positions and after I had made a tour of inspection to see that all instructions were clear to everyone, there was nothing to do but wait for the zero hour. This period of waiting is probably the most trying time of all, crouching in a shallow trench and wondering what is going to happen when one hops out of it. One wishes he were a thousand miles away. There must be no noise and it is too dangerous even to risk a smoke. The lighting of a match might give the whole show away. To make things more uncomfortable, it snowed that morning. Notwithstanding these discomforts, however, not a few of the men were able to snatch a little sleep.

At 6:30 sharp those who had been sleeping were awakened instantly by the terrible din of our artillery barrages, consisting of a stationary barrage on the German trench and a creeping barrage behind which the infantry were to advance. These started the fireworks from Fritzie's line. S. O. S. signals of all colors were sent up for their artillery.

The opening of the barrage fire was the signal for us to be on the move. In the excitement we forgot about being wet and cold, and got under way, keeping thirty to forty yards behind the creeping barrage, which we could see bursting in front of us like a wall of fire. Our attack is not made with a grand rush as one imagines, at least not until the last thirty or forty yards. It would be impossible to make much speed for any distance across "No Man's Land" on account of the ground being so torn up by shellfire. Some of the shell craters where the larger shells have landed are six or seven feet deep.

Our objective was some hundred yards ahead. German artillery answered the frantic signals of their infantry by opening fire. Most of their shells were going to our old front line which we had left behind us. There were so many shells flying through the air that it was impossible to tell which were ours and which were German shells. The excitement at this time is too great for one to realize danger. The one idea is to go ahead and get to the objective. Here and there men were dropping, and a machine gun which had evidently not been put out of action by the artillery fire was barking away. We kept steadily on, however, and passed through the remains of the enemy wire-entanglements. They had been cut to pieces by our preliminary bombardment and did not hold up our advance, as they were intended to do. My orderly, walking beside me, had a piece knocked out of the wooden part of his rifle, which was slung over his shoulder. The bullet must have passed between us. When we arrived within forty yards of the German trench the barrages lifted and we went ahead with a rush, catching the Boches before they could get out of their dugouts. They did not show much inclination for hand-to-hand



Belgian Soldiers Entering a Billet for the Night

fighting. The few who did put up any resistance were soon overcome, and the rest were sent back under escort to our lines. A large escort was not required as they were not the least bit reluctant to go; their chief trouble seemed to be in getting back quickly enough.

About this time I noticed a German running towards me with a revolver in his hand. I thought: "Here is one who is looking for trouble," so I got my revolver ready to get in the first shot. Before I could shoot, however, he saw me ready for action and dropped his revolver, putting his hands in the air and at the same time shouting "Kamerad, Kamerad," so I "Kameraded" and added him to our list of prisoners for that day. I thought at least I would get a German revolver for a souvenir, but when I picked it up it was nothing more warlike than a flare-light pistol, used for sending up signals. Evidently he had been in a hurry to join his comrades who were taken prisoners. I don't think he realized how closely he had come to joining his fathers.

Our next job was to get settled down and prepare for a counter attack.

A number of our rifles had become clogged with mud in our journey across the open, but we supplemented these with German rifles and ammunition, both of which we found plenty of in the captured trenches.

We did not have long to wait for the expected counter attack, but we were prepared for it with our machine guns in place and everyone armed with a rifle in working order. The attacking party started towards us across the open about two hundred yards away. We opened up rapid fire with rifles and machine guns and succeeded in stopping the attack before it had gotten fairly started. This counter attack was stopped so effectively that they did not try another one and we were left in undisputed possession of our newly acquired territory, which we held for another day when we were relieved and moved back for a few days' rest in billets.

Arthur Falk's Success

Just before the Falk Tobacco Co. became a part of the Tobacco Products Corporation, Arthur Falk, who was first vice-president, treasurer and secretary of the Falk Tobacco Co. since its foundation, disposed of his interest and withdrew.

The Falk Tobacco Co. has been one of the very successful independent companies. M. Falk, whose efforts made possible the establishment of the company, started the business with his two sons, Arthur Falk and Albert Falk, in 1903, and in 1905 the Falk Tobacco Co. became a corporation. Arthur Falk was engaged in the practice of law prior to that time, and had become an authority on corporation law. He was well qualified to serve the company in an executive capacity and he was active in the direction of the company's affairs up to the time of his withdrawal. His duties were extensive, for in addition to the work indicated by the offices he occupied, he was entrusted largely with the management of the company's headquarters at New York, and he made frequent trips to the factory at Richmond, and was the counsel for the company, having entire charge of its legal affairs. He incorporated and organized the Falk Tobacco Co. and also reorganized the company in 1916, when its capital stock was increased to one million dollars. As a consequence he was familiar with every detail of the business. Under his guidance and supervision many labor-saving devices were installed, and an efficient organization always was maintained. There was never a contract of purchase of any importance made without his first passing upon it, and he personally did a great part of the purchasing for the company. He gained a reputation as a buyer and as a man of great efficiency and excellent judgment. His ability and labor added materially to the company's surplus and profit account. He contributed in a great measure to the remarkable success of the company. Mr. Falk has quite a record as an inventor, and among his inventions in use by the company is the "Tear off Top" patent used on the famous Tareyton London Cigarettes and Smoking mixture. During all these years Arthur Falk maintained a law office at the Singer Building, 149 Broadway, New York City, but as his time was so much taken up with the company, most of his law practice was conducted by William Bondy, acting as counsel.

It appears that Mr. Falk received a very handsome sum for his interest in the Falk Tobacco Co., and he insisted upon his retirement from the company as a condition of the sale.

Although he has been receiving some tempting offers for his services, he has not made any definite plans yet for the future.

And while it is known that he has considerable wealth and is in a position to retire completely from all business, still he is not of that nature, but possesses the force, energy and ambition for which his late father was noted.

Doubtless he will return to his specialty as counsel on corporation law and the organization and management of corporations and business matters in general.

Arthur Falk's leaving the company is deeply felt not only by the officers of the company and by the office and factory staffs, for he is highly regarded by all with whom he had any dealings.

REGARDING FREIGHT CONGESTION.

Hundreds of complaints are now arising over delayed freights. Shipments that usually reach their destination in one day now take five or six. Shipments usually requiring six or eight days are lucky if they get through in twenty-four. It seems to make no difference whether the goods are perishable or not.

It is reasonable to suppose that the railroads are doing their utmost to get stuff through at the earliest possible moment. Certainly so since they went under Government ownership, whatever they did before.

Consignees of freight are of course the main sufferers from this condition. The usual way to sell goods is f. o. b. the seller's station, therefore after the seller delivers to the railroad, he is done. Even if the goods are entirely lost, he has nothing to do with it. The loss is the buyer's and so is the loss that comes from delay.

Consignees are asking where they stand in case of delay or loss. Briefly there are three reasons for the present delay:—

1. Congestion due to too much freight.
2. Bad weather conditions, preventing free movement of trains.
3. Government orders sidetracking one class of freight for another.

Says the editor of the *Modern Merchant:*

"The consignee who makes a loss by reason of delay due to causes 2 and 3 has no claim against anybody. Cause 2 is an act of God, for which nobody was responsible, and Cause No. 3 is the next thing to it. He may have a claim if the cause was No. 1, provided the fact of the congestion was not known at the time of shipment. The shipper who ships into a congested condition with his eyes wide open, cannot complain if his shipment meets wi the delay that he took the chance of. If ships ignorantly, having no notice of any co dition which could delay his shipment, then if the railroad did not tell him—he can colle his damages. I doubt, however, if anybo can honestly plead ignorance of the freig congestion which has existed for so long no so that probably there could be no claim ev under Cause 1. The plain fact is that the co signee whose goods are delayed, and perha damaged by the delay, must in the avera case grin and bear it. His loss is one of t inevitable results of present conditions, a he must stand it himself.

"Of course all this applies to delays onl It does not apply to cases where goods a lost. None of the three causes set forth abo justifies a railroad for losing goods, and course the owner of lost goods can alwa collect his damages."

TREATING "TOBACCO-SICK" SOILS

WASHINGTON, January 28.—In connectio with recent investigations and work official of the Bureau of Plant Industry, Departmen of Agriculture, have the following to say rel ative to the physiology of "tobacco sick soils.

In the Connecticut Valley the leading feat ure of the work has been a study of "tobacco sick" soils, which are causing heavy losses t growers, particularly under the artificia shades used for growing wrapper leaf. Se lected strains of Cuban and of binder type grown on these soils have given very en couraging results, indicating that the disease may be controlled by the growing of resist ant varieties. It has also been shown tha the use of fertilizers of acid reaction will ma terially reduce the injury caused by the dis ease. Finally, crop rotation, wherever prac ticable, appears to be an effective remedy A similar or identical disease is giving much trouble in Maryland; and while native va rieties are susceptible, these have been crossed with foreign resistant varieties, with a view to obtaining resistant types adapted to local requirements.

In Wisconsin and in the Burley section of Kentucky considerable progress has been made in the control of tobacco root-rot through the development of resistant varieties. The disease causes heavy damage in these regions every year and ordinary Burley is especially susceptible. On fields on which the native Burleys have failed completely, some of the resistant strains have given surprisingly good results.

GRATEFUL FOR TOBACCO

Soldiers Write to Ned Wayburn Telling How Much They Enjoyed the Smokes That Were Sent to Them.

Ned Wayburn, the well known theatrical producer who has helped much to swell the *Sun* tobacco fund for our soldiers in France, recently received a postal card inscribed as follows:

"After several months' experience with the hashed hybrid weeds that masquerade under the name of tobacco on the Continent, we, the undersigned members of Company F, Twelfth Engineers, A. E. F. (the Fighting Twelfth), wish to thank you from the bottom of our tortured palates for the hours of 'smoky' content we enjoy.

"Sometimes when 'Old Fritz' starts a 'strafe' we feel little and lone and forgotten. It is then we like to be reminded of the multitude behind us—to know we're 'not forgotten by the land we can't forget.'

"Such thoughtfulness as yours and your fellow contributors helps to keep the 'home fires burning' where perhaps they are needed most—at the front. So again we thank you all."

Leaf Tobacco Held by Manufacturers and Dealers

January 1, 1918 and 1917 and April 1, and October 1, 1917

These statistics represent for dealers in and manufacturers of tobacco other than the original growers: (1) The quantity of leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco who, on an average, had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; (2) all imported leaf tobacco in the United States bonded warehouses and bonded manufacturing warehouses.

	Pounds of Leaf Tobacco on Hand			
Types	Jan. 1, 1918	Jan. 1, 1917	April 1, 1917	Oct. 1, 1917
Aggregate*	1,176,234,657	1,044,885,108	1,406,133,573	1,154,056,034
Chewing, smoking, snuff and export types: Total	893,404,555	758,378,735	1,044,431,775	840,678,229
Burley	177,206,800	188,157,761	323,191,432	207,593,654
Dark Dist. of Ky. and Tenn.: Total	215,209,158	171,356,552	347,732,143	212,479,081
Dark fired of Clarksville, Hopkinsville, and Paducah Districts	117,118,386	97,055,534	219,285,905	128,010,509
Henderson	15,480,892	5,236,117	19,008,080	16,422,702
Green River	53,508,962	38,926,200	65,321,153	49,484,116
One Sucker	29,100,918	30,138,701	44,117,005	18,561,754
Virginia Sun Cured	5,711,921	8,906,732	9,168,844	4,863,174
Virginia Dark	45,122,818	46,347,511	55,026,657	45,236,108
Bright Yellow District of Va., N. C., and S. C.	428,913,604	332,460,249	297,701,301	349,936,059
Maryland	18,445,206	8,688,924	9,050,470	18,226,868
Eastern Ohio Export	2,520,690	1,813,493	1,947,015	1,939,089
All other domestic, including Perique-Louisiana	274,358	647,513	613,913	404,196
Cigar types: Total	223,432,876	231,737,847	312,470,336	262,672,289
New England, including Connecticut. Total	51,722,780	50,602,672	61,598,062	54,040,903
Broad leaf	21,670,911	26,276,744	28,619,683	25,397,452
Havana seed	26,262,206	21,849,157	29,515,296	25,810,398
Shade grown	3,789,663	2,476,771	3,463,083	2,833,053
New York	2,558,481	3,065,209	3,634,216	3,088,689
Pennsylvania	62,969,786	69,536,194	90,751,312	76,502,712
Ohio	52,589,602	50,303,531	84,505,282	64,378,753
Wisconsin	40,714,197	46,473,396	62,591,617	53,050,557
Georgia and Florida	5,213,161	6,567,538	5,459,062	6,357,614
Porto Rico	7,307,787	4,567,256	3,493,808	4,842,631
All other domestic	357,082	622,051	436,977	410,430
Imported types	59,397,226	54,768,526	49,231,462	50,705,516

*Leaf tobacco on hand January 1, 1918, includes 779,292,224 pounds, for which the "Marked weight" was reported (i. e., weight at time it was packed or baled), and 396,942,433 pounds for which the "Actual weight" was reported. The corresponding amounts included for January 1, 1917, were 632,550,784 and 412,334,324 pounds, respectively; for April 1, 1917, 892,415,653 and 513,717,920 pounds, respectively, and for October 1, 1917, 748,864,154 and 405,191,880 pounds, respectively. Allowance should be made for shrinkage on the amounts for which "Marked weight" was reported, in order to ascertain the actual weight. The total for January 1, 1918, includes 1,036,436,656 pounds unstemmed and 139,798,001 pounds of stemmed leaf tobacco.

How It Is Done in England

The first prosecutions of tobacconists at Cardiff under the new Control Order took place on December 13. Leonard K. Gronberg, tobacconist, Queen street, was summoned for not exhibiting a list of prices in his shop, and Doris Tucker, an assistant, was proceeded against for aiding and abetting. When a policeman entered the shop he could not see any notice according to the regulation. The assistant eventually produced it from beneath another notice. A fine of 40s. each or a month's imprisonment was imposed. The same tobacconist was fined £5 or a month for a similar offense at his Queen street shop, and Olive Davies, his assistant, 5s. or seven days. In a summons against Sarah Gordon, she stated that she had applied to the Board of Trade for list of prices, and also to her wholesale factors, but had not received it. In this case the fine was 40s. or a month.

Another interesting case to the trade had relation to the sale of matches. Henry A. Timothy, tobacconist, who carries on business at several addresses in Cardiff, was summoned for selling matches above the regulation price, and his assistant, Ida Oliver, was charged with a similar offense. It appeared from the evidence that John Samuel Dyas went to the shop in St. John's Square and asked for some matches. He said he would take three boxes and was charged 3d. for them, although he pointed out that under the regulations they should be sold at 7½d. or 8d. a dozen. The assistant replied, "No fear!" and he paid the 3d. Subsequently he made a complaint. Detective Ivor Evans afterwards visited the shop and the notice exhibited in the shop gave the prices of the matches described as two boxes for 1½d., 3 boxes for 2d., or ¾d. a box. Mr. Timothy stated that those were his instructions, and the assistants were not authorized to sell at any other rates. The Stipendiary said the employer was responsible for the acts of his servants, even if those acts were in direct contravention of his express orders. Oliver was fined £10 or two months. Mr. Timothy was fined 1s.

A heavy fine was imposed under the Tobacco Control Regulations in a case which was heard at Cardiff on December 22. Richard J. Barriscale, licensee of the Carlton Restaurant, was summoned for selling cigarettes at a price in excess of that fixed by the Tobacco Order, and a waitress named Lena Pond was summoned for aiding and abetting. From the evidence given at the police court, it appeared that a visitor to the restaurant on December 8, after being supplied with refreshments, asked for a packet of Grey's cigarettes, and tendered a two-shilling-piece in payment. The waitress brought him 9d. change, and he challenged the correctness of the price. She went to the office and on returning said the price was 1s. 3d. The visitor remarked that he could buy the same cigarettes outside for 1s. 2d., and subsequently was offered an additional penny change, which he refused. A. F. Hill, for the defense, contended that he had no case to answer, because the onus of proof rested with the prosecution. According to the terms of the Order, the prosecution had to show that the price now charged was more than a penny for ten cigarettes than the price at which similar goods were sold at the same establishment on May 1. He called evidence to show that Grey's cigarettes were not sold in the restaurant before May 1, and, therefore, he submitted they were entitled to fix their own price. The Stipendiary (T. W. Lewis) would not accept this contention, and fined Mr. Barriscale £10 or a month's imprisonment. The waitress was cautioned.—*London Tobacco.*

WISCONSIN NOTES

Edgerton, Wis., January 25.—The country districts are yet so thoroughly snowbound that but little progress has been made towards preparing the tobacco crop for market during the week. But a limited amount of receiving is going on at delivery points when cars can be obtained for reshipping. We learn that growers are submitting to some deductions on account of the condition of crops coming in and a few rejections as well because of high case tobacco. But usually such differences are arranged upon the farm before delivery is ordered in, so the public does not learn of these things.

Warehouse handling was started by a couple of firms in this market during the week. Haskins & Schwartz received several purchases here Monday for shipment to Janesville. The General Cigar Co. will handle all their 1917 purchases at the Portage branch this season.

The Eckhart packing of 1916 at Viroqua, consisting of 1,260cs has been sold to the account of C. H. Spitzner & Son, which is the largest transaction in old leaf in some years, and in money value the largest ever made in Wisconsin leaf.

The embargo on eastern shipments is still in force and therefore but little tobacco is moving out of storage points, and manufacturers are all the time getting shorter of stocks. Unless relief comes soon some factories may be compelled to close.—*Edgerton Reporter.*

UNITED STATES IMPORTS OF MATCHES.

Washington, January 29.—The experts of the Department of Commerce have tabulated the imports of matches, by countries and customs districts, for November, 1917, as follows:

Countries.	Dollars.
Sweden	9,485
Norway	126,086
Japan	47,531
Total	183,102

Customs Districts.	Dollars.
New York	141,769
Porto Rico	7,154
Hawaii	1,694
San Francisco	4,398
Washington	20,056
Wisconsin	2,677
Omaha	2,677
St. Louis	2,677
Total	183,102

CUBAN NEWSPAPER MAN IN NEW YORK.

Señor Francois G. de Cisneros, a prominent Cuban author and journalist, has arrived in New York as resident correspondent for the two influential Havana daily newspapers, *La Discusion* and *La Prensa*. *La Discusion* is the leading conservative afternoon daily of Cuba, and its editor is Col. Manuel Maria Coronado, Vice-President of the Cuban Senate and a frequent visitor to New York.

The enterprise of *La Discusion* and *La Prensa* in sending Señor de Cisneros to the United States, is only one of numerous important steps recently taken by these newspapers to increase their news facilities. Both have recently contracted for the full service of The United Press Associations. Señor de Cisneros, who has taken apartments at the Hotel Gregorian, will continue his literary work, and likewise will be associated with The Republic of Cuba News Bureau in the Woolworth Building.

Warmed by the Fire of Patriotism

A Hot Discussion on a "Heatless" Day—"Penny Business" Applied to Six-Cent Cigars Is Improving Up-State—New Features on the R. J. Reynolds Program—A Cheap and Painful Pair of Shoes—Oscar Kinney's Next Task—The Utility of Thompson's "Side-Show"—L. W. Scott & Co. Have Gone Out of Business—A Pipe Specialist from Sidney, N. Y.

New York State Capitol District,
January 28, 1918.

Four men. One, is a Mr. Pearl, corporate proprietor of a department store. Two, is Mr. Wiro, official of a public utility plant. Three, is Mr. Keyes, retired merchant. Four, is Mr. Ash, tobacconist. Place, cigar store of Stub & Ash. Time, today. Dialogue, right here:

Mr. Pearl: "Say, Wiro, how much coal did you save during the last shutdown? That is, what do you estimate to be your economy because of the lessened demand from your light and heat customers?"

Mr. Wiro: "Oh, I can't say. It's practically impossible to tell unless we compare previous accounts, purchases, consumption."

Mr. Pearl: "But what I am trying to get at is the base value of this Garfield shutdown. What did we save, in total, by it?"

Mr. Wiro: "Well, you musn't try to figure just on coal alone. For it's my general idea that Mr. Garfield ordered the holidays to reduce manufacture of non-essentials, help the warehouse and transport people cut down the tremendous bulk of material arriving for shipment and distribution. While coal, the original cause of the disturbance, will be conserved inci——"

Mr. Pearl: "Yes, yes, I know all *that*. But how can you offset all that loss of activity, manufacture, wages, with the comparatively small advantage gained in the way you say?"

Mr. Wiro: "This is war, Pearl, war to the knife. And, unless we help those fellows in Washington and 'Over There' by sacrificing a financial loss, we're gone! You can't lick the Kaiser by making and selling luxuries, making more mon——"

Mr. Pearl: "Do you mean to say *my* business is a luxury line? Do you infer that underwear, for instance, or women's cloaks and suits are in the luxury class?"

Mr. Keyes: "I don't think Wiro insinuated your line is an extravagance. He simply stated it is now necessary to eliminate, perhaps temporarily, whatever may be considered a source of burden to the Government as a problem of consuming raw material, its transportation from mine and mill, and the ultimate despatch of the completed articles, no matter what they represent. Is that right, Wiro?"

Mr. Wiro: "Yes, that's what I started to say. Just as a certain Mackinaw coat is advertised to be 'Bigger Than Weather,' so is this war 'Bigger Than Business'!"

Mr. Keyes: "That's the idea, Wiro, that's how we stand! Even I, retired from active trade, even I stand to lose a great part of my income through depreciation of investments, dividends, and so on. Yet that's only *my* small share of the fight! I'll just *have* to stand it, exactly as Pearl, here, and Ash, too, suffer reductions in their business in the gross, and their expenses, ever increasing, while the net profit almost disappears altogether!"

Mr. Ash: "You're right about the gross, tare, and net, Keyes. Pearl's complete trade may have suffered, but he has some lines, I'll bet, which still sell. While here, with this single luxury line of cigars and the like, you three men are excellent examples of smokers who have curtailed their personal expense by reducing a portion of their cigar account. Is that so?"

Mr. Pearl: "Yes, I myself have cut down considerably on cigars. I don't smoke two-for-a-quarter goods anymore. Instead, I occasionally smoke a single ten-center, with a few packages of short smokes as fillers. And even in the little cigar line the price you charge me, Ash, is 35 cents a hundred more than a few weeks ago. They will probably go higher, too, just the same as everything in my own stock. That hurts business like the devil, and don't you forget it! Still, as Wiro and Keyes say, I suppose *that's* merely my part of the war burden, portions of which we all carry."

Mr. Wiro: "Don't forget, Pearl, what one of our diplomats once remarked about war, and its cause: 'First the missionary, then the consul (meaning business), and then—*the gun-boat!*'"

On the sou-west edge of the envelope was this line: "Postman, please run!" On the nor-east corner was the customary three-cent purple picture of Washington, accompanied by the most unusual extravagance of a ten-cent stamp, special delivery style.

And, within the envelope, addressed in the parker-pen hand of Carnation Bellinger, were these few words to the Prince Cigar Co., of Trenton, New Jersey:

"No mail from you here in Binghamton. Haven't received any of your correspondence in more than a week. Has the Garfield act completely closed the factory? Must have Hall of Honor cigars. Write or wire me in Albany."

Three big men made deep dents in the snows of the Capitol District last week. Wherever you looked were O'Sullivanized heel-clues of these Liggett & Myers boys.

Supervisor Owens came in to see Deputy Boss George W. Thompson. And Bill Bente, who understudies George, completed the triumvirate.

Up in Lockport, across the street from Buffalo, Bill is a leading citizen, all right! Because, when he filed his questionnaire, Bill decided he was a class three man, just as he ranks in the L. & M. trio.

But those Lockport draft registras knew Bill to be an A-1 man, so they took the chance of changing Bill to the first division. Right there William C. Bente remains 'til he gits home, an' is able to take a crack at those chaps who think Bill is even a better man than he says he is!

"Penny business, as it applies to six-cent cigars, is improving," announced M. A. Shufeldt. "Here in the Capitol District we're making an excellent showing on Bold cigars at the penny advance. Schenectady is particularly well pleased with the situation, and the other sections 'round here are taking to the penny increase with no trouble at all. I think men are glad to have the few pennies change in their pockets for newspapers, matches, and the like."

All the Liggett Drug Stores have cut cigarette prices another notch. Now they are asking $2.15 the hundred for Pall Malls, $1.40 for Murads, and 90 cents for Lord Salisbury. Even the United Stores are not trying to meet these jabs.

"Going to Schenectady," said Jobber Fred Lewis of Saugerties, as he waited in Albany for a limited trolley. "Business is fairly good, collections slow. Otherwise things are rushing along in their usual stride on the Clay cigars and the other brands I feature from my own factory."

Drop shipments from jobbers' stocks [illegible] Velvet, Fatima, and a few other products [illegible] the Liggett & Myers Co., are still engagi[illegible] the smiling attention of Salesman Camfield [illegible] this division. Boss Watt, of Utica, is tryi[illegible] to hasten shipments to local jobbers, who ha[illegible] been oversold on some of the L. & [illegible] tobaccos.

"Most of our shipments are now comi[illegible] through by express," stated Boss Jordan, [illegible] the R. J. Reynolds crew. "Railroad tran[illegible] portation is so completely paralyzed that w[illegible] cannot use it anymore as ordinary freight f[illegible] Camels and Prince Albert."

"This week," Jordan went on, "we a[illegible] working a four-brand drop shipment. Georg[illegible] Washington, our cut-plug formerly five, no[illegible] six cents, will shortly appear in a new ter[illegible] cent size. Odd pennies will be the rule, how[illegible] ever, for most of our other goods. Busines[illegible] is rather quiet just now. Trade in Troy [illegible] particularly so, while the rest of the Capito[illegible] District isn't much better. Nevertheless, th[illegible] Reynolds features are obtaining even mor[illegible] than their usual share of commerce in to[illegible] bacco and cigarets."

Weston could probably walk it in three o[illegible] four days, even in this wilful weather. Ye[illegible] Walter Branche, heel-an'-toeing it the bes[illegible] he can, could barely make the New Yorl[illegible] office of the Branche Brothers Cigar Co., a[illegible] 351 East 73rd street, until some time afte[illegible] McKinley's birthday!

And it all came about through those shoes[illegible] For, as you likely know, Walter had just sol[illegible] a satisfactory invoice of Hansel and Grete[illegible] apollos, when, wandering along Albany's[illegible] Pearl street, he suddenly sighted a window-[illegible] ful of January sale-shoes.

They were that kind of cordovans which[illegible] "Were $14, Now $5.98." And Walter, realiz-[illegible] ing the opportunity of saving the price of[illegible] a profit on a thousand R-B cigars, bought a[illegible] pair at once!

Very good. Though, after a-wearin' of the[illegible] hoss-hides some total sixty minutes, Walter[illegible] came to the conclusive conclusion that the[illegible] mahoganies were very rotten!

That's why Walter now trips along th'[illegible] slidin'-balls a trifle after th' fashion of Pearly[illegible] Pinkle a-comin' doon Broadway in single-[illegible] sixes when it's double-twelves she should[illegible] a-had! Though Walter, just now, is back on[illegible] the job in his former brogans, soft-an'-easy as[illegible] a bare-foot!

Men with nothing a-tall to do, like Bill[illegible] McAdoo an' Oscar Kinney, are always lookin'[illegible] for more work!

Bill, a-course, has one or two little jobs on[illegible] his hands right now which occupy his full[illegible] union hours. And Oscar Kinney, runnin' a[illegible] link o'restaurants, cigar stands, office[illegible] buildin's, farm, an' a few other Waldorf[illegible] properties in the Capitol District, is just like[illegible] Bill with his Liberty Loans, Treasury, Rail-[illegible] roads, an' a pocketful of small toys like them!

Still, folk do say when you want a thing[illegible] done, an' done kerrect, hand it to a busy man![illegible] That must be the very good reason Oscar[illegible] Kinney has taken on another small matter.

It is just o' a three million dollar corpora-[illegible] tion, you know, an' Oscar is goin' tu be th'[illegible] quillman for ut.

When it is organized, pretty soon, Oscar[illegible] will get together 'bout all the boats an'[illegible] barges on the New York State barge canal.[illegible] Then he'll jine 'em into one of those there[illegible] transportation concerns, to be known as the[illegible] Barge Canal Transit Company.

An' bime-by, when the ice melts, Oscar will[illegible] run a hull fleet o' boats, 'tween Buffalo an'[illegible] Albany, to help Bill McAdoo move things!

"Yes, I have placed the El Arabe brand with the Bruce Macdonald Co., of Albany," announced W. W. Weeks, "and I'm sure they will be delighted with this progressive cigar of the Benito Rovira Co., New York. We are glad to open this account with the enter-

psing State street house, and we hope to increase our business here in a big way."

When German Hall in Albany closed its dors because of a dispute with its remaining ulon label tenants, Local No. 68, of the Cigarmakers' Union, was one of the vacating organizations. And they are now established at 16 State street, with the Federation of Labor, Musical Union, and other associations of the srt.

"Say," hailed Al Booth, the Albany sub-jobber, "did you notice how the local distributrs got caught with short stocks when the Capitol District tobacco factories closed for te Garfield holidays? Well, listen here: I've a larger reserve of Shields', Payn's, A. T. Co., ad other popular brands than many of the lg city jobbers. So my customers won't suffer with small allotments, doled out like coal, while I have the goods in storage."

And there is a serious depletion of stocks consequent upon the vacations of last week, coupled to the previous state of transport. Jobbers and retailers throughout this section report very meagre lines of long cut and scrap tobaccos. Also an impending shortage of the greater cigarette sellers. Looking for relief from the approaching February working days, of which there are but 18 on account of four Sundays, four fuel days, and the two holidays, is a sorrowful outlook for merchants already lay on numerous items of standard stuff.

Next Monday will be observed as a holiday of even more sweeping proportions than last. From present indications everything in the entire Capitol district will be shut tight except provision and drug stores.

Some towns in the local area regarded the first Monday as the limit of endurance. But retail cigar stores were open where the proprietors could vouch for similar service on ordinary Sundays.

Over in Schenectady the screws were set so tight that some drug stores refused to sell cigars, cigarettes and candy. Restaurants, too, banished tobacco products for the day, offering nothing else except plain food. Cafes retired from business for the day.

And in Troy, which is ordinarily conducted as a wide-open throttle, the hotels and restaurants refused to sell cigars and the like. Drinks were likewise contra bonos mores.

While in Albany, cigars and so forth were sold everywhere. But liquid glue congealed, and the only place in town where a real wet drink could be bought was at the evening cabaret of Maiden Lane Keeler's. This was so because Keeler's has an amusement license, opening and closing the same as the theatres.

Those retail cigarists who were on the job admitted a better business on Mandate-Monday than usual for the ordinary wash-day. Many smokers worked in offices where heat was or wasn't. So, where it wasn't, a cigar 'tween-the-teeth was just as good as a 68 temperature.

One of the funny incidents of the day happened at the store of Thompson & Hare, Clinton Square, Albany. For, about 10 A. M., in walked a cop: "Youse gotta swing th' hinge here, bo. Twist yer key in th' gate an' beat it! Them's th' ginner'l ordhers uv th' day."

"But we operate a news-room here," objected Gil Thompson, and I don't see why we can't remain on the job providing we sell cigars, cigarettes, tobacco and newspapers, eliminating for the time the balance of our line."

"Naw, naw, nix on th' side-show," says the flat-foot, "Cap'n sez, sez he, 'Close 'em up or pinch 'em!' Thut's whut I'm right here for, get me?"

So Thompson locked up. Then he went down to see Gy Lansing, the fuel administrator. And Gil explained the case. And Lansing in a few appropriate words, instructed the police to keep on the reservation, leaving the cigar men alone. After which, Thompson opened the main tent again, having had just exactly a vacation for thirty minutes.

Something very similar occurred at the store of J. W. Stevens, State and Broadway, Albany. Only this happened at midnight, just as Manager C. J. Shaxby was about to blow out the gas.

Enter blue-coat: "Whut's yer number here, young feller?" And then, following business of entering the numeral in his loose-leaf, this concrete crusher also withdrew, permitting C. J. S. to ask not, nor know not. Perhaps he'll pluck the place next Monday night, after the case is referred to the Appelate Division.

No calendar came this year to cigar manufacturers of the Capitol district from their old leaf friends in Boston, L. W. Scott & Co. This practice of the Scotts, to send forth a weekly-date annual, of a size to conveniently fill a niche in the roll-top, was an event of many, many years.

So, when none arrived this season, someone inquired. And he was grieved to learn the firm had not only retired from business, but that James H. Scott, the partner, had died of pneumonia quite recently. While L. W. Scott, now residing in Florida, had returned to Boston for his brother's funeral.

"Really now," insisted Steve Diekhaus, "the W. D. C. pipe trade has been very good indeed. Magazines of national circulation are being used to advertise our Wellington and other brands. And our Milano Italian briars are selling especially fine in the first class stores of the country. We're not kicking a bit, honest an' truly."

Mentioning pipes recalls to a local dealer the recent visit of a druggist from Sidney, N. Y. This apothecary chap was a typical country cousin, six feet over all, Yankee to his dollar watch.

"Sa-ay," drawled the liniment-man, "yew sure hev sum stock here! An' yew mak' quite sum showin' uv pipes, tew! But sa-ay, naow, yew oughter put yewer lamps on my line o' pipes! I'll just betcher th' best nickel seegar in th' howse thet I've got more pipes than yew hev!"

"Why, sa-ay," he proceeded, clamping down on the cigar case for a mouth-to-ear talk, "I kin fill my winder with just case pipes alone, an' still hev enuf in th' case tew sell! An' I sell 'em all at th' prices I uster git afore th' war put'um 'way up! Yes, sir, an' I've got a snag uv bakelite pipes, as well. Them I sell fer fifty cents, becuz yew can't git 75 out our way!"

"But whut bothers me is th' way quarter pipes cum nowadays! Holy smokes! They're fulla holes, stuffed with wax-putty, I guess! Yew sell one to a customer, an' th' very furst time he lights 'er up, sizz, she burns right thru th' hole. Then th' fella sure-enuf wants yew tew hand him a new pipe, an', ef yew don't, yew make'm mad!"

"Yas, sir, I've gotta supply a-pipes tew las' me four years, I guess. Our town dealers jess won't raise prices, so I'm sellin' things pretty cheap. A-course, sech articles as Epsom salts, which same I handle in three or four barrel lots *every year,* I kin afford to sell reasonable-like. But, on pipes, a feller oughter make sum money, don't yew think so?

"An' sa-ay, mister, ef yew hear of any feller wantin' tew buy out a good drug store with a big trade in cigars an' pipes, send 'im tew me in Sidney. I jus' can't see any future in this business dowan my way, an' I'd rather hev th' money than th' store!"

Working the very best they can, the Shields & Son tobacco factory, on Church street, Albany, is crippled with Blue Line and Even Up orders to such an extent that jobbers' supplies are being reduced to a minimum. Fuel holidays are not assisting the force any, either. Superintendent Dan Doyle is doing a lot of work.

In Gloversville things are movin'. All the great glove factories of this former Kingsborough are busy with war work. So the tobacconists, naturally, are fairly busy, too.

Both tobacco jobbers are on the job. Foster & Gregory and W. F. Orr are the leading lights of the business. While Charlie Newman, retailer to the railroad men, also gets by with considerable output. Other dealers report fair trade, likewise.

"This closing-act certainly puts a crimp in business," said Irving Fulder, "but we're keeping at it. Our Webster, Mi Hogar, Farragut, Flor de Fulder, No. 512, and similar brands are selling as well as any cigars on the local market, so I guess the firm of S. E. Fulder won't perish from this earthly Albany."

Papa came into the store of J. W. Stevens, the other evening, to get a few cigarettes. Mama and little Willie followed after.

On duty at the time was Manager C. J. Shaxby, and he asked the little fellow why he didn't smoke, too. But Willie, being bashful, just backed up, sayin' nawthin'.

And Mama an' Papa, wantin' Willie to make a better impression urged him to speak up. After a deal of manoeuvring, egged on especially by Mama, Willie at last loosened his tongue:

"Pap an' I doan smoke becuz we buy th' cig'rets for Mama!" Then little Willie was hustled right out to catch a car—an' somethin' else, too.

THE SMOKER.

Business Booms in Key West

KEY WEST, January 25.—The factories here are running to full capacity, with plenty of orders ahead. Retailers are enjoying prosperity and sales are constantly increasing.

S. & F. Fleitas report that they have a great many orders on hand, and a long list of new customers secured during the past year. The Homerica brand is selling wonderfully well.

The Mi Favorita Ca. reports that it is well stocked with orders for Mi Telegrafo and Mi Favorita, which are steadily gaining in favor and keep a large force busy.

The Louis 1890 Co. reports show plenty of business on the books. Large quantities of this brand are turned out every week. Present prospects indicate that all previous records will be broken this year.

The aviation station here is in running order, and is the center of many circling planes. There will be a flag raising ceremony at the station on Saturday. A parade of soldiers, sailors, government workers and school children will precede the flag ceremony.

The men at the Cato factory struck for two pay days a week. Pay envelopes are now passed out on Wednesday and Saturday.

The Havana American Co., as well as all others in this vicinity, reports increased business all along the line.

Smoke Funds Growing

The big response made by the public has swelled the Sun Smoke Fund to approximately $200,000.

The "Our Boys in France Tobacco Fund" has a total today of $148,000. With the plans now being formulated by A. B. Dick, head of this fund, and the big drive planned for February 18-24, the fund should be close to the million mark when March sets in.

Thousands of persons in all parts of the country are getting cards from soldiers in the trenches, each card carrying a message of cheer and thanks. In some places the cards are being auctioned off, the receipts going back into the smoke fund.



The Pequot Brings Manila Cigars to America

In 1817 the American ship Pequot sailed from the Philippine Islands with the first Manila cigars for the United States, arriving at Salem, Mass., in July, 1818. The record of the Pequot's adventures together with the description of her cargo is contained in an old letter written by a Salem merchant, Saltonstall. Of the Manila cigars he wrote:—

> **"Manilas are of a style approved by Spaniards who excel in knowledge of cigars. They burn handsomely and have a flavor very agreeable. A man may smoke many during a day and not be surfeited or made ill."**

The character of Manila tobacco has not changed since then. The quality of cigars has improved and the quantity imported into the United States is counted in the hundred millions.

Boost Manila Business
There Is Money In It

Complete list of Manila manufacturers and distributors on application

THE MANILA AD AGENCY 546 West 124th St., New York

Canada Obtains a Supply of Sumatra Wrappers

A Successful Inscription in Montreal—522 Bales Distributed—John H. Duys and Jos. F. Cullman Receive Much Cash and Many Compliments from Cigar Manufacturers—A Banquet at the Hotel Windsor

Says the Montreal *Daily Star:* "The banquet hall of the Windsor Hotel, on the evening of January 17, was the scene of a pleasant gathering of some fifty or sixty representatives of the tobacco industry of America. They had assembled as guests of John H. Duys and Joseph Cullman, two New York tobacco magnates. The "raison d'etre" of the celebration was the fact that several thousand bales of Sumatra tobacco, of which both Canadian and American manufacturers have been in dire need for many months, have at last run the gauntlet of the German "subs," have arrived from Holland and are now ready for disposal at the hands of the two hosts of the evening.

"In order to obtain even such a limited quantity as five thousand bales, it was necessary to make almost extraordinary arrangements with the Canadian Government and the British Admiralty. After long and arduous efforts, these arrangements were completed and the necessary permission secured by Charles Sprieser, secretary of the Canadian cigar manufacturers' association, to whom credit is due for the achievement.

"Tobacco manufacturers both in the States and Canada have been working under a severe handicap ever since the war began, in an effort to keep the prices down for the consumer, in spite of the enormous increase in the cost of production. But, as Mr. Cullman remarked, it is high time to 'pass the buck,' which means that the consumer will soon be obliged to pay higher prices if he wishes to indulge in the luxury of the 'weed.' William Ward, of London, Ont., was appointed toastmaster for the occasion, and his humorous anecdotes and keen wit kept the company in the best of spirits.

"Mr. Duys declared that he hoped to bring tobacco prices back to normal in seven or eight months. He referred to the cigar manufacturers' association in New York, declaring that mutual co-operation had been the key-stone of its success. Co-operation was also the key-note of Mr. Cullman's address. 'You must get together,' he said, 'and standardize your business, especially with regard to terms and discounts.' He was enthusiastically applauded.

"Mr. Sprieser also spoke on co-operation among local manufacturers. Referring to the shipment of the five thousand bales, which he had been enabled to obtain, he declared that this quantity was by no means sufficient to satisfy the demand. He hoped, however, to be able to secure another shipment in the near future. Michael Hirsch, a well known local manufacturer, as well as Jas. McNeil, J. M. Fortier, H. Betz, L. Goulet, E. Irving, Roland Grothe, Major Bruce Payne, and R. O. Brennon, also addressed the gathering."

The Sumatra tobacco that caused the celebration was brought to Canada from Holland, about the first of the year. Transported to Montreal, it was offered for inspection. Then, at a sale, resembling recent inscriptions in New York, it was acquired by firms as follows: L. O. Grothe, Ltd., 111; John McNee & Sons, 66; Goulet Bros., 55; Andrew Wilson & Co., 44; H. Jacobs & Co., 44; C. H. Spreiser, 41; McLeod, Nolan & Co., 27; S. Harris & Co., 22; H. Simon & Sons, 22; La Champagne Cigar Co., 18; J. Bruce Payne, 18; Sherbrooke Cigar Co., 18; William Ward & Sons, 13; Jose Granda Co., 11; W. R. Webster & Co., 9; Ed. Youngheart & Co., 3.

The details of the distribution or "inscription" are here shown:

112 Bales, Rotterdam Deli Co. F-2.

Lot 1—Bales 11—Mark B1—$2.40—Grothe, 5; Spreiser, 3; Goulet, 3.

Lot 2—Bales 24—Mark L1—$2.90—Goulet, 14; Ward, 3; Spreiser, 7.

Lot 3—Bales 26—Mark L2—$2.50—Jacobs, 10; Wilson, 7; Ward, 3; Granda, 3; Payne, 3.

Lot 4—Bales 22—Mark LV—$3.10—Spreiser, 5; Goulet, 7; Grothe, 10.

Lot 5—Bales 29—Mark LV2—$2.80—Wilson, 8; Webster, 3; Payne, 3; Ward, 3; McLeod, Nolan, 8; Harris, 4.

145 Bales, Medan Tab My SSK Deli 2.

Lot 6—Bales 3—Mark B1—$2.70—McLeod, Nolan, 3.

Lot 7—Bales 6—Mark B2—$2.40—Payne, 2; Grothe, 4.

Lot 8—Bales 24—Mark L1—$3.30—McNee, 17; Simon, 7.

Lot 9—Bales 41—Mark L2—$3.00—Goulet, 31; Simon, 10.

Lot 10—Bales 13—Mark LB1—$3—Grothe, 13.

Lot 11—Bales 24—Mark LB2—$2.60—Grothe, 9; Wilson, 12; La Champagne, 3.

Lot 12—Bales 6—Mark LK1—$2.50—McLeod, Nolan, 3; Spreiser, 3.

Lot 13—Bales 5—Mark V1—$3.20—McNee, 5.

Lot 14—Bales 10—Mark V2—$2.80—Grothe, 4; Webster, 3; McLeod, Nolan, 3.

Lot 15—Bales 4—Mark LV1—$3.50—Grothe, 2; McNee, 2.

Lot 16—Bales 9—Mark LV2—$3—Grothe, 7; Simon, 2.

215 Bales, Senembah PM-2.

Lot 17—Bales 19—Mark B1—$2.50—Grothe, 10; Spreiser, 3; Jacobs, 6.

Lot 18—Bales 17—Mark B2—$2.30—Grothe, 5; Granda, 3; Ward, 4; Jacobs, 5.

Lot 19—Bales 13—Mark K1—$2.50—Payne, 7; Sherbrooke Cigar Co., 6.

Lot 20—Bales 21—Mark L1—$3.10—McNee. 21.

Lot 21—Bales 23—Mark L2—$2.80—LaChampagne, 13; S. Harris, 10.

Lot 22—Bales 33—Mark V1—$3—Jacobs, 15; S. Harris, 8; McNee, 10.

Lot 23—Bales 28—Mark V2—$2.60—Grothe, 10; Wilson, 8; McLeod, Nolan, 10.

Lot 24—Bales 11—Mark LV1—$3.10—Grothe, 5; Spreiser, 6.

Lot 25—Bales 13—Mark LV2—$2.70—Grothe, 5; Webster, 3; Simon, 3; Jacobs, 2.

Lot 26—Bales 10—Mark LK1—$2.50—Sherbrooke Cigar Co., 10.

Lot 27—Bales 17—Mark LK2—$2.30—Spreiser, 6; Payne, 3; LaChampagne, 2; Grothe, 6.

Lot 28—Bales 5—Mark SV1—$2.50—Grothe, 3; Sherbrooke, 2.

Lot 29—Bales 5—Mark SV2—$2.30—Grothe, 3; Jose Granda, 2.

20 Bales, SM Sumatra A-2.

Lot 30—Bales 11—Mark V1—$3.10—Jacobs, 6; Spreiser, 5.

Lot 31—Bales 9—Mark V2—$2.70—Wilson, 6; Jose Granda, 3.

30 Bales, Amsterdam Deli Co. SB-2.

Lot 32—Bales 5—Mark LP1—$3.30—McNee, 5.

Lot 33—Bales 25—Mark LV2—$2.90—Grothe, 10; Wilson, 3; McNee, 6; Spreiser, 3; Ed. Youngheart & Co., 3.

U. S. Shipping Gains Despite the U-Boats

"In the twelve months of unrestricted warfare launched against American and Allied shipping by Germany one year ago next Friday, there have been sunk by submarines, mines and raiders sixty-nine American vessels, totalling 171,061 gross tons, according to a careful compilation of records which have been made public during the period," says the New York *Tribune.*

Offsetting this loss of American vessels, most of which were sailing ships, the United States since February 1 has added to her merchant marine by the seizure of former German and Austrian owned ships, a total of 107 vessels having a gross tonnage of 686,494, leaving on the credit side of the American ledger a net gain of 515,435 gross tons.

The loss of life caused by the sinking of the sixty-nine American ships was more than 300 persons.

The percentage of sinkings of American ships compared with the number of vessels which have sailed through the war zone successfully is small. Records of the Department of Commerce show that for the period beginning with February 1, 1917, and ending with December 1 there were cleared from American ports in the foreign trade ships aggregating 17,738,900 net, or approximately 24,834,400 gross, tons. The number of ships making up the total of tons was not made public by the department.

Further offsetting the loss of tonnage occasioned by the submarine warfare, the United States, through the Shipping Board, requisitioned in American shipyards 426 vessels, totalling more than 2,000,000 gross tons, and contracts have been awarded for 884 ships, a large number of which are now under way and are being rushed to completion. In addition, the Shipping Board on October 15 last placed under government requisition 393 American vessels of over 2,500 tons dead weight capacity, which were already afloat, and immediately assigned them to the task of carrying supplies for the Allies and the American forces abroad.

Included in these requisitioned vessels were twenty-one ships in Great Lakes trade, and in addition there were commandeered twenty-four steamers building on the lakes for foreign account and ready for launching. Virtually all of these were brought to Atlantic Coast ports and immediately put into service. Almost one-half of them had to be cut in two to get them through the Welland Canal, but the task was accomplished and the ships rejoined in less than three months from the time the contract was awarded.

Another difficulty which faced the United States in the task of putting to sea vessels to offset the ravages of the U-boats was the repairing of the "wilful damage" done to the former German ships by their officers and crews before the ships were seized. This cost millions of dollars, and in many instances called for the highest engineering skill.

Many of the seized vessels have made three and four round trips through the war zone.

Three of the former German vessels have been the objects of successful attacks by submarines. The Actaeon, formerly the Adamsturm, and the Owasco, formerly the Allemania, were sunk and the Armenia was hit by a torpedo but was saved after being beached. Several other former German ships have been attacked, but escaped.

The announced sinkings of British ships for the year up to and including the week ended January 23 have been 1,033 vessels, of which 763 were over 1,600 tons and 270 were under that figure. The joint losses of France and Italy have averaged three to four large vessels weekly.

San Francisco's Preference for Clear Havanas

May Not Be So Pronounced as Formerly—Smokers "Shop Around" Selecting Various Types of Cigars—A Larger Demand for Manilas—Advantageous Advertising Campaign for Owls and Tom Keene—Bercovich Celebrates—Alexander Resigns from the Sales Force of the P. Lorillard Co.—Sol. Arkush Connects with Welcher Bros.

SAN FRANCISCO, January 23.—San Francisco and the Pacific Coast have long been known for their consumption of high grade clear Havana cigars. In fact the Coast, and particularly the city, has been smoking Havana products so long and so freely that it seems almost foolish to predict a change. However, from statements made by a number of prominent dealers who have been specializing in these brands, the market is changing rapidly to other brands. The cheaper types of Havana merchandise, the shade grown wrapper, Sumatra wrapped and many other less expensive styles are coming into vogue, and it may be that the manufacturers of the highest grades will have to look elsewhere for customers in the future. This change of taste has been brought about by the war and the consequent forced economy, together with the increased prices asked for the select goods. Some of these smokers of Havana will go into the camp of the Manila cigar, but it is most unlikely that a majority will content themselves that way. Meanwhile, smokers who have always patronized the cheaper cigars, are "shopping around." Some of them have easily passed over to the Manila, but it is too early as yet to say what proportion will become patrons of the 6 cent cigar. Opinions among dealers, both distributors and retailers, differ on that point. One dealer brought out the opinion that if the cigarettes had continued to sell their old sized packages at the odd penny price it would have helped to educate the public. But since so many of them have cut the size of package and sell for even money no help comes from that source. The Owl cigar and the Tom Keene are conducting good campaigns of education to help poularize the 6 cent proposition, but the people's vote has not yet been cast, and therefore cannot be counted.

William Bercovich, of the Capital Tobacco Co., of Sacramento, recently celebrated his tenth wedding anniversary at Sacramento. The entire family, consisting of 43 members, was present, and for the night cigars were forgotten.

H. A. Solomon, of Ehrman Bros. & Co., has just returned from Nevada, where he landed some very good orders.

Bauer Hess, in charge of Bayuk Bros.' goods, the Macacuba, Prince Hamlet and Havana Ribbon, is doing remarkably good work with the line. This week he is visiting the trade in Alameda.

A romance which started over the cigar country in the newsstand at the lobby of St. Marks Hotel in Oakland, culminated this week in the marriage of Miss Anna Glenn and Thomas Crawford, United States immigration agent. Crawford was a guest at the hotel, and Miss Glenn presided over the cigar counter. In this manner they met and Cupid concealed in a cigar box did the rest.

The warehouse of Glasser Brothers in this city was entered by burglars last week and several hundred dollars worth of cigars stolen.

Benito Nabara, an employe of the John Bollman Tobacco Co., is in a critical condition as the result of having his right arm crushed between two heavy rollers in a tobacco press. The man's arm was held in the press for more than twenty minutes while the mechanics dismantled the machine.

Black Bros., who had a cigar stand at 22 Montgomery street, have closed out their stock and retired from the location. Unfortunate lessees of the saloon back of the stand is given as the cause.

The Tobacco Co. of California announce a change in the weight of the package of the new Lucky Strike Roll Cut 13c. tins. This new 13c. tin (2 for 25c.) contains more tobacco than the old 10c. tin. The Lucky Strike Roll Cut in 5c. tins and 50c. glass humidors has been discontinued.

Doc Hoffman, manager of the Fritz Bros. Co., returned recently from a trip through the northern part of the State, and has left for the San Joaquin valley. A recent acquisition to his sales force is L. M. Walker, formerly of the Testa Cigar Co., who is now specializing on the Garth, one of the few nickel cigars left on this market.

Monroe Falkenstein, vice-president of S. Bachman & Co., left recently for the east where he will visit the various factories whose goods his firm distributes.

The In-B-Tween goes from $36 into the $37.50 class on Feb. 1.

H. L. Judell & Co. has just received a shipment of Fighting Bob Manilas, amounting to 500,000 cigars, in 4 sizes, by the K. K. line by way of Seattle. The company is very much pleased with the way in which repeat orders are coming in for this new leader.

E. C. Hull, of the sales organization of the General Cigar Co., is expected to visit this city early in February. He is now in the northwest.

The contract for supplying cigars to the

(*Continued on page* 15.)



THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

Increased Trade of U. S. with South America

Trade of the United States with South America in the calendar year 1917 is two and one-half times as great as in the year preceding the war. A compilation by the National City Bank of New York shows that the imports from South America in 1917 aggregated in round terms 575 million dollars against 198 millions in the calendar year 1913, and that the exports to South America exceeded 300 million dollars against 147 millions in 1915 and only 91 millions in 1914, the year in which the war began.

South America's importing power declined sharply immediately following the beginning of the war. Her total imports from all parts of the world in 1913, the year preceding the war, aggregated slightly more than 1 billion dollars, while in 1914 they were but little more than 600 million dollars and have shown but very slight increases during the war. The bank's figures show the total imports of South America in 1916 as about 620 million dollars against over a billion in 1913, and that the total imports of that continent in 1917 approximate 650 million dollars. This indicates that this country is now supplying over 40 per cent. of the imports of South America against less than 15 per cent. in 1913, the year preceding the war.

The United States is also taking a much larger share of the exports of South America than formerly . In the year immediately preceding the war, 1913, only about 20 per cent. of the exports of that continent came to the United States, while the latest available figures of South American exports for 1917 indicate that we are now receiving fully 40 per cent. of her exports. The total imports from South America in 1917 were, in round terms, 575 million dollars against 428 millions in 1916, 322 millions in 1915, and 198 millions in 1913, the year preceding the war.

This large increase in our imports from South America occurs chiefly in wool, hides, copper and nitrate of soda. The wool imported from that continent in 1917 aggregates approximately 100 million dollars against but about 6 millions in 1913; nitrate of soda approximately 60 millions in 1917 against 22 millions in 1913; copper about 70 million dollars in 1917 against less than 15 millions in 1913; hides approximately 70 million dollars in 1917 against 27 millions in 1913; cocoa about 17 million dollars in 1917 against approximately 5 millions in 1913, and tin approximately 4 million dollars in 1917 against nothing in 1913. In coffee and rubber the increase is comparatively small, the total value of coffee imported from all South America being approximately 100 million dollars in 1917 against about 90 millions in 1913, and rubber 26 million dollars in 1917 against approximately 21 millions in 1913. The total value of merchandise imported from all South America in 1917 is about 175 per cent. greater than in 1913.

In exports to South America the increase occurs, of course, in a very large number of articles, chiefly manufactures. Cotton cloths aggregate for 1917 approximately 10 million dollars in value against slightly less than 3 millions in 1913; tin plate about ten million dollars in 1917 against less than one-half a million in 1913; automobiles about 7 million dollars against approximately 3 millions in 1913; coal over 5 million dollars in 1917 against over 1 million in 1913; printing paper approximately 3 million dollars in 1917 against less than a million in 1913; and wire approximately 5 million dollars in 1917 against less than 3 millions in 1913. Illuminating oil in 1917 shows a total slightly less in value than that of 1913, but lubricating oil and gasoline, a slight increase. In numerous manufactures of iron and steel, especially those for mining and electrical power plants, the increases are large, especially in the shipments to the Pacific coast of South America.

The chief increase in imports from the eastern frontage of South America occurs in wool and hides, while the principal increase from the west coast occurs in copper and nitrate of soda. The chief increase in exports to the east coast occurs in coal, cotton cloths and miscellaneous manufactures, and the principal increase in exports to the west coast occurs in mining machinery, railway supplies and miscellaneous manufactures. Many of these increases both in imports and exports are due in part to higher prices, though in a large proportion there is a marked increase in quantities of merchandise, both imported and exported.

This year may show much greater development of trade with South America.

Pantin's Purchase for the Portuguese Government

Pays 100,000,000 Reis for Leaf Tobacco in Havana—Bare Particulars of a $100,000 Deal—Unusually Big Crop Predicted in Remedios—Favorable Reports from Vuelta Abajo—Coal Shortage Delays Steamers—Cigar Factories Working Steadily.

HAVANA, January 25.—The Portuguese Consul-General, Leslie Pantin, has purchased for the Government he represents, leaf tobacco running into 9 ciphers, 100,000,000 reis, or $100,000 in U. S. currency. Otherwise, very little business was done on the leaf market here during the past week, although there are some important transactions pending.

American buyers in town have operated fairly well so far, and commission merchants here have executed orders for clients to a moderate extent.

One great drawback in forwarding goods is that ships take sugar, in preference to leaf tobacco and cigars, as happened last week again with the Ward Line steamer *Mexico*. The shortage of coal here delays departures of steamers of the Spanish Transatlantic Line. The *Alfonso XIII* has been held back 5 days on this account. Unless the steamers of this line are able to get enough coal here for the homeward passage, they may cease to come to Havana for a while.

News from the interior relative to the tobacco crop, is good or better, so far as the Vuelta Abajo and Semi Vuelta regions are concerned. Fortunately some rains have fallen there, not as plentiful as in Santa Clara province, but enough to break the long prevailing drouth. Showers have benefited the growing crop. The outlook, therefore, is brighter.

The Partido crop reports are as hopeful as could be desired so far, unless the rains have spotted some of the ripe leaves, which were ready for cutting. This would affect wrappers to some extent, but as long as there is no scarcity in the quantity of wrappers to be harvested, the loss of a small portion, while a hardship for the veguero, would affect but little the total of the Partido crop.

The outlook for Remedios has improved wonderfully, as copious showers fell throughout Santa Clara province last week. A crop considerably larger than last year may be counted upon, barring, of course, any unforeseen accidents, which may happen to tobacco, until it is safely housed, and has gone through the first sweat in the piles. Experts say if there is another good shower in the month of February there will be a phenomenally large crop, larger, perhaps, than any ever harvested before. A very good feature of this year's crop is enough light grades, such as 6a and 8a, and which were almost entirely absent in the 1917 growth. This should please American manufacturers, as they can make good use of such styles for blending purposes. How prices will rule is, of course, an open question, which will have to be settled by the vegueros and the packers, as well as leaf dealers, and if the crop turns out so large as some people believe, more moderate figures will prevail.

Exports of cigars, per steamship *Morro Castle*, totaled 257 cases, containing 1,351,650 cigars, which were consigned, as follows, vi To Great Britain, 591,045; to United Stat 374,600; to Australia, 177,750; to Briti Africa, 96,000; to the Argentine Republ 33,650; to Canada, 22,750; to Uruguay, 46,7(to Brazil, 7,550; to France, 1,200, and to t French West Indies, 400 cigars.

Exports of leaf tobacco, from Havana, du ing the week ending January 15, 1918, total 5,748 bales, which were distributed to the fo lowing countries, viz.: To all ports of t United States, 2,844; to Canada, 498; to Gre Britain, 319; to the Argentine Republic, 1,2 and to Chile 796 bales.

Among the leaf buyers here during the pa week were: Emil Klein, of E. M. Schwarz Co., and of the José Lovera Co., of New Yorl Andres Diaz, of Andres Diaz & Co., of Tamp as well as Manuel Corral, the president Corral, Wodiska & Co., of Tampa. Emil Kle was accompanied by J. Cosio, the foreman the José Lovera Co., at Tampa. There r turned to Havana: Mark A. Pollack, Sidne Rothschild and Juan B. Diaz, and his bride.

The large cigar factories are as busy heretofore, having enough orders on hand fo the States, Great Britain, South Americ Australia, Spain, France, and elsewhere.

Romeo y Julieta undoubtedly is bus rushed, in fact, on delayed orders, besides re ceiving new requisitions right along. Ever vacant space in the big factory, at No. 2 Belas coain street, has been filled by additiona cigarmakers.

Partagas also is working under pressure t catch up on orders.

Punch is well supplied with orders fro Great Britain and the States, principally.

Belinda is doing well on exports beside having a fine trade with the interior of th island. We saw a large number of package for Guantanamo and Cienfuegos when w called at the factory. ROSAM.

EL ARABE

The Reliable Leader

MADE IN
3 POPULAR SIZES

Wentworths . . . 3 for 25 cts.
Coronas . . . . 10 cts. straight
Perfectos . . . . . 2 for 25 cts.

SHADE-GROWN WRAPPED

CUBAN WORKMANSHIP

EL ARABE justifies confidence
EL ARABE accelerates sales
EL ARABE assures dealers' profits

Benito Rovira Co.

311-321 E. 62nd St., New York
Manufacturer of "Good Cigars"



EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

Jake Slowberg's Conversion

A Belated Discovery That Advertising Pays

Jake Slowberg made good cigars, but his business methods were most conservative. He had a hobby—and he rode it with a vengeance.

Jake had friends who sold more cigars than he did, but he never would admit that they made so much money.

Jake wouldn't spend a nickel to get his name or the name of his goods in print. He always argued that the money he saved in this way more than made up for the extra business done by his competitors.

"What you ain't got you can't lose, and what you don't give away always draws interest," was Jake's philosophy.

Every year, regular as clock work, Jake used to figure up what he though his nearest competitor had spent for advertising. Estimating the amount, he either would put it out at six per cent interest or purchase something that would bring him comfort and pleasure. At such times he used to grin to himself when he thought of the headaches others contracted when looking at the checks that went to pay advertising bills.

For some time Jake had been anxious to buy an automobile. He wanted a real limousine, something costing about $8,000. To save the necessary sum had taken him two years' time. The first week in January, a few years ago, he was ready to buy the joy wagon. So he sent for a friend who was in the automobile business. Every time Jake spent a dollar he invariably threw in a sermon, airing his own philosophy.

"Sam," he said to the automobile salesman, "you take a private lesson by me and make yourself a big man if you tell your firm that they shouldn't advertise—it's like throwing money to ticket speculators—you get nothin' by it. See, Sam, I send for you to buy a regular Fifth Avenue auto. Gumstein advertises, and he rides in a flivver like I wouldn't have come to the door with coal."

"But we have to advertise, Jake. When a man thinks of automobiles we want him to think of our car, and if we don't keep our car before his eyes he will forget."

"So I should live, Sam. And all these years I thought you were a smart young man. I never spent a nickel in my life and I do a business."

"Maybe you do, Jake, but if you advertised maybe you would do ten times as much. Instead of having two girls in your office you would have twenty. And you would be doing more good by giving employment to others. You're like the squirrel that gets one nut, then buries himself with it and waits for winter. No, Jake, it takes energy and money to make money, and money makes others happy."

Jake wagged his head dubiously.

"Sam," he said, "if your father had not come to this country with my father I would never do business with you. And I'm not goin' to buy the auto because I see your advertisements, but because I hear everybody talking about it and what a fine machine you have. Advertisements mean nothing by me. Only this morning I chased five advertising fellers out of here what wanted me to throw money away. Here's my check, Sam. Take it or I might change my mind."

Sam took the check and left. Five minutes later Slowberg's salesman blew into the office with a frown on his face.

"Mr. Slowberg," he began, "I guess I'm through."

Slowberg hunched up his shoulders and glared at the salesman. Still in a state of perplexity, he rubbed the back of his head.

"By me, Sol, jokes don't go," Jake frowned. "Three o'clock and you're through. This n no bank."

"I'm chucking up the job. I'm done. quit," Sol retorted.

"You quit by me just when I tell you to get an order for two million cig Zowie! You're a traitor—a slacker—a go Maybe you go by Rosenstein to get a bi commission."

"Put a soft pedal on that treason s I'm not going to anybody. I went dow see Mr. Budder about that big order. has been in town three days and he had to the stuff in a hurry."

"Why didn't he write me or telepho Such an excuse—no better than my five-y old Rosie would make."

"Why, he said he looked in all the t papers, but he couldn't find your name, he placed the order elsewhere."

Jake gasped for breath and fell back in chair. He didn't speak or move until started for the door. Then he straighte up and said:

"Don't go, Sol. You're a fine salesman, I'll make it up."

Turning to his stenographer, Slowb whispered hoarsely:

"Miss Rapidsky, write to Sam Wiseb and tell him to bring back my check. T sent a letter to the big advertising agents tell them I want to see them quicker tha live eel can slide out of a dish. But d stamp the letters. I want to sign my o name."

Max A. Kreielsheimer, vice-president the Tobacco Corporation of America, is se ously ill, at Allentown, Pa., of ptoma poisoning.

The general offices of the Tobacco Corpo tion of America will be moved from N York to Allentown, Pa., early in February

NATIONAL TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF THE U.S. TMA

JACOB WERTHEIM, 30 E. 42nd St., New York.....President
GEORGE W. HILL, New York
ASA LEMLEIN, New York
EDWARD WISE, New York
JESSE BLOCH, Wheeling, W. Va.
.....Vice-Presidents
LEON SCHINASI, 34 W. 100th St., New York.....Treasurer
CHARLES DUSHKIND, 5 Beekman St., New York.....Secretary

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LEO LEHMAN.....2nd Vice-President
JOSEPH FREEMAN.....Treasurer
LEO RIEDERS, 200 West 118th St., New York City.....Secretary
Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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CHARLES J. EISENLOHR, 932 Market St., Phila....Vice-President
J. B. WERTHEIM, 81st and East End Ave., N. Y.....Treasurer
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NEW YORK TRADE ORGANIZATIONS

CIGAR MANUFACTURERS' BOARD OF TRADE.
Barnet Wolff.....President
Ralph M. Gans.....Vice-President
Fred Winkler.....Treasurer
Max Miller, 135 Broadway, New York.....Secretary
Meeting 4th Tuesday of each month at Hotel McAlpin.

NEW YORK INDEPENDENT JOBBERS' ASSOCIATION.
Barnett Wolff.....President
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Manny Neuwirth, 330 Fourth Avenue, New York.....Secretary
Meeting 2d and 4th Thursday of each month at Terrace Garden, 145 East 58th St., New York.

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

DECORATED METAL BOXES

FOR TRADE CANCO MARK CIGARS

HOW BUSINESS GROWS

S. Monday & Sons Secured 1,500 New Accounts for Blackstones—The Waitt & Bond Price List.

Waitt & Bond, Inc., of Boston, achieved a notably substantial increase of business during 1917. Greatly exceeding the distribution for 1916, sales for the past year were the "largest ever" recorded in the history of the excellent Blackstone cigars. Particularly in New York, Chicago and Detroit, the distribution of the famous brand has extended rapidly, of late. S. Monday & Sons, distributors of Blackstones on the greater New York market, secured 1,500 new accounts for the brand in four weeks. In Chicago, the Steele-Wedeles Co. reports constantly increasing sales of Blackstones. Lee & Cady in Detroit also are especially successful in developing business.

The Waitt & Bond policy always has been, is and will be to uphold quality. The intention of the manufacturers is that good value shall be offered in every Blackstone cigar. Conceding that the retailer is entitled to make a living profit, Waitt & Bond, Inc., prefer, in the present emergency, to accept a reduced profit for themselves, trusting in this they may be somewhat compensated by the added good will of the trade. The latest Waitt & Bond price list, made effective when the full war tax was imposed, is as follows:

Brand and Shape.	Size.	Style.	Price Per 1,000.
Blackstone Londres	5 inch	1/10	$73
Blackstone Londres	5 inch	1/20	73
Blackstone Londres	5 inch	1/4	73
Blackstone Londres, pocket packs	5 inch	....	73
Blackstone Perfecto,	4¾ inch (banded)	1/20	73
Blackstone Panetela	5½ inch (banded)	1/20	68
Blackstone Panetela.	5½ inch (banded)	1/40	68
Blackstone Cabinet	5 inch Perfecto (banded)	1/20	80
Blackstone Invincible	5¼ inch (banded)	1/40	93
Blackstone Midget	3½ inch (banded)	1/20	37.50
Blackstone Midget, vest packs,	3½ inch (banded)	....	37.50
Blackstone Junior	4 inch	1/10	35
Blackstone Junior	4 inch	1/20	35
Banquet	5¼ inch Perfecto (banded)	1/40	90
Wabon	5½ inch Panetela (banded)	1/40	70
53	5 inch Londres	1/10	73
53	5 inch Londres	1/20	73
The above cigars have strictly all Havana filler.			
Totem	5 inch Londres	1/10	37
Totem	5 inch Londres	1/20	37.50
Totem Panetela	5 inch	1/20	37
Latest	4¾ inch Londres	1/10	37
Latest	4¾ inch Londres	1/20	37.50
Tips	4¾ inch Londres	1/20	37

Terms: 2 per cent. for cash. In lots of 2,500 or over, 5 per cent. and 2 per cent. for cash.

WANT HIGHER FREIGHT ON TOBACCO STEMS.

WASHINGTON, January 29.—The following applications have been filed with the Interstate Commerce Commission:

1291—Seaboard Air Line Ry. Co.—Cancellation of the c. l. rates on tobacco stems from Durham and Henderson, N. C., to Nashville, Tenn., published in tariff I. C. C. No. A-4664, class rates thereafter to apply.

Note: The reason advanced by the Seaboard for the cancellations is that it will serve to increase the rates to a class basis, and this for the reason that the southern connections of the Seaboard have objected to the continuance of these particular rates, and have asked the latter to cancel them. The rate of $4.83 per net ton which it is proposed to cancel is in effect via other routes.

REBATE TO P. LORILLARD CO.

WASHINGTON, January 29.—Drawback has been allowed on cigarettes manufactured by the P. Lorillard Co. at their factory at Jersey City, N. J., with the use of imported cigarette paper. The rate was effective on and after December 5, 1917.

The allowance is not to exceed the quantity of imported cigarette paper appearing in the exported cigarettes as shown by the sworn statement of the manufacturers.

SAN FRANCISCO NOTES

(*Continued from page* 14.)

Pacific Division of the Navy has been awarded to H. L. Judell & Co. The contract covers their full line of cigars.

J. J. Alexander, who has been in charge of the sales force for P. Lorillard & Co., on this coast for the past eight years, has severed his connection with the company and is preparing to go east to make other affiliations.

Sam Arkush, who has been the representative of the Martinez Havana Cigar Co., for many years is now with Welcher Bros. and will handle the "Cyro" line for them west of Denver. Mr. Arkush's large circle of acquaintance in that territory will insure his success in the new venture.

"Within Two Years"

An Employer Who Waited Too Long to Prosecute an Embezzling Employe

(Copyright 1918, by Elton J. Buckley.)

PITTSBURGH, Pa.

About three years ago we detected a bookkeeper and collector in our employ stealing money. When discovered, his embezzlement reached, as near as we could tell, about $1,600. He made a complete confession and he and his wife begged so hard that we made an arrangement with him that we were to keep him in our employ at a slightly reduced salary, the difference being credited to him to pay back what he had taken. We did not agree not to have him arrested, but said that as long as he did right, we would keep him on and do nothing against him. This was in the summer of 1914.

The man continued in our employ until last month, when we discovered him in what we thought was a very dishonorable action, which made it impossible for us to keep him on any longer. We therefore discharged him. Payments against the $1,600 he had taken had gotten it down to about $1,000. When we discharged him we made demand upon him for the payment of this, and as he did not pay it, we had him arrested. Our attorney was not in town when we did this, and we went ahead and issued the warrant ourselves. The bookeeper has hired counsel and evidently intends to make a fight, and when we took the case to our own lawyer, he told us we would lose it, as the time had expired when we could prosecute him. I cannot understand such business and write you in the hope you can enlighten me.

E. R. B. & BRO.

This correspondent's counsel is quite right. The prosecution of the bookkeeper is barred by the lapse of time. Under the Pennsylvania law, a warrant would have to be sworn out within two years after the embezzlement was discovered.

For the benefit of this correspondent, and also of any other reader who may be hazy about what "limitation of actions" means, I will devote this article to an explanation, keeping particularly in mind the bearing of the doctrine upon conditions arising in business.

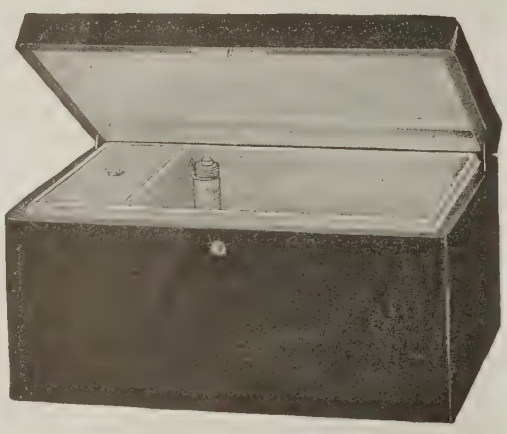
Every State in the Union has a law providing that legal action, no matter what kind, must be brought within a certain time, or it cannot be brought at all. Different periods are provided in all these statutes for different kinds of actions. For instance, an ordinary suit on a book account must usually be brought within six years. If you have a customer arrested for stealing from your stock and this proves to be a mistake and the customer sues you for malicious prosecution, this must usually be done within two years. The same period (two years) is usually given to such suits as one for damages if you run down somebody with your delivery wagon, and to all other cases partaking of the nature of civil wrongs, as distinct from contracts.

Criminal prosecution such as this correspondent mentions also must be brought within certain periods, usually one or two years, depending on the character of the . I cannot be any more definite than this, cause every State handles the matter to it itself; in other words, each one has a law its own.

This law didn't always exist. Under old English law it was considered that i man had a right to sue, or prosecute, so body to-day, that right would exist until was used. And there is much to be said that view, but there is another, viz., tha man who is liable to be made a defendant a civil or criminal action has a right to ha the thing settled while the case is reasonal fresh, so that he can get his witnesses a his facts together, and make the best possi defense. It isn't altogether fair to w twenty or thirty years before suing a m for a book account, or to hold a prosecut such as this correspondent describes, o the poor victim's head indefinitely. So t law says you must get after your claim wit in a certain time, or you are done. And c tainly the law is sufficiently generous wh it gives you six years to sue a customer f an unpaid account.

The period that the law gives you alwa has a certain time to begin. That time is t first date you could have gone ahead. In t prosecution which the Pittsburgh cor spondent tried to bring, the period began run from the date of the discovery of t embezzlement. In a suit on book account, on a note or a protested check, it begins run from the date it is due. In cases li damage suits for a delivery wagon collisi

(Continued on page 34.)



No. 522. Capacity 50 Cigars and 100 Cigarettes

HUMIDORS

We have added 10 new numbers to the line.

Please call and see them or write for catalogue.

Bubeck & Guerin, Inc.

161 to 163 West 18th St., New York City



No. 524. Capacity Top 200 Cigarettes and ½ lb. Smoking Tobacco. Drawer 50 Cigars

LA FLOR DE INTAL CIGAR MANUFACTURING CO.

KUENZLE & STRIEFF, INC.

"LA FLOR DE INTAL"
"LA FLOR DE ASINGA"
"LA FLOR DE LAVINAB"
"LA UNION"
"LA FLOR DE CARITAN"
"LA FLOR DE MINANGA"
"EL TAMARINDO"
"LA HONRADEZ"



The cigar exceptional for Quality and Workmanship.

COMPARES FAVORABLY WITH THE WORLD'S BEST.

SIDNEY J. FREEMAN

United States Representative

123 Liberty St. New York



DEALERS

There's a big demand for

FLOR DE

MELBA

The Cigar Supreme

They're quite a bit better than others.

All popular shapes.

Sell for 3 for 25c—10c straight. 2 for 25c—3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now or write us

I. Lewis Cigar Mfg. Co. Newark, N. J.

Largest independent cigar factory in the world.

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City. Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

COAL TRADE OF THE WORLD

The proposed reduction in exportation of oal from the United States suggested by Dr. arfield, will probably not affect the rank of ie United States as a coal exporting country. compilation by The National City Bank of ew York shows that the United States now olds second rank as a coal exporter. Prior the war Germany ranked second in the list coal exporting countries, and the United tates third, but with the cutting off of Ger- any's export trade the United States took econd rank as a coal exporter, though far ehind Great Britain.

Exports of coal from Great Britain in 1913 ere 93 million tons against 40 millions from ermany and 29 millions from the United tates, these figures including in all cases the unker coal" supplied to vessels engaged in oreign trade; in 1916 Great Britain 52 mil- on tons; United States 31 million tons.

Great Britain, Germany and the United tates have supplied for many years the bulk the coal entering international trade. The otal amount of coal passing out of the coal roducing countries of the world in 1913 was out 200 million tons, of which about 40 illions was "bunker coal," supplied to vessels ngaged in international trade for their use the oceans, while a considerable percentage that recorded as "exports" went to the orld's coaling stations where it is supplied steamers. The coal burned by steam vessels on the oceans aggregates in normal times about $250,000,000 a year in value out of a total of nearly $700,000,000 worth passing out of the coal producing countries of the world.

The principal coal exports of the world in 1913, including that used for bunker purposes, were Great Britain 93 million tons, Germany 40 millions, United States 29 millions, Austria-Hungary 9 millions, Belgium and Canada about 5½ millions each, Netherlands slightly less than 5 millions, Japan nearly 4 millions, British South Africa 2½ millions and Australia 2 millions.

The fact that a comparatively small number of countries outside of Europe and the United States have any considerable coal for exportation has compelled shipping interests to establish many coaling stations in all parts of the world, but especially in the Orient, and the tropics off the coast of South America and Southern Africa. The most important of the coaling stations aside from those of Europe are at Algiers, Port Said, Aden, Colombo, Ceylon, Singapore, Hong Kong, Moji and Yokohama, Japan; Montevideo and Valparaiso in South America; Durban, South Africa; Sydney and Melbourne, Australia; and Wellington, New Zealand. The United States Government has established since the opening of the Panama Canal one of the most important coaling stations of the world, with large supplies of coal in stock and the most modern facilities for transferring coal to vessels.

Much of this 200 million tons of coal exported by the coal producing countries of the world goes to adjacent territories and a smaller quantity than might be supposed over-sea. In the case of Great Britain for instance, which, as already indicated, exported in 1913 over 90 million tons of coal including that for bunker purposes, about 13 millions went to France, 10 millions to Italy, 9 millions to Germany. In fact, about two-thirds of the coal exported from Great Britain in 1913, the latest normal year, went to European countries and the remainder chiefly to the great coaling stations of the world. In the case of the United States also a large proportion of the coal exported goes to adjacent countries. Of the 32 million tons of coal passing out of the United States in the fiscal year 1917, over 17 millions went to Canada, while another 8 millions passed into the bunkers of vessels engaged in foreign trade. This 17½ millions exported to Canada is the largest in the history of our trade with that country, and is valued at $58,000,000, about one-fourth of the quantity being anthracite. Italy ranks second in the list of countries to which we export, the total to Italy in 1916 being nearly 3 million tons. Cuba ranks third, the exports to that island being about 1½ million tons in 1917, Panama about one-half million tons, most of which, however, is for the coaling station at that point, Argentina and Brazil about three-fourths of a million tons each, and Uruguay 100 thousand tons. The quantity of coal exported from the United States in 1917 was larger in both quantity and value than in any earlier year in the trade, the total quantity being about 32 million tons, including bunker coal, and the total value $113,000,000.

In 1913, the year preceding the war, the quantity of coal exported from the United States including that for bunker purposes was 28 million tons valued at $89,000,000. To South America the total exports of coal in 1917 were nearly 2 million tons against less than a half million in 1913. The value of coal and coke sent out of the United States since the beginning of 1900 exceeds $1,000,000,000.



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

Conventions in New York in February

The Convention Bureau of The Merchants' Association announces the following conventions to be held in New York City during the month of February:

Motion Picture Exposition, February 2-10.

Carpet Association of America, February 4.

Far Western Travelers' Association, February 4.

National Paper Trade Association, February 4-6.

Associated Dealers in Paper Mill Supplies, February 4-7.

American Paper and Pulp Association, February 4-8.

Wrapping Paper Manufacturers' Association, February 4-8.

Tissue Paper Manufacturers' Association, February 4-8.

Glazed and Fancy Paper Manufacturers' Association, February 5.

National Amateur Wireless Association, February 5.

United States National Lawn Tennis Association, February 5.

Technical Association of the Pulp and Paper Industry, February 5-7.

National Retail Dry Goods Association, February 5-7.

Prince Association for Department Store Education, February 5-7.

National Committee on Mental Hygiene, February 6.

New York State Association of Retail Clothiers, February 6.

United States Catholic Historical Society, February 6.

National Association of Wool Manufacturers, February 6-7.

Folding Box Manufacturers' National Association, February 11.

Label Manufacturers' National Association, February 11.

American Pomeranian Club, February 12.

New York State Retail Hardware Association, February 12-15.

Pennsylvania and Atlantic Seaboard Hardware Association, February 12-15.

Eastern Supply Association, February 13.

National Trotting Association, February 13.

Retail Millinery Association of America, February 13.

Pekingese Club, February 16.

Commercial Travelers' Association of the Lace, Embroidery and Allied Trades, February 18.

Edison Diamond Disc Jobbers' Association, February 18-19.

Popular Price Merchandise Association, February 18-22.

Corset Manufacturers' Association of the United States, February 19.

American Institute of Mining Engineers, February 19-23.

Westminster Kennel Club, February 19-24.

Bull Terrier Club of America, February 20.

Airedale Terrier Club of America, February 20-23.

Irish Setter Club of America, February 20-23.

Irish Terrier Club of America, February 20-23.

American Fox Terrier Club, February 21.

American Spaniel Club, Februa 21

New York Osteopathic Society (State), February 22.

New York State Chess Association, February 22.

Phi Alpha Sigma Fraternity, February 22.

Sons of Oriskany, New York ate Chapter, February 22.

Greyhound Club of America, F ru ary 22.

Theta Xi, February 23.

Brooklyn Auto Show, Februar 23 March 2.

American Wine Growers' Ass ia tion, February 28.

TOBACCO CROP NOTE

WASHINGTON, January 28.—In o nection with the January crop repo th Department of Agriculture says con r ing tobacco:

"The Franklin County, Ill., gr w writes: The tobacco was on good e ridge land. The rows were about 3 e apart and plants about the same dis n apart in the rows. The crop was s tivated ten times, hoed three or o times, primed and tapped fourte sixteen leaves.

"The Bracken County, Ky., gr w writes that his production was 0 pounds on three-fourths of an a equivalent to 2,726.6 pounds per acr good seed bed was prepared. ground was in excellent condition transplanting. The ground was lai in rows 3½ feet wide and the p were placed 22 inches apart in The weeks were kept cut out an tobacco plowed almost each week. this same farm was produced in 19,280 pounds from 10 acres. Th equivalent to 1,928 pounds per ac big yield for so large a field.

"The Washington County, T grower writes: My 1916 tobacco of 4 acres weighed 8,438 pounds an 1915 crop of 4 acres weighed pounds. In 1914 I made 5,300 poun 2 acres. I have been growing tob for only eight years and have made less than 2,000 pounds, excep first year." Continuing he writes his standards have been to have p of good vigorous plants; to be rea the proper time to transplant in a deep well-prepared seed bed with p of available plant food; to trans when the ground is not too awfully as by so doing the plants will live grow off better and the ground wil be packed down so badly; to make first cultivation a very deep one so tear up the soil that has been pa down in transplanting; to follow frequent shallow cultivations up the time when one can not get thr without tearing off the leaves; to all filth down; keep the worms sukers off; and not let it bloom to as soon as the bud forms, take it to not cut the tobacco until it gets and so handle it very carefully; t hang it too close together in the to not hang it too close to the gr as it cures better higher up; an give the barn plenty of ventilation.

Items of Interest

The wheat crop last year was about 3,000,000,000 bushels. This is the smallest crop since that of sixteen years ago, when the yield was 2,956,000,000 bushels.

—

Joseph W. Folk, formerly Governor of Missouri and for some time chief counsel to the Interstate Commerce Commission, has resigned that position to become counsel for the St. Louis Chamber of Commerce.

—

The Merchants' Association of New York has sent to each member of Congress a copy of the resolutions adopted by The Association asking for the repeal of that portion of the War Revenue Act which applies postal zone rates to second-class mail matter.

—

Some one has figured it out that the war will cost the United States in the next two years *nineteen billion* dollars. No human mind can grasp that sum. But the business man should reflect if that sum is spent that sum is kept in circulation, and when money is kept in circulation *men make money.*

—

The Pittsburgh Retail Grocers' Union has elected the following officers: President, D. F. Durbin; vice-president, Bernard Buisker; treasurer, Herman H. Sendt; directors, Charles Wolff, C. Wachter, Wm. Harbison, J. H. Chambron, R. B. McKelvey, J. R. Clark, and F. Donnelly.

The strike of longshoremen at the New York piers of the Southern Pacific line was not settled Tuesday, despite efforts on the part of T. V. O'Connor, president of the international body, who has not given official sanction to the walkout. No efforts are being made by the steamship company to employ other men for work.

—

For selling an excessive quantity of sugar to an individual, D. Nochimson, a wholesale grocer, of Paterson, N. J., has been ordered by the food administration to suspend business entirely during the month of February. Nochimson sold 400 pounds of sugar to a theatre manager who offered to give one-pound bags to the purchasers of admission tickets.

—

Fewer dealers are getting tobacco licenses from the city clerk of Huntingdon, West Va., this year. Figures for the last six months just compiled at city hall, show. Last year, July 1, 1916, to July 1, 1917, 322 such licenses were issued, which is about 50 more than officials expect this year. During the last six months, July 1, 1917, to January 1, 1918, 243 licenses to sell tobacco were given out, City Clerk K. L. Hamilton announced Monday. "Most of the applicants for licenses tell us that they're selling tobacco only as a convenience."

—

Freight embargoes and weather delays to freight shipments have thrown a heavy new burden on the mail service by adding thousands of tons to the parcels post. Otto Praeger, Second Assistant Postmaster-General, said Tuesday that steamers were being used for the first time in carrying parcels post in an effort to forestall congestion and that various changes have been made to speed up the service. Owing to missed connections and weather conditions, deliveries now are from twelve to twenty-four hours late between New York and Chicago, and from twenty-four to forty-eight hours to the Pacific coast. Delays to south-bound shipments are due more to shortage of cars, commandeered for military use, than to ice and snow.



Falk Tobacco Co.
56 West 45th St., New York

THE CIGARETTE OF THE PERIOD



THEMELIS
ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS
NEW YORK MONTREAL, CANADA

DIAMOND-F
PROTECTIVE PAPERS

This is the registered name for the broad line of specialized papers made by the Diamond State Fibre Company. Included in the line are Diamond-F Glassine, Diamond-F Greaseproof (Imitation Parchment), Diamond-F Vegetable Parchment, Diamond-F Parchmoid and Diamond-F Filter Paper.

Each of these is the best for its particular purpose that human hands and modern machinery can produce.

Diamond-F Glassine, Greaseproof, Vegetable Parchment and Parchmoid are ideal wrapping and packing papers. They keep impurities *out* and orginal goodness *in.*

Diamond-F Filter Paper is U. S. Government-tested.

Ask Your Jobber

DIAMOND STATE FIBRE COMPANY
Bridgeport, Pa. (Near Philadelphia)

The Weather Serves to Excuse Chicago

If Kicks Are Made Regarding Business

CHICAGO, January 27.—It is possible to discover a heap of complaints here this week. But what's the use?

One large Clark street saloonkeeper hung out the following sign last Monday: "Our Country, may it always be wet, but wet or dry, my country closed 'til Tuesday morn."

Al Johnson of the Ramesis sales force is here putting "them over." Herbert Coe of the Melachrino staff has returned from his visit to New York.

Stanton and Co., 30 W. Washington street, have used the newspapers in calling attention to a special sale they are running to make more popular the Eden, Calixto Lopez and Baronita brands of the Preferred Havana Tobacco Co. During the sale goods are sold to the consumers at wholesale prices. The cigar department is owned by Tobin & Co.

The Sanchez Grande mild havana, made by the Congress Cigar Co. is "catching on," in fine shape. Wherever placed this brand has become a steady seller.

E. T. McGuire, formerly employed by Ivan Ries & Co., at 104 North 5th avenue, is no longer connected with this firm. He is again with Fay Lewis & Bro. Co. and is covering his old stamping ground, the State of Wisconsin.

Sig Meyer, who represents F. Lozano Son & Co., has taken on new territory. He will cover parts of Michigan, and Missouri, in connection with his western field.

Clark Cutler is expecting a visit from Jose Diaz very shortly. "Cut" is going to introduce his boss to the many customers of the Preferred Havanna Tobacco Co. in this market. Diaz will have to step some as C. C. is no slow traveler.

Sam Ladensohn, who ran a retail store at 1139 Argyle avenue, has gone under, owing a bunch of money. Some of the creditors got wind of what was coming early in December and this helped to hasten things to the closing point. Fred Oakes of E. H. Gato & Co. was the largest creditor. His claim being around $1,200.

Thomas Carpas, a collector for the Raklios system of lunch-rooms was held up as he was entering the commissary at 125 West Ohio street and robbed of $1,500. Carpas was badly beaten and had to be removed to the hospital. He had just collected the daily receipts of nine restaurants.

Emil Weeger is hard at work boosting the city trade for the Falk Tobacco Co. Weeger was formerly a retail clerk and won his spurs as a missionary salesman you see a lot of his firm's goods all over the territory he covers.

Egyptian Deities are heavily advertised in all the daily papers.

Scottie cigars selling at 2 for 5 cents and packed in tins of 50 each are now on sale in the many retail stores of Albert Breitung. Another new offering with this house is Breitung's Hand Made extra quality stogies which retail 2 for 5 cents.

Many Blanc Co. distribute the Flor de Bana Brand made by Mendel & Co. You see them in a lot of cases.

The retail stores of the Best & Russell branch of the General Cigar Co. are all boosting the new "laddies" size of Robt. Bu little cigars that retail 10 for 25 cents. package is most attractive and is provin ready repeater.

The Certificate 5 cent cigar of Best Russell Co. is now being made in Evansv Ind. It has a large sale with the drug resturant trade in the city.

The first shipment of Henry the Fou mild Havanas lasted one day with the tributers McNeil & Higgins who had to in for an express shipment. This size C House packed 100 to the box, sells for $6 to the retail trade and is sold for 10 c straight.

S. Anargyros is out with a very nifty which sets forth to great advantage the 25 cigarette a brand of high grade cigaret put on the market last fall. You see the n sign in all the windows.

Breitung's Stub Brevas Havana Merits Henry Weaver cigars have all been advan to the 6 cent class. They are big sellers w the Breitung chain of stores.

Taking life—or anything else—just as came, Chicago's two most patient band waited thirty-five minutes a few nights a in Lee Pedigo's drug store 44-55 North Cl street for the proprietor to return from neighborhood bank. As customers ente they were robbed and disposed of behind prescription case and when Pedigo came he was relieved of his cash and the robb departed after taking a handful of ciga The loss suffered by Pedigo and his patr was $120.90.

The sympathy of the trade is extended Lee Smitz, a well known south side cigar and partner in the firm of L. H. Smitz & at 51st and Calumet avenue, who lost mother last week. Mrs. Smitz was 80 ye of age.

(*Continued on page 26.*)



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR



T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

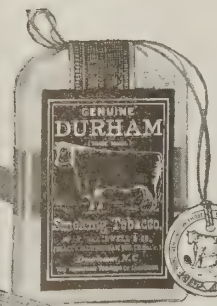
You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO





The "Makings" of a Nation



"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

SHADE-GROWN HAVANA



E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

"THEY LEAD THE LEADERS"

GRAHAM-COURTNEY

MILD HAVANA BLEND

26 SIZES

Acker, Merrall & Condit Company

NEW YORK

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y C A. 75th Street & Avenue A. New York

BINDERS FOR "TOBACCO" Common Sense Kind

Sent by Mail $1.25. Delivered at Office $1.00

Tobacco Trade Journal Co., 10 E. 39th St., New York

HIJA De JOSE GENER

HABANA, CUBA

Manufacturer of HAVANA CIGARS

"HOYO de MONTERREY" "LA ESCEPCION" "EL VINYET"

VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.

"Not the Same Old Game"

A Lament Made in Canada

The raw leaf market is generally an infallible thermometer by which the temperature of the trade may be gauged. Speaking of this raw leaf situation, one big manufacturer expressed himself to the *Journal* in this manner:

"It would be almost humorous, if it were not so serious, the way the raw leaf market conditions have changed in the past few years. Formerly we were besieged with the leaf travelers. It seemed as if we could hardly turn around before one would be in to see us. Now they never come. That is, the majority of them never do. Those who do talk turkey to us.

"With the leaf men now, it is generally a 'take-it-or-leave-it' attitude, when they used to consider it a favor if we'd give them an order. Then, too, under the new conditions the raw leaf men in some cases don't even buy in Cuba until we have put up our money.

"It used to be that we had attractive credit terms held out, but now the jobber takes our money and buys for us. Then he wants us to take over the purchase on the docks at Havana. The dealer not only passes up buying until he has already resold the tobacco, but he doesn't want to undertake the water risk between Havana and New York. In other words, we put up our money, the jobber buys for us in Cuba, then the tobacco and all risks are ours.

"What would the manufacturer give for the good old days when the traveller always tried to unload as much as possible.

"Truly this is a merry time to be in the cigar manufacturing game. We have no longer courteous appeals from New York houses for our business. Why, houses that used to be glad to receive a firm's check will turn up their noses at anything like it now, and we have to buy New York exchange to liquidate our obligations."—*Canadian Cigar and Tobacco Journal.*

THEFTS OF GOODS IN TRANSIT.

An unusually large amount of thieving is going on "somewhere en route" between Minneapolis and eastern factories, according to reports made by consignees. It is not believed that the thefts are to be attributed to railroad employes, but that they are the result of cars being side-tracked along the road in out-of-the-way places, thus making thefts much easier than under ordinary shipping conditions. Delays in shipping are also expensive otherwise. Many hundreds of dollars have been paid manufacturers by Minneapolis houses, in order to take advantage of discounts, while the goods in many cases are not received for several weeks after payment has been made.—*Cigar and Tobacco Journal.*

CHIRPS FROM CHICAGO

(*Continued from page* 24.)

James Sheridan who joined the city sales staff of J. & B. Moos the first of the year is cleaning up the north side trade. Jim is out to establish a record.

Sam Dores is the man behind the counter at Moe Seigel's popular retail store 230 North State street. He knows how to make friends and also how to sell cigars.

Still another hold up, Andrew Marck of 2875 Lincoln avenue lost $74 when bandits paid him a visit and Ed. S. Wirth who runs a drug store at 3365 Broadway was touched for $25.

Harry Milo Adams who covered this field for the Cameron Tobacco Co. is no long connected with that firm. Adams has a l of friends in Chicago. He placed the Camer brands of smoking tobaccos with ma dealers here.

V. A. Scott formerly with the Universi Club is now behind the counter of the ma store of Albert Breitung. H. S. Hatton is new man in at the Sherman Hotel store. H was formerly employed by the United Cig Stores Co.

James Gleason who owns a retail cig store at 111 West Erie street was visited l hold up men who cleaned him out of cash a smokes.

Judge Gemmill fined Attorney Jacob Ka lan $5 for smoking a cigarette in his cour room, but excused the lawyer on explanati that the "sig" was a gift from a friend.

Ed Morgan is still selling Algeo cigars a has a lot of accounts around the city. H does the heavy work for Algeo & Co. t makers of the brand.

M. B. Seigel says he is going to open new store in the near future. Moe is one our live wires and always has his eyes op for good locations.

"Buy your smokes now for Sunday a Monday." It's funny to read these signs b that is what greets you on Saturdays in all t loop stores. The dealers are not going let any trade get away if they can help it fuelless days. H. L. H.

KNOW WHAT YOU'RE KNOCKING.

A Boston court decides that cigars are part of legitimate political campaign expense. If made fr Massachusetts grown tobacco they are great aides a abettors in the fight against using tobacco.—*Tam Tribune.*

Inquiry by the *Tribune* man might elicit t information that certain Tampa cigar man facturers are making use of tobacco grown Massachusetts.

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice
TWO STANDARDS
for dealers
Send us a trial order. We guarantee satisfaction.
LARUS & BRO. CO., Richmond, Va.

Trade News from Near and Far

Packing for F. Miranda & Co. will begin early in May.

—

Lincoln Bros. are kept busy trying to get supplies and help. Business is very brisk.

—

A Schulte's store at 23rd street and Sixth avenue has an attractive window display of E. Morellos.

—

A. Santaella & Co. are swamped with orders just at present. Optimos are in greater request than ever before.

—

Marcelino Perez has gone to Hot Springs, Va., to rest up and recuperate. He will be absent about three weeks.

—

Robert Lane has just returned from a trip to Boston, where he picked up a raft of orders. On Saturday he will leave for Havana.

—

E. C. Berriman has left for Chicago. Alex Metzger, representing Berriman Bros., is looking after the trade in the upper part of New York state.

—

H. J. Diver, representing Cien Porciento, is back from his journey to Tampa. A boat now headed for this port is carrying 200,000 cigars for the firm.

—

A. Levy and H. Handler, representing Julius Klorfein, are on their way to Chicago. V. Lopez has gone to Pittsburgh and A. J. Mitchell is in Cleveland.

—

Wm. Spies, manager of the Schulte store at 23rd street and Fifth avenue, reports excellent sales of reproductions of masterpieces, which the company is offering to the public.

—

Geo. W. Stocking, representing Marcelino Perez & Co., will start out on the first of the month to cover the middle west. S. R. Wrightman is taking care of business in the New England states.

The high wages offered by the sugar growers in Havana are taking away many hands from the tobacco producers. Girl packers in Connecticut who formerly received a dollar a day now are getting two.

—

J. B. Russell, manager of the United store at 200 Fifth avenue, says that his store does not lose any business as the result of closing on Mondays. His customers buy enough on Saturdays to last them until Tuesday.

—

John Moriarity, manager for the Old King Cole brand, and Miss A. L. Moran, his secretary, have been working like Trojans trying to keep up with the rush of orders. During the past three weeks Mr. Moriarity has shipped more than 100,000 cigars, and he is still shy 37,000.

—

E. M. Freeman is back in New York. His trip to the coal regions of Pennsylvania and the upper part of New York State was very satisfactory. S. J. Freeman leaves some time this week for Boston and other New England points.

—

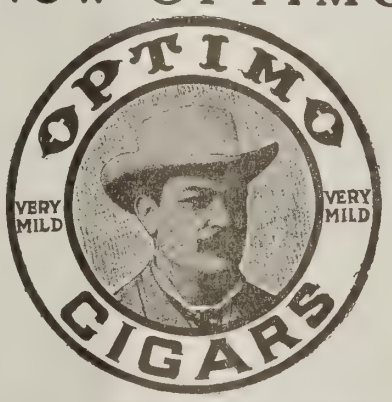
E. Stoltz, representing Simon Batt & Co., has just returned from an unusually successful trip to the coast. T. Torbert, who has been covering southern territory, has been able to get business from every town he visited. F. Rian is finding that the western blizzard is somewhat of a handicap to his activities in Chicago.

MANILA CIGARS



American Shapes and Sizes
Special Brands for Jobbers
Bi-Monthly Shipments.
Always Fresh
Write for open territory to
HENRY OTTENBERG, Importer, 146 Front St., N. Y

New OPTIMO



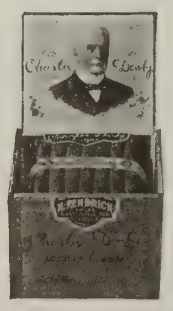
BEST OF THE BEST
BEST OF THE BEST
MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

ROCKY FORD
HAND MADE →CIGAR← DELICIOUS FLAVOR
Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c.—2 for 5c., 3c. each, and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices PITTSBURGH, PA.

Charles Denby
THE CIGAR THAT BUILDS AND HOLDS ITS TRADE



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars.

The "CHARLES DENBY" satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH Evansville, Ind.
Makers of Good Cigars for Over 67 Years

FROM THE FIRING LINE

Personals and Trade Jottings

S. Gamble has bought the A. R. Hageman cigar store at Gibbon, Neb.

—

Valeriano Gutierrez, the Hoye de Monterrey representative, is still in Spain.

—

The Colwell Cigar Machine Co. has increased its capital from $100,000 to $200,000.

—

The cigar store of Alex Johnson at Brainerd, Minn., was burned on January 26.

—

A. M. Halstead & Co. have opened a cigar store and pool hall in Wimbledon, S. D.

—

Edmond Kelly of Horace R. Kelly & Co., leaves San Francisco for Manila about February 6.

—

The Consumers Cigar Manufacturing Co. has been incorporated in Chicago with a capital of $40,000.

—

Baum's cigar store at 327 State street, Schenectady, suffered a loss of $3,000 in a recent fire.

—

M. Falkenstein of S. Bachman & Co. of San Francisco, is in New York, stopping at the Hotel Astor.

—

Bowring & Co., American agents for the Philippine Co., received eighty cases of Manila cigars this week.

—

George W. Barnes, vice-president of the Weidemann Co. of Cleveland, Ohio, is in New York on business.

—

Louis Eberhart, a wholesale tobacco dealer, in St. Paul, who died on November 12, left an estate of $33,417.60.

—

Tom Healey, United States representative of Allones, Ltd., left for Havana, Saturday. He will sojourn in Cuba for several weeks.

—

George C. Jones, vice-president of the Standard Commercial Tobacco Co., now on his way home from Japan, is due to arrive in New York next month.

—

D. A. Fraser, H. A. Sippig and T. A. Luddy, of 23 Manhattan avenue, New York, have incorporated the Atlantic Leaf Tobacco Co., with a capital of $500,000.

—

A patent on a humidifier for tobacco has been granted to J. F. Prather, of Mount Airy, N. C. It is expected that the invention will soon be put on the market.

—

The Mayer Cigar Co., with a capital of $8,000, has been organized at Beaumont, Tex. S. F. Chojieracki, Sidney Mayer and Sol. E. Gordon are the incorporators.

Failure to conduct a paying business at his wholesale tobacco store at 124 South Washington street, Peoria, Ill., caused Fred J. W. Allen to file a voluntary petition in bankruptcy.

—

Herbert Hecht & Co. have leased to Schulte Cigar Co. the corner of the ground floor at No. 386 Fourth avenue, New York, which will be altered for a branch from plans of Frederick Putnam Platt.

—

A burglar entered the Ball cigar factory at 230 Edison street, Salt Lake City, some time Monday night and stole 400 cigars. Entrance was gained through a vacant building which adjoins the factory.

—

The Standard Commercial Tobacco Co. received on the S. S. Constanopoli 10,800 bales of Turkish tobacco. On other steamers, due to arrive soon, at an Atlantic port, are 16,000 and 2,000 bales respectively.

—

Tobacco Products Corporation has declared a dividend of $1.50 a share on the common stock, payable February 15 to stock of record February 4. This is the same rate as the initial declared three months ago.

—

Gene Gates has purchased the Germania Bank building cigar stand in St. Paul, from H. J. Wolf. Mrs. Zelle, who formerly was in Wolf's Robert street store, will have charge of the Germania stand.

—

J. B. Withers, supervisor of the American Tobacco Co. for the Southern States, is visiting Tampa this week. Withers is an old friend of Eli Witt. They used to work the retail trade in 1900 for the Penn Tobacco Co.

—

The Dow Drug Co., of Cincinnati, at the annual meeting of stockholders elected the following directors: D. C. Keller, H. C. Otterbein, F. D. Brown, W. H. Albers, H. F. Jergens, B. W. Campbell, H. L. Gordon, W. A. Julian and J. W. Cassin.

—

Efforts are being made to raise several barge loads of tobacco which sunk in the Cumberland river near Glasgow, Ky., recently. One barge laden with leaf has been raised, but several others are said to be at the bottom of the river.

—

The tobacco industry is one of the most important in Algeria. In 1915 35,000,000 packages of cigarettes were manufactured for interior consumption, and 66,000,000 packages for export, especially to French Indo-China. The production of cigarettes has increased from 593 metric tons in 1901 to 1,874 in 1916.

—

The Harkert Cigar Co., of Davenport, through its attorney, Isaac Petersberger, has filed an amendment to the articles of incorporation with the Scott County (Iowa) *Recorder,* permitting an officer in the comp to hold more than one office at the same ti

—

To accelerate the sale of war savings sta the American Tobacco Co. has establis booths in Boston at all the large departm stores, at the North and South stations an the Post Office. Women's clubs of metropol Boston were asked to co-operate, and wom clubs of adjoining towns also aided in the mo ment.

—

The large steam boiler at the tobacco wa house of the American Cigar Co., on De street, Suffield, Conn., broke down Fri morning, and the warehouse was obliged close down. Three sections in the large bo were found to be cracked. The warehouse be closed until repairs are made. Over hands will be thrown out of work.

—

The Honor cigar of P. Lorillard Co., which the Gowan-Lenning-Brown Co. are tributors in Minneapolis, is being adverti in the daily newspapers. One advertisem shows a cut of a half-burned cigar with ash remaining unbroken. "Try the Test" is the only suggestion made in conn tion with the picture.

—

The Hartford Tobacco Corporation has iss 368 additional shares of stock to the value $36,800, in accordance with a vote of the di tors passed July 24, 1917. The subscribers the stock are Benjamin L. Haas and William Haas, both of Hartford, 183 shares each; C Haas, of Hartford, and E. M. Ashley, of Wi sor, Conn., 1 share each.

—

Paul Sullivan, who conducts a cigar st and confectionery store at 2907 Prospect enue, Kansas City, was held up and rob of $10 at 9 o'clock Saturday night by young negroes. As the highwaymen left store they encountered R. J. Hull, 2941 Pr pect avenue, who was entering the store, took 50 cents from his pocket.

—

P. J. Wald, as a representative of the re tobacco dealers of Utica, N. Y., stated the dealers had met and endorsed absolu the closing of stores on Mondays. Mr. W stated the retail tobacco dealers' associa comprises all of the big dealers of Utica that they stand back of the Government ev minute in its action to conserve fuel.

—

Arthur K. Sanders, proprietor of the N and Tobacco store at No. 302 Main str Middletown, Conn., was found dead in Friday morning at his home on Liberty str having committed suicide by inhaling ill inating gas. He fell early in December, injuring his ribs. He had lived in Middlet about five years, having bought the busi of the late George Dutting. He was 61 y old and leaves a wife and one son, J Sanders.

—

The Cigarmakers' Union at Danbury, C has elected the following officers for the suing term: President, Joseph Hirt; president, Harold Simon; recording secre Edward J. Reilly; financial secretary

trasurer, John H. Riley; trustees, B. J. Caghlin, Joseph Mannion and Charles Hahn; finnce committee, Martin J. Howley, Henry A Anderson and Charles Hahn; delegates to th Central Labor Union, John N. Riley and Eward J. Reilly.

—

. A. Voice, secretary of the Pasbach-Voice Lhographing Co., thus advises the trade:

As a mutually protective measure, it is most acisable to anticipate lithographic requiremats. Outside of the government orders for Mnday shut-downs, it is reasonable to expect rical embargoes on freight not considered inthe class of essentials, with the result that per, inks, etc., are bound to be affected. In der, therefore, to receive the promptest and rst efficient consideration, place your orders wh the least possible delay."

—

From Paducah, Ky., a dispatch to the Memphis *Appeal* says: "During the past weeks there was a complete tie-up of tobacco owing to the extreme weather conditions. The only transactions reported were loose leaf sales at Paducah, consisting of about 20,000 pounds for each of the two sales. The market was strong and active and prices unchanged from previous sales. Leaf sold from 13@15½c and trs from 10@12½c. Outside of loose leaf sales there has been no trading. Most of the growers are holding their tobacco for 20 cents."

—

The United Cigar Stores Co. has rented to Louis Yalem and Abraham Getzoff the store and basement No. 109 West 23d street, New York, between Sixth and Seventh avenues, for a restaurant. The space leased will be altered. The company leased to Anthony Bussi the store adjoining the building at the northeast corner of Broadway and 28th street, and the 28th street store adjoining that building to Overland Silk Mills, and the store adjoining that store to Samuel De Fillipi, which completes the renting of space acquired by the company in December.

—

The Dierdorf Cigar Co. has purchased the Serfling building on Ottawa ave., Grand Rapids, Mich., just north of the Elks' temple, from Cornelius E. Kelly, who purchased the property from the Serfling Co. about a month ago. The consideration is said to be $26,000. The building has two stories, is of modern construction and when necessary alterations have been made will be occupied by the Dierdorf Co., with offices and salesroom on the first floor and factory above. The Dierdorf Co. has been located at Bond avenue and Crescent street for twelve years and has outgrown its quarters.

—

Winston, Harper, Fisher Co. of Minneapolis, are supplying the trade with neatly printed cards directing attention to the causes which have contributed to the advanced cost of cigars, these being intended for use by the retailers as a help to smoothing the wrinkles out of trade when kicks are made. One of these cards calls attention to the fact that wages "are the highest ever paid"; that there has been a "material increase in the cost of boxes, labels, and freight"; incidentally mentions the war tax as a contributing factor, and concludes with the statement that "the advance could be met by lowering the quality at the smoker's expense, but this has not been done." The final words in the card are: "No smoker should try to dodge these facts." While the arguments apply to many cigars, the card is utilized as an advertisement for the Tom Keene brand.

—

More than 100 workmen walked out of the E. H. Gato cigar factory at Key West, Thursday morning, because the management refused to pay them twice a week instead of once a week, as is the custom. This demand had been made earlier in the week, but the management would not grant it because it is said to be contrary to the rules of the manufacturers' association. When the demand was not complied with the entire force left work and when outside the building appointed a committee to confer with the management. And the difficulty was settled.

—

The New York State Department of Labor reports that the food, liquors and tobacco group in December employed 1 per cent fewer workers but paid 1 per cent more wages than in November. Only three industries reported increases in activity. On account of the sugar situation and a general drop in the business, groceries employed a smaller force than at any time since November, 1914. In a comparison with December, 1916, there were increases of 5 per cent in the number of employees and 18 per cent in the wage payments.

BUSINESS CARDS

CIGAR IMPORTERS
GROSVENOR NICHOLAS & CO.
14-16 South William St.
New York

G. S. NICHOLAS & SON, LTD.
43 Beaver St.
New York

CIGARS RIBBONS
WM. WICKE RIBBON CO.
Woodhaven Ave.
Glendale, New York

CIGARETTE PAPERS
PETER J. SCHWEITZER
Importer of French Papers
109-111 Broad St., New York

CIGARETTES
T. CHALKIADI & CO., INC.
Cigarettes—Haidee and Salaam
128 Water Street, New York

STRAND CIGARETTE CO.
Manufacturers "Strand" Cigarette
17 West 42d St., New York

CORK
BOUCHER CORK & MACHINE CO., INC.
All kinds of Cork
212 West 18th St., New York

HAVANA LEAF DEALERS
TOMAS BENITEZ Y LEON
15 Monte Street, Havana, Cuba
Cable "Tebenitez"

LEON Y. DELGADO
91-93 Consulado St., Havana, Cuba
Cable "Nautilus"

F. EZQUERRO, S EN C.
10 Luz Street, Havana, Cuba
Cable "Pradillo"

GONZALEZ HNO. & CA. S EN C.
39 Dragones St., Havana, Cuba
Cable "Goncelacio"

GUTIERREZ & FOYO
22 Reina Avenue, Havana, Cuba
Cable "Hermogenes"

MIGUEL GUTIERREZ E HIJO
53 Estrella St., Havana, Cuba
Cable "Cosechero"

SUAREZ HERMANOS, S EN C.
110 Rayo Street, Havana, Cuba
Cable "Ansuar"

PESO & CA.
97 Amistad Street, Havana, Cuba
Cable "Peso"

PASTOR SANCHEZ
225 Monte St., Havana, Cuba
Cable "Pastorama"

HUMIDORS
BUBECK & GUERIN
All kinds of Cigar and Cigarette Humidors
161 West 18th St., New York

IMPORTED CIGARS
RAMON "ALLONES"
Thomas F. Healy, Rep. U. S. & Canada
77 Broad St., New York

PARK & TILFORD
Imported Cigars
New York

JOBBERS
METROPOLITAN TOBACCO CO.
134 Grand St.
New York

CHAS. SCHAVRIEN
General Cigar, Cigarette and Tobacco Jobbers
204 West 20th St., New York

LITHOGRAPHERS
ADOLPH FRANKAU & CO., INC.
Cigar Labels and Bands
129 5th Avenue, New York

PASBACH-VOICE LITHO. CO. INC.
Cigar Labels and Bands
Corner 25th St. and 11th Ave., New York

LITTLE CIGARS
S. MONDAY & SONS
Manufacturers of Little Cigars
34-40 South 1st St., Brooklyn, N. Y.

MADE-IN-BOND HAVANA CIGARS
MARCELINO PEREZ & CO.
Clear Havana Cigar Exclusively
12 Duane St., New York

SIDNEY J. FREEMAN
United Workman Union Made 5c. Cigar
123 Liberty St., New York

HORACE R. KELLY & CO.,
Manila Cigars
89 Wall St., New York

THE PHILIPPINE CO., LTD.
American Sales Agent
Bowring & Co., Whitehall Bldg., New York

MANILA LEAF DEALERS
B. CASTELLANO & CO.
Specialty—Manila Tobacco
123 Maiden Lane, New York

MILD HAVANA CIGARS
THE KERN MANUFACTURING CO.
Mfrs. "El Stato" and "Iago" Cigars
152 East 50th St., New York

PIPES
WM. DEMUTH & CO.
"Wellington" Pipes
230 5th Ave., New York

L. & H. STERN, INC.
Manufacturers of Pipes for Jobbing Trade
432 East 10th St., New York

PROTECTIVE PAPER WRAPPING
DIAMOND STATE FIBRE CO.
Glassine Paper Wrapping
Bridgeport, Pennsylvania

SNUFFS
GEORGE W. HELME CO.
111 Fifth Avenue
New York

WEYMAN-BRUTON CO.
1107 Broadway, New York

STEAMSHIPS
PENINSULAR & OCCIDENTAL S. S. CO.
Tampa—Key West—Havana
Jacksonville, Fla.

TIN CONTAINERS
AMERICAN CAN CO.
Tin Cans
120 Broadway, New York

NATIONAL CAN CO.
Tin Cans
Detroit, Michigan

TIN DECORATING CO. OF BALTIMORE
All kinds of Tins
Boston St. and Elnwood Ave., Baltimore, Md.

BONE DRY BEVERAGE CO.
NEW YORK
Is about to put on the market a most saleable Non-alcoholic Drink.

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

"PARTAGAS"

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

SAN FELICE.

FABRICA DE TABACOS EXQUISITOS

OUR SAN FELICE CIGAR IS GUARANTEED TO CONTAIN THE CHOICEST HAVANA FILLER

WE LEAD

Manufactured FOR GENTLEMEN OF GOOD TASTE.

SAN FELICE
The Peer of 6 cent cigars

OTHERS FOLLOW.
$1000.00 TO ANY MAN PROVING THIS CIGAR NOT TO CONTAIN THE HIGHEST GRADE HAVANA FILLER

REGISTERED IN U.S. PATENT OFFICE
The Deisel-Wemmer Co. Lima, O. U. S. A.

INFRINGEMENTS UPON ABOVE BRAND WILL BE PROSECUTED BY LAW.

Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Offi
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.

All Progressive Dealers Read TOBACCO

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

GRAVELY'S
CELEBRATED
Chewing Plug

BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.

P. B. Gravely Tobacco Co. DANVILLE, VA. ESTABLISHED 1831

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

Shots and Jots

F. D. Cable of Calumet, Mich., has purchased a cigar store in St. Paul.

J. W. Merriam, of Merriam Segars, Inc., expects to make a trip to the west very shortly.

Park & Tilford's store at 26th Street and 5th Avenue has a long glass case in the window filled with Lobelias.

—

E. Siegel & Son's store on Fulton street, New York, has a window display, introducing a seven cent El Faisen.

—

E. Wodeska and John Wardlow, of Roy Lopez & Co., have gone to Key West, and will later journey on to Havana.

—

E. Regensburg & Sons have experienced no falling off of trade since the new year began. Ten salesmen are taking care of the city trade, while five are on the road.

—

Lubetsky Brothers and Kleine, cigar manufacturers, have just completed a plant in Ludington, Mich. This factory will have an output of 20,000,000 cigars a year.

—

The Merchants Association of New York issues a warning against "the Hon. Peter Justus Fogarty," who poses as a "Senator" and pretends to be collecting money for charitable purposes.

—

Plans of the United Cigar Stores Co. for the current year call for the opening of 100 new stores, which will bring the total to 1,300, there being in operation now about 1,200 stores located in 435 cities.

—

Mrs. J. B. Fields, 86 years old, who lives at 830 Grand Street, Jersey City, takes pleasure in sending monthly contributions of $5 to the *Sun* fund, so that American soldiers in France may have some smokes as her treat.

—

The prices offered for tobacco on the Owensboro, Ky., floors show a drop of from $2 to $3 a hundred pounds since the opening of the season. Growers are beginning to express dissatisfaction over the condition of the market.

—

Richard Leavell, a South Christian farmer, sold his tobacco crop at Hopkinsville, Ky., for $31,250, the largest individual sale in several seasons in the black patch. He had 110 acres in tobacco and it aggregated 125,000 pounds.

—

The third Liberty Loan will undoubtedly exceed in amount not only its two predecessors in this country, but any single war loan or any other loan ever offered in the history of the world. The probable date of offering will be March 1.

—

Tampa's increase for 1917 was 44,000,000 cigars over and above any amount ever mad there in former years; the total number Tampa cigars for the 12 months bein 357,408,602, or more than the third of a billio cigars made in the city in 12 months.

—

A. A. Stitz and Mr. Jackman have signed lease on the room in the First National ban building in Waterloo, Iowa, formerly occupie by the Gardner Land company and about Fe 15 will open a modern cigar store. The sto will be under the management of Mr. Stit

—

Speeches by Jacob Wertheim, president the T. M. A., and Mark Eisner, collector Internal Revenue for the Third District New York, the dedication of the service fla the appointment of a new house committ and approximately a 100 per cent attendan will be some of the things expected to make t Tobacco Salesmen's meeting, Friday evenir February 1, a "red letter" night.

—

Retail merchants in all towns of 2,500 more will be asked in the next few weeks adopt the entire retail-delivery program of t Commercial Economy Board of the Coun of National Defense, according to plans under way at a conference in Washingt January 15. The conference was held by t Commercial Economy Board and the Sta Councils Section of the national council, a was attended by representatives of the cou cils of defense in states east of the Mississip A similar meeting is to be held later for rep sentatives of the western states.

Notes and Quotes

costs $458 a minute to run New York on the basis of the $240,519,858 budget next year.

—

still further rise in the price of tobacco, to bad crop conditions and shortage of r is predicted by Howard F. Pent, presit of Pent Brothers' Cigar Co. of Philahia.

—

ccording to the Chaplain of a coast-deie regiment: "The average of morality at camp is so far above that of New York I refrain from giving the statistics out of for the New Yorkers."

—

mong the larger subscriptions to the Vicy Loan in Montreal, one of the most credle was that of the Philip Morris Co. which scribed $50,000. In addition, the staff at Montreal factory subscribed $5,000.

—

he Hjalmer Boedtker Tobacco Co. of Syrae, N. Y., held its adjourned annual meeton January 23, and elected the following ectors: Hjalmer Boedtker, Frank N. Deckand Frederick W. Miller. Mr. Boedtker was elected president; Mr. Decker, vice-president and attorney, and Mr. Miller, secretary.

—

The plans for the third National Hotel Men's Exposition in New York City are already being made and the exhibition is fixed for the week of Nov. 11, 1918. The first and second expositions, in 1916 and 1917, were successful financially and in every other way, and it will be the endeavor of the officers to make "No. 3" still more so.

—

The death of Surrogate William McCauley, of Haverstraw, N. Y., has caused a delay in the settlement of the estate of Mrs. Ida Ryan, first wife of Thomas Fortune Ryan, the tobacco magnate. Mortimer B. Pattison, named Surrogate by Governor Whitman, expects to take up the matter in about two weeks. The executors have not yet filed their statement of Mrs. Ryan's assets.

—

David H. Knott, who was recently elected sheriff of New York county, is the most "numerous" hotel man of Gotham, that is, he is proprietor of more hotels than any other man in that city. He has written or can write himself as proprietor of the Hotel Irving, Hotel Madison Square, Hotel St. Andrew, Hotel Le Marquis, Hotel Berkeley, Hotel Van Rensselaer, Earle Hotel, Holley and Hotel Judson, all in New York City, and the Whittier Inn at Sea Gate, L. I.

—

The following notice has been placed in the rooms of the Hotel Radisson, Minneapolis: "Because of the greatly increased cost of fuel, labor and general operating expenses, the management is obliged to increase room rates by the addition of ten per cent to present prevailing rates. The order for the increase of rates will go into effect on the 21st day of January, 1918, and remain in effect until further notice."

—

Miss I. M. Shork has surrendered the lease of the store which she opened a few years ago, upon leaving the West Hotel, and as a result loses the fixtures and in fact her entire investment except the stock and the illuminated sign. "I shall be obliged to begin all over again," she philosophically says. The rental of the store has been $170 a month and the landlord refused to reduce it although it is reported that he now offers the place on a three months' trial at $100 a month, with no obligation to continue beyond that period if the business does not prove satisfactory. Miss Shork on Tuesday took over the cigar stand at the Hotel Majestic on Seventh street.—*Cigar and Tobacco Journal.*

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Key West, Florida.
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Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.

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3 for 25c.
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BOSTON, MASS.





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MANUFACTURERS OF HIGH GRADE CIGARS
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BANDS AND ADVERTISING
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NEW YORK

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SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

WANTED—A SECOND HAND LARGE SIZED HUMIDOR, to hold about 150,000 to 200,000 cigars. Address Humidors, care Tobacco.

SALESMAN IS OPEN FOR ENGAGEMENT for high grade line of cigars. Acquainted with jobbing trade and high class retailers, in states east of Mississippi river. Address Aggressive, care Tobacco.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

TURKISH AND AMERICAN CIGARETTE and smoking tobacco mixture superintendent, now employed, would accept a change. Best of references from former prominent concerns. Address American, care Tobacco.

YOUNG MAN, TWENTY-EIGHT, WISHES POSITION as stock, order and shipping clerk in cigar factory. Having had eight years' experience. Good knowledge of Brooklyn trade. Address Brooklyn, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

Bills Pending in the New York Legislature

How Do They Happen to Strike You?

Service of Summons and Orders on Factory Owners.

Sen. Int. No. 97, Pr. 97 (Mr. Boylan).
Assem. Int. No. 99, Pr. 99 (Mr. Donohue).

To amend Section 69 of the Labor Law in relation to service of orders and summons upon owners of factory premises, by adding the following proviso:

"When such owner is within the jurisdiction of the court charged with the trial of violations of the labor law, service of any order or regulation issued under the provisions of this chapter or any summons from any court having jurisdiction shall be upon him and not upon the agent. If, however, the owner is not within the jurisdiction of the court having such jurisdiction, the court may upon proof by affidavit of that fact, direct that such service be made upon the agent of such owner."

Under the provisions of the Labor Law, the owner of every factory is required to register such factory with the State Department of Labor within 30 days after commencing business, giving name of owner, home address, the business address and the name under which the business is carried on.

Automatic Vending Machines.

Sen. Int. No. 82, Pr. 82 (Mr. Carroll).

To amend the General Business Law in relation to registering vending machines, by the addition of new Section 37.

Provides that all stationary or portable machines which are used in any public or private place for exposing or offering for sale by any automatic device or mechanism, any goods, wares or merchandise, or the rendering of any service of any kind or description, shall be registered with the Secretary of State. Registration fee, $2 a year. The registry number assigned to such machine must be conspicuously displayed thereon.

The operating of such machines without registration is made a misdemeanor and the violator is subject to a fine of ten dollars a day for each day such machine is unlawfully operated.

State Wage Commission.

Sen. Int. No. 93, Pr. 93 (Mr. Wagner).

To create a State Wage Commission consisting of three members, to be appointed by the Governor, with the Commissioner of Labor as an ex-officio member, without vote.

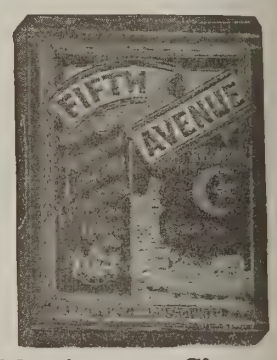
The Commission is empowered to investigate wages and working conditions in any occupation in the State in order to determine whether living wages are paid to women and minors employed therein. Such investigation shall also be made at the request of not less than one hundred persons engaged in any occupation in which any women or minors are employed.

The terms 'living wage" or "living wages" are defined to mean wages sufficient to supply the necessary cost of living and to maintain the worker in health, and the words "minimum wage" or minimum wages" are made synonymous with "living wage" "living wages."

After conducting an investigati if the Commission has reason to b lieve that a substantial number women and minors employed in t occupation investigated receive le than living wages, the Commissi shall establish a wage board consisti of an equal number of representativ of employers in the occupation question and of persons to represe such employees in said occupation a of one or more disinterested perso appointed by the Commission to re resent the public.

Such wage boards are to report the findings, with recommendations, such Commission, and public hearin on such reports are to be held by t

(*Continued on page 33.*)



Fifth Avenue Cigarettes

The Union-Made Cigarette of Quality Bearing Union Label

Mouthpiece, Cork Tip or Plain

EST. of I. B. KRINSKY
135 Mulberry St., New York

PARK & TILFORD

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LARGEST IMPORTERS

of Cigars from the Independent Factories in Havana and have the largest displays in their stores of these finest Cigars

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Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew.	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

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gar Company, Ltd.

ADONIS,
Clear Havana
SEGAR

TAMPA MADE
in all popular sizes

SEND FOR CATALOGUE

Office and Humidors
ldorf-Astoria Hotel, New York

BILLS PENDING.

(*Continued from page 32.*)

mission, after which the Commis- shall determine the amount of the ig wage and fix a time when it il take effect, which shall not be than thirty days from the date of ry of such determination.

he Commission is also empowered issue special licenses to physically ective women authorizing their em- lyment at less than the minimum ge, but such licenses must not ex- ed one-tenth of the total number of men and minor workers in any es- lishment.

he improper discharge of or any irimination against any employee o testifies before such wage boards made a misdemeanor.

Employers are required to keep a gister of the names and addresses and the wages paid to all women minors, the occupation of each and number of hours employed by the or by the week, and their actual rking hours for such periods.

Now Floods Are Feared

LOUISVILLE, Ky., January 30.—Cities d towns along the tributaries of the io having their origin in the moun- ns of southeastern Kentucky and east- e. Tennessee were today anxiously tching the progress of floods which ried on their crests great quantities ice.

Flood conditions were reported in ctically every important stream in the te, and extensive damage had been he by the grinding ice the water car- d with it. The Big Sandy was gorged its mouth at Catlettsburg and the wa- was backed up for many miles. The ntucky River was rising along its er reaches and ice was gorged just ve the Chesapeake and Ohio railroad. Some subsidence of the water was re- ted on the upper stretches of this eam as well as in the Cumberland er, down which floods were carrying at quantities of ice toward Nashville l cities further down stream. The een River also was reported on a mpage, and was rising along its entire er length.

At Paducah at the mouth of the Tennessee the great gorge which had formed in the Ohio just above the city was being anxiously watched for signs of its breaking up. It is growing every hour, according to reports, and the prospect is that if it breaks suddenly it will carry away all the river shipping still left unharmed in the Paducah ice harbor after approximately $1,000,000 worth of craft were swept from their moorings yesterday. Paducah citizens are also keeping an anxious eye upon the Tennessee River, down which stream an immense ice gorge is reported to be coming, and which is expected to reach there some time Wednesday.

CINCINNATI, January 30.—The great Ohio River ice gorge broke at Maysville, Ky., 62 miles above Cincinnati, at 10:15 o'clock last night, according to the Chesapeake & Ohio operator at that point. Telegraph operators at Concord, Manchester and Glenn, just east of Maysville, say the ice began moving early in the evening, and was going fast at midnight, carrying river craft of all descriptions. The river began rising at Cincinnati at midnight.

MORGANTOWN ISOLATED.

CHARLESTON, W. Va., January 30.—With the exception of two districts of the State, the danger of disastrous floods which threatened West Virginia is believed to have passed. The city of Morgantown, on the Monongahela River, was isolated from the outside world last night, with the exception of a single shaky telephone wire. The city was communicated with during the evening for the first time in 48 hours.

In the Winding Gulf coal region landslides and washouts are reported to have demoralized railroad traffic, and it is expected that it will be some time before the movements of coal from that region can be resumed. The Kanawha River, after reaching a stage of 27 feet here at 8 o'clock last night, began to recede and the possibility of a flood in the Kanawha valley was believed to have passed. The damage is estimated at less than $15,000.

An ice gorge has formed in the Monongahela River, stretching from three miles south of Morgantown to six miles north of that city. Efforts were being made to dynamite the gorge, but without success.

ICE GORGES IN GREEN RIVER.

EVANSVILLE, Ind., January 30.—Reports reaching the local weather observer from points along Green River indicate that ice gorges are causing heavy damage along the stream. Two steamboats and several small gasoline boats, trapped in the ice, have been destroyed. A gorge has formed above Calhoun, Ky., and threatens many large Evansville packets moored near the mouth of the river.

His tobacco is of a peculiar badness, at its best, and if the imitation is designed to be like the original, only cheaper and inferior, it is no wonder that Fritz-in-the-hole had reason to complain. But this, not for the badness of the substitute alone. Cartoonists picture the German with a porcelain pipe; it is an anachronism. His staff of life is the "zehnpfenniger" cigar. He loves it even more than he does its companion krug of beer. If the war has taken it away from him, there is warrant for the stories of unrest in the country.—*Baltimore News.*

A Cigar of Reputation

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By Special Appointment
To the Late King Edward VII
DIEU ET MON DROIT
Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Caught in the Net

Total applications for government soldiers' insurance has passed the $5,000,000,000 mark.

—

Prizes of $50 Liberty Bonds are to be given to employees of a Philadelphia café for the best suggestions that can be adopted by the management to prevent waste of food.

—

The United store at 37th Street and 6th Avenue has a sign in the window which reads: "We sell millions of cigars because our brands are of the popular taste." And Benefactors are featured in the window.

—

The Executive Committee of the National Foreign Trade Council announces that "owing to the railroad congestion and the desire of the Council to co-operate with the Government in the relief of the situation due to the war," the dates of the Fifth National Foreign Trade Convention to be held at Cincinnati, have been changed from February 7, 8, and 9, to April 18, 19, and 20, 1918.

—

Detective Stringer is making an investigation of the circumstances surrounding the explosion of a tobacco pipe in the hands of Thomas Lumley at Oil Springs, Canada, lately. The pipe was filled with fresh tobacco just before the explosion, which blew the pipe to pieces and threw fragments into Lumley's eyes. Lumley may lose his sight. The tobacco manufacturers are also investigating.

—

Marc Eisner, Internal Revenue Collector, who is scheduled to address the Tobacco Salesmen's meeting, Friday evening, is a young man with a young man's ideals of modern methods and efficiency. He is thirty-two years old. He was graduated from the College of the City of New York and from the law school of New York University. He was a member of the State Legislature in 1913 and 1914, and in 1915 was a delegate to the Constitutional Convention. On April 1, 1915, he was appointed as Collector.

—

Another plot to bring death and suffering to the apprentices at the naval station at Newport, R. I., was halted Tuesday night, when cooks at the barracks discovered a large quantity of ground glass in meat balls. Investigation showed that a great part of the meat prepared for the evening mess contained glass particles, and as a result the entire meat supply for the one meal was destroyed. Previously, it had been intimated that "injurious substances" were discovered in candy intended to be sold to sailors.

—

Max Green, a Chilliwack cigar dealer, who formerly ran a store in Vancouver, B. C., is plaintiff in an action in the Supreme Court against Mr. and Mrs. Seth Witton, of Vanguard, Sask. Plaintiff claims damages for the non-fulfillment of an agreement entered into in June, 1917, for the purchase of Witton's business in Murrayville. Green alleges that he paid over $100 to bind the deal and started to sell off the stock of his Vancouver store at a loss, only to find later that he could not secure the Murrayville business. The defence is that the deal was tied up by creditors.

WITHIN TWO YEARS

(*Continued from page* 20.)

it begins the day of the collision. In actio for damages for breach of contract, it beg the day of the breach. If the defend leaves the State or hides himself, the per stops running until he comes back, otherw a man could get away with anything mer by disappearing until the period had run.

In any case, therefore, where you have right to sue or to prosecute, and you inte for any reason to delay action, it is import to learn precisely how much time you ha otherwise you may lose a valuable right.

SPECTOR BROS.' PROTEST OVERRULED

WASHINGTON, January 28.—Relative to custom ruling protested by Spector Broth of Chicago, the question was whether certa unstemmed leaf tobacco was dutiable wrapper or filler. G. A. McClelland, the Ge eral Appraiser rendering an opinion in t case, says:

"The bales of tobacco in question we found to be mixed wrapper and filler. It held that they were properly classified as co taining more than 15 per cent of wrapp tobacco at $1.85 per pound under paragrap 181 and 182."

DECEMBER COLLECTIONS IN FLORIDA.

Collections from the sale of cigarett cigars and tobacco stamps, in the District Florida, for the month of December, were follows:

Cigars at $ 3.00 per M	$	54.
Cigars at 4.00 " "		60,460.
Cigars at 6.00 " "		135,960.
Cigars at 8.00 " "		2,219.
Cigars at 10.00 " "		653.
Cigarettes at $2.05 per M		885.
Tobacco at 13c. per lb		117.

PERFECTO GARCIA & BROS.

Manufacturers of Superior Quality

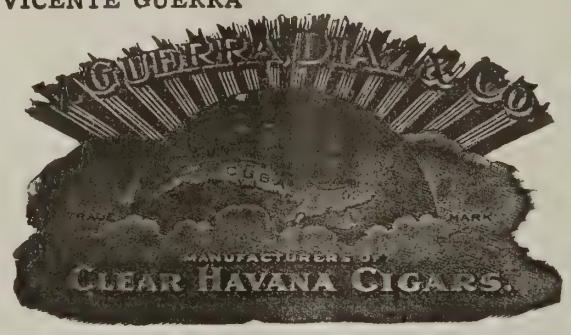


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Tampa, Fla.

El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

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N. Y. OFFICE, 437 FIFTH AVE., N. Y.

A Mild Aromatic Smoke



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229-239 WEST 28TH STREET
NEW YORK CITY

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TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

. LXV. No. 17. NEW YORK, FEBRUARY 7, 1918. PER ANNUM, $2.00 SIX MONTHS, $1.00

"Non-Essential Industry"—There Is None

ndustries Which Do Not Minister to Human Safety, Comfort or Happiness Fail to Survive—So-Called Non-Essential Industries Support 10,000,000 Workers—Facts That the Fuel Administration Is Carefully Considering

By P. B. NOYES

Director of Conservation, U. S. Fuel Administration

ou all know that as the war has pro-ssed the limitation of the so-called "non-sential industries" has been much under cussion, owing to the scarcity of war es-tials of three or four kinds. Fuel may haps be considered the most basic, but we faced with the scarcity of transporta-n, of materials and of men.

always visualize such a problem for my-f. It has seemed to me that the area, as it re, needed for war has been growing more idly than most men outside of Washing-have appreciated. There is not to-day om enough—neither equipment, nor mater-s, nor men enough—to carry on success-ly a war like this one and at the same ie support a business boom. The first ng is to decide just how large a space non-r business may occupy and still leave el-w room to fight this war as it should be ght.

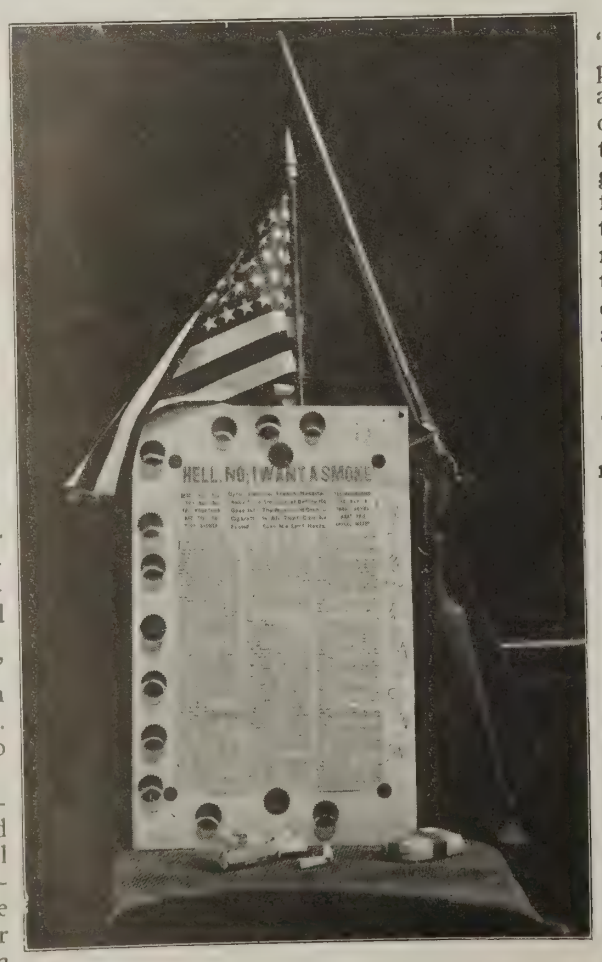
By visualizing the problem, as I have said, becomes immediately evident that some-ng in the way of co-ordinating industrial ivity is absolutely necessary. It becomes dent that such limitation is not up to the cision of some department or officer of the vernment; it is something to be done, if we uld win the war, and the only question t is how to do it with the least inconveni-ce to business, and in such a way as to best eserve all our industries for the days of ace.

I think it very unfortunate that this discus-n was first started in the newspapers un-r the misleading description of "non-essen-l industries." The misuse of words led some very dangerous conclusions.

There are no "non-essential industries." dustries which do not minister to human fety, comfort or happiness fail to survive. rtainly no industries are non-essential to e workmen engaged therein.

This false nomenclature, suggesting some-ing unimportant to the nation at large, led a hasty assumption in fairly influential arters that the so-called "non-essential in-stries" can be properly "swept from the ard," to make room for the war game. For moment, the fact was overlooked that ten illion workers are dependent on these "non-ssential industries"; and that thirty-five to fifty billions of the country's capital is tied up in their operation, and that with a structure so interdependent as the modern industrial and fiscal systems, one has only to attack the business community in the spirit of: "Cut off the non-essential industries" to insure a crash accompanied by the most wide-spread unemployment and insolvency ever experienced in this country.

In considering the relations of different industries for the purpose of limitation, the true distinction is between industries directly essential to the war and those which are not.



It Gets Smokes for Soldiers

Displayed in the Store of F. C. Hoeckel, Denver

Considered from this angle, every one with the future of the country at heart would study how to save these non-war industries for peace. The future prosperity and safety of the country is going to depend upon our emerging from the war with an economic and industrial system which can carry the support of one hundred million people.

The fact is that this is no time on the one hand for unthinking talk of cutting off "non-essentials," nor on the other for industries not essential to the war to hold back their share of the sacrifices. Government and industry must get together and have a perfectly clear understanding, first, of why limitation is necessary; second, where that limitation will do the least harm, and then work out a plan which both will support enthusiastically.

A number of large industries have greatly assisted us in working out our plans by voluntarily submitting specifications for limiting their own industries, and from their volunteering has come a plan which I wish to submit to-day. I wish to submit it in enough detail so that we can begin work at once, if it is approved, because winter is on.

The plan is this: It has been defined as a "voluntary limitation of the least essential portion of each existing industry," first, by agreement with such industry, or a majority of those engaged in it, and then having obtained this majority assent, restriction by government order. The order is necessary for two reasons. In the first place, participation by the government makes such arrangements legal; and in the second place, where there are many manufacturers in a given industry few dare restrict unless in some way assured that all their competitors must restrict also.

I will illustrate this plan by one or two cases which have come up in the last week.

Men representing two-thirds of one large industry came to Washington and volunteered a reduction, in this case specified in hours of running, which would amount to twenty per cent of their present speed. Since this industry uses four and a half million tons of coal per year, this voluntary reduction would save nearly a million tons, besides relieving the railroads of a large amount of freight. In this case, the representatives of the industry proposed to look over their various lines and decide which could be best spared. The government was to make the agreed on "reduction in time" effective by specifying it in coal. We would order not only that twenty per cent less fuel should be burned this year, but would include in the order detailed restrictions to conserve the real interests of the industry.

In another case an industry has offered to discontinue for the period of the war their less essential items of manufacture. These items

may be interesting and profitable to the manufacturer, but their discontinuance will do the least harm to the industry in the end, and so they are selected for sacrifice. Eighty or ninety per cent of the industry having decided it practical to discontinue this part of their product, the government will come in and make the restriction uniform and one hundred per cent effective. The order will say to all:

"No coal shall be burned for the manufacture of such and such items."

Restriction of electric signs, which has had much discussion, and has been tried for a month past with unclassifiable exceptions which could not be enforced, bids fair to be settled in this same way. First, by voluntary understanding, and then by an order that on so many nights a week there shall be no illumination.

To return to the practical steps in carrying out this plan of restriction: Each industry should discuss their common interests, analyzing their lines minutely, and deciding where reductions can best be made. They should then agree with the Fuel Administration as to their share of the coal saving, which means more than coal saving, since transportation is over-taxed and such reductions save not only coal transportation but much merchandise transportation.

The methods of reducing should be up to the industries. The amount should be agreed upon between the industries and the Fuel Administration, and in this connection I would suggest that the less an industry contributes toward the war, the more it should contribute in the self-limitation.

Having settled these details, having corresponded with us to make sure that the industry and the government are together on the general plan, authorized representatives should come to Washington to work out some detailed agreement, which would then be put in the form of an order binding on all engaged in this line of manufacture.

Daniel Willard has said very happily that the real test of democracy comes when individuals make those sacrifices voluntarily which an autocracy would force them to make. The much-advertised restriction of "non-essentials" is a case in point. Here is a test as to whether this meeting is a success, whether the idea of appointing representatives of an industry to meet the government is a success. Can our great American industries do voluntarily what they have feared the government would do by force?

The details of this plan have not yet been worked out, but enough has been decided so that work can be started at once in connection with the industries represented here. You can start figuring out your just contribution to the country's war resources. I will not go over the old list, which is known so well, of the things that will win the war, but one thing is certain. The government being absolutely committed to win the war, there will be government limitation of the consumption of coal and other necessities if some system of self-limitation is not found successful.

In my opinion government limitation would necessarily be clumsy and would be a calamity. We cannot afford such destruction. We must find a way by which the men who know each industry will make the diagnosis, will decide what should be done, and let government simply come in to make the restrictions uniform and universal.

I want to say in conclusion that with a very little figuring, a million tons here, five hundred thousand there, two hundred thousand, etc., it is possible to see where the fifty million ton shortage can be easily provided. I believe that American industry can, without serious injury to itself, show the government more than fifty million tons of reduction.

American business men want to know what they can do to help the United States in the war. Each wants to coordinate his part of the country's business with the government so as to make them both more effective.

They also are interested—and very rightly at such a time—in finding out what changes are necessary in their business, what the future has in store.

There is a cheap cynicism which we all, I suppose, adopt, as we grow older, that if we want to get anything practical from other people we must appeal to their self-interest. To a certain extent, I have appealed to self-interest, and I ought undoubtedly to appeal to self-interests in discussing the matter. But in spite of this cynicism, I cannot, at a time like this, put the appeal on such a basis. I must, in fairness, put my appeal squarely on the grounds of patriotism. I believe that the Fuel Administration can get the whole fifty million tons of coal needed on that basis.—*The Nation's Business.*

CALLED TO THE COLORS

The Roll of Honor of the General Cigar Co.—Men From the Tobacco Trade Make Good Soldiers.

Chris Benson, M. A. Gunst Branch; B. Blohm, M. A. Gunst Branch; Rudolph Braun, General Cigar Co., Inc.; Charlton S. Brown, Best & Russell Branch; Chas. W. Camp, Wilkinson, Gaddis & Co.; Lloyd C. Casey, Steele-Wedeles Co.; Zephyr A. Chisholm, M. A. Gunst Branch; Arthur W. Clothier, M. A. Gunst Branch; C. S. Crutchfield, Best & Russell Branch; Wm. Dettery, General Cigar Co., Inc.; Geo. H. Donahue, M. A. Gunst Branch; W. L. Eckhardt, M. A. Gunst Branch; L. J. Feidler, M. A. Gunst Branch; L. Farrington, Winston, Harper, Fisher Co.; M. J. Fettman, General Cigar Co., Inc.; M. K. Hamilton, M. A. Gunst Branch; H. Hammerson, Steel-Wedeles Co.; Omar Jetter, Best & Russell Branch; H. J. Kihn, M. A. Gunst Branch; Wm. C. Kline, General Cigar Co., Inc.; Robt. A. Lang, M. A. Gunst Branch; A. B. Lichtenstein, M. A. Gunst Branch; S. J. Lidston, M. A. Gunst Branch; E. Lippert, Best & Russell Branch; Ed. Lucas, M. A. Gunst Branch; J. H. McFall, General Cigar Co., Inc.; John R. Moser, Hemenway & Moser Co.; Morton Moss, M. A. Gunst Branch; Frank J. Murdock, M. A. Gunst Branch; Jos. P. Myers, Meyers-Cox Co.; N. W. Nelson, M. A. Gunst Branch; C. L. Paty, M. A. Gunst Branch; Leslie Paxton, Hemenway & Moser Co.; Geo. H. Pierce, M. A. Gunst Branch; Joe Pirrone, M. A. Gunst Branch; Stephen Pollack, Steele-Wedeles Co.; Geo. H. Porter, Best & Russell Branch; Oliver H. Ramsey, M. A. Gunst Branch; Edw. J. Rice, Hemenway & Moser Co.; J. G. Robbins, M. A. Gunst Branch; R. A. Shotwell, Steele-Wedeles Co.; S. C. Stapleton, C. B. Leidersdorf Co.; Fred H. Sturdevant, M. A. Gunst Branch; R. Taussig, M. A. Gunst Branch; Jas. T. Timmins, Best & Russell Branch; John G. Turner, Burt-Zaiser Co.; Geo. Werner, M. A. Gunst Branch; Paul Wieand, General Cigar Co., Inc.; Edwin Wile, General Cigar Co., Inc.; W. B. Wolf, General Cigar Co., Inc.; H. P. Wurman, General Cigar Co., Inc.; G. B. Zemansky, M. A. Gunst Branch; S. Zivitz, General Cigar Co., Inc.

SOON WILL BE READY

International Cigar Banding Machines—Work on Which Was Delayed by "Priority Orders."

Priority accorded machinery necessary for war purposes, caused work for the International Cigar Banding Machine Co. to be delayed quite a time. The better to overcome difficulties of this kind, the company has purchased at great cost, equipment required in the manufacture of banding machine parts. New equipment now is being installed in the company's machine shop and, shortly, the cig banding machines will be completed and ma ready for service.

Isidor Steiner, the president of the Intern tional Cigar Banding Machine Co. says: "P triotism comes first. If work about to be do for us was side tracked for construction th the country needed, the only thing is to mal the best of it. The company will fulfil eve promise made. The cigar manufacturers wh ordered banding machines will get them at th earliest possible moment."

International cigar banding machines alrea in use are giving great satisfaction.

RIGHT FROM THE START

Beach & Glenn Do a Big Business—New York and Ne Jersey Distributors for the Hernsheim Co., H. C. Nolan & Co. and Kraus & Co.

By securing orders for more than a millio cigars within a month, and by doing other b business besides, a firm newly established New York City rather safely may give assu ances for the future.

Beach & Glenn, having offices in the Asto Court Building, adjoining the Waldorf-Astor Hotel, are starting off unusually well.

Still, considering who the two partners ar great achievements naturally could be expecte

George E. Beach, for years, managed th cigar department of the great Liggett cha of drug stores. His associate, W. B. Glen aforetime in the service of the American Cig Co. and later in the employ of the Liggett com pany, also is esteemed a most capable man.

In this territory representing H. C. Nolan Co. of Philadelphia, and the Kraus & Co. Baltimore, Beach & Glenn also are New Yor and New Jersey distributors for the Hernshei Co. of New Orleans.

Of Sumatra wrapped cigars from the facto of H. C. Nolan & Co., a most pleasing exhib is made by Beach & Glenn. The cigars hav character. In quality they are notably fine. Th workmanship is excellent. The colors are a that dealers desire. In sizes, there is a goo variety. The two brands, La Rosa Aroma an Critico, are shown in shapes as follows: Invi cibles, Londres, perfectos, triangulares, concha and Midways.

Particularly attractive, too, are the Waldor Locksley Hall and Imperial Manhattans, ciga in the seven cent class.

The popular Hernsheim line, including Ca ulets, Rex Roys, Rosa Vista, Kings Court, Pr mios, Jackson Square, La Belle Creole and I surgents, gives the dealer latitude for selectio and opportunities to get more business. Fo the brands named are favorites and sterlin sellers in various localities.

In-B-Tweens, made by Kraus & Co. Baltimore, is another brand noted as a de veloper of good business.

Aside from their cigar connections, Beach Glenn are identified as the New York repr sentatives of the Ever Ready Co., Boston. Als of their own, they have a clip for fastening pa pers, a convenient, reliable and quickly applie device that bids fair to be a big winner. Sal of the clip assumed such proportions, increase so fast that rush orders had to be wired to th manufacturers.

In each department of their business, Beac & Glenn are opening up in a way that invite confidence and insures respect. The big bus ness done, right from the beginning, for shadows a surprising growth.

Armed soldiers, customs inspectors an private watchmen on guard at vital poin along the waterfront in the Port of Ne York soon will be reinforced by a large de tail of detectives.



The 308th Regiment, "New York's Own," a Sample of the New National Army, Parading on Fifth Avenue, Monday

WHERE THE WAR WILL BE WON

A French captain, talking to a group in the National Press Club the other day, startled his hearers with the statement, "The war will be won on your soil, here, in the United States." "You don't mean—?" began one. "No, not that," he replied. "I mean the *direction and drive* of the last stage of the struggle will come from the civilians of your country. This *spirit* will prove the prime factor at the mahogany peace table."

The Frenchman has phrased what many of us have vaguely felt. That indefinable something which we call *spirit* or *morale* is necessary to victory. A follower of sports recognizes its absence when he says a team is in "a slump" or has "gone stale." Some daring writers dissected it psychically and found it to be an inner atmosphere, binding the units of a human machine into a complete harmony of purpose. The rank and file of us call the same thing "team-work" and let it go at that.

"Team-work will win the war for us," says the *Nation's Business.* "It follows that any force, innocent or malign, which tends to impair this team-work, this unity of purpose, should be promptly classed as enemy alien and interned. There are many such forces at work to-day. Last week a report gained wide currency in Western States that the Red Cross was in the hands of Wall Street and that 75 per cent of the contributions were going into Wall Street pockets in the form of salaries. That report, absurd as it is, gained credence with a great many; and this canard is only one of a number which could be mentioned."

The stuff that makes for hesitation, that destroys zeal, and undermines spirit is composed of such rumors as these. The proper way to treat such a rumor-bearer is to grasp him by the arm and say, "This thing should be looked into. Let's go together at once to the source of your information and assure ourselves of its authenticity. Then we'll be able to act." In nine cases out of ten the rumor begins to fade until it reaches the source where it vanishes into thin air.

Two French soldiers in the trenches were talking. "We'll win," said one, "if they'll only hold out." "They? Who?" said the other. "The civilians at home," replied the first.

That bit of dialogue contains the heart of the whole matter.

TOBACCO
· ESTABLISHED · 1886 ·

DEVOTED EXCLUSIVELY TO THE INTERESTS OF THE MANUFACTURING, WHOLESALE AND RETAIL CIGAR AND TOBACCO TRADE.

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, FEBRUARY 7, 1918.

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CAMOUFLAGE

Most of us have a general idea that this new and overworked word "Camouflage" refers chiefly to deceptive coloring used on ships and battle paraphernalia.

But as a matter of fact it's one of the commonest features of civil life. Probably nine-tenths of us have been camouflaging during the larger part of our lives. We've been trying to seem what we are not—to look richer, wiser and more important than providence and fortune have made us. This is usually a harmless sort of camouflage, though it sometimes leads to extravagance and financial ruin.

But the kind of camouflage that is insidious and dangerous in this country just now is what we might call patriotic camouflage. The German propagandist camouflages himself as an apostle of democracy and a pacifist; the disloyal senator camouflages himself as a watchdog of the treasury, a ferreter out of extravagance, a protagonist of efficiency and a guardian of the rights of the legislative over the executive branches of the government—also a defender of the constitution. (Ever notice that the servant of privilege is usually the most zealous and solicitous about the sacredness of the constitution?) The profiteer camouflages himself with a few liberty bonds as a patriot and tries to conceal his rapacity under the deceptive coloring of war necessity. Then there are the women—proportionately rare but actually numerous, who camouflage their selfishness and inutility behind knitting needles—who knit scarfs and sweaters for themselves—and the hotel and restaurant keepers who camouflage their greed behind Hoover menus, where the portion is halved and the price doubled; and about 77 other brands of patriotic camouflages who put things over on their fellow countrymen and often deceive even themselves into believing they're useful and loyal Americans.

No, camouflage isn't confined to the battlefield, and now is an excellent time for everybody to take a searching look at themselves and their neighbors and discover just how much is genuine Americanism and how much is paint.

Berton Braley, in the Tampa Times

CORPORATIONS

In the recent report of the Commissioner of Internal Revenue are some interesting facts which show the exact situation of corporations, facts that serve to dissipate the idea that a corporation necessarily means accumulated wealth and lavish expenditure. A comparative statement of returns received, number of taxable returns, and the amount of tax assessed against corporations during the years ended June 30, 1916, and June 30, 1917, is presented.

For the year 1916, it is shown that 366,443 corporations made returns, but only 190,911 were in a position to pay what is known as the corporation tax. Any corporation in 1916 which had any net income had to pay a tax. Therefore the inference is plain that the difference between 190,911 and 366,443, or 175,532 corporation or partnerships did not make enough money in 1916 to show any net return.

This must be astonishing news to those who hold that corporations make unlimited amounts of money. If only a few of the corporations had shown that they were exempt from the tax there would have been less significance to the figures. But 47.9% of all corporations in 1916 making returns did not possess any net income to warrant them to be taxed.

Considering the fact that a net income of $5,000 represents little, to a partnership or to a fairly profitable store, the idea must be emphasized in the mind of any fair person that a corporation is not necessarily a prolific source of wealth, and further, that the attacks against corporations in general are not only ill founded but directly antagonistic to the best interests of the United States.

The figures for 1917 are equally illuminating. In that fiscal year 345,047 returns were received and only 204,551 came under the corporation tax income. In 1917 140,496 corporations did not show any net income, and this represents 40.7 per cent. of the total number of corporations in the country.

But these figures did not tell the whole story. It will be admitted by any person that a corporation making three, six, seven, eight, nine or up to fifteen thousand dollars net a year is not a great menace to the country. Or a corporation making anything from fifteen thousand to forty thousand dollars a year is certainly not a political factor, or one that can use its funds for political persuasion. It is probable that the percentage of corporations substantially taxed is not 10 per cent., and those paying a tremendously heavy tax represent only a very small percentage of the total.

THE BALM OF THE MAKIN'S

Oh, it ain't all roses an' romance,
An' it ain't all ladies an' love—
When you're doin' your bit you're apt to get hit
By an aeroplane bomb from above.

The trenches ain't divans of eider,
An' you wouldn't choose cooties for pals;
The roar of the guns of the blitherin' Huns
Ain't much like the chatter o' gals.

But we don't mind the mud and the water,
An' we don't mind the cold an' the sleet;
If we're suckin' a fag an' there's more in the bag
We won't kick on chills an' trench feet.

Sweaters an' trench caps an' helmets,
They all comes in handy, don't doubt.
But you'd mortgage your soul for a little white roll
When you an' your matey's fresh out.

—*Owen B. Winters in Life.*

The Cincinnati *Inquirer* remarks that "the tobacco manufacturing industry of the United States seems to stand up well under the new war taxes, despite the great burden placed upon it by the increases upon every kind of product. Only talk is cheap.

Taxpayment of Cigars Retailing at Three for Ten Cents

Amending Regulations in T. D. 2569 in Regard to Rate of Tax to Be Paid on Cigars Which Retail Three for Ten Cents

Daniel C. Roper, Commissioner of Internal Revenue, has issued the following circular to all collectors.

Section 400 of the Act approved October 3, 1917, provides in part:

"That upon cigars * * * which shall be manufactured and sold, or removed for consumption or sale, there shall be levied and collected, in addition to the taxes now imposed by existing law, the following taxes, to be paid by the manufacturer or importer thereof: * * * (b) on cigars made of tobacco, or any substitute therefor, and weighing more than three pounds per thousand, if manufactured or imported to retail at 4 cents or more each, and not more than 7 cents each, $1 per thousand; * * * Provided, that the word 'retail' as used in this section shall mean the ordinary retail price of a single cigar, * * *"

In the regulations in T. D. 2569, it was held that:

"The ordinary retail price of a single cigar is held to be the price at which cigars are or would be sold singly. Where cigars are manufactured or imported to retail at two or three for a certain price, the rate of tax payment is determined upon the retail price at which such cigars would be sold singly."

Further consideration has been given the question of the proper rate of tax payment of cigars manufactured to retail in lots, as, for instance, three for ten cents or ten for thirty-five cents. Accordingly, that part of the regulation quoted is hereby ameded to read as follows:

"The ordinary retail price of a single cigar is held to be the actual retail price in all cases at which cigars are sold singly. The ordinary retail price of a single cigar in the case of cigars which are manufactured or imported to retail at the rate of three for ten cents or ten for thirty-five cents, and which are practically never sold in any other manner, will be determined, and the proper rate of tax paid as follows: If the cigars packed in a statutory box are subdivided into parcels and each parcel is enclosed by band or other wrapper, and if the only actual retail price is for the parcel or lot, the nearest approach to the actual price of a single cigar is the price of the parcel or lot divided by the number of cigars therein. For example, the rate of tax on cigars which are sold at retail only at the rate of three for ten cents or ten for thirty-five cents and which are not sold singly, is $3 per thousand.

"If the cigars contained in a statutory package are not sub-divided into parcels but are sold at two, three, or more at a certain price, it may be assumed that they are also sold at retail singly, and the price of a single cigar may be determined by dividing the price of the lot by the number of cigars therein, and adding such fraction of a cent as will make a price in integral cents. For example, cigars manufactured to retail at three for ten cents and which are not enclosed by band or other wrapper, will be assumed to retail singly at four cents and shall be tax-paid as cigars of Class B at the rate of $4 per thousand."

BRITISH CIGAR IMPORTATIONS.

M. P. Troy, representative of Henry Clay and Bock & Co., in Great Britain and chairman of the cigar importers sub-section of the London Chamber of Commerce, is quoted by *Tobacco* of London as saying that if any scheme of further importation of tobacco were practicable and approved by the Government, cigars, being so small a matter from the tonnage point of view, would probably be included in any arrangement. Especially considering that the recent licenses were for only half the 52 millions imported in 1915. The amount of tonnage required for the 1917 licenses would have been that which was necessary to carry about 390 tons of cigars, not all of which had come in by any means. The 390 tons was net and had to be doubled for gross weight, making 780 tons. Again, there was a small difference between tons in terms of space and in actual weight. But the demand on the present basis of licenses could be brought over without making any appreciable extra demand on tonnage. To illustrate the matter, Mr. Troy pointed out that if a draft of 1,000,000 soldiers from America brought a few cigars in their pockets, each man having a box of 25, the resultant 25,000,000 cigars would cover a year's supply on the present basis. Although he considered cigars a luxury, one could not but admit that a man who was used to smoking an Egyptian cigarette or a Havana cigar liked, if possible, to continue that particular form of smoking, and his doing so made no demand upon the tobaccos usually used by working men.

REFUND TO R. J. REYNOLDS TOBACCO CO.

WASHINGTON, February 4.—The R. J. Reynolds Tobacco Co. has been allowed reparation amounting to $15.75 by the Interstate Commerce Commission against the Winston-Salem Southbound Railway Company et al. The refund was allowed because of the unreasonable charges collected on one less-than-carload shipment of tobacco baskets from Winston-Salem, N. C., to Kingstree, S. C., on July 24, 1917.



ANTONIO GARCIA

The younger son of Col. Alvaro Garcia, of Garcia & Vega, was eager to join the army so soon as war was declared. He volunteered. And since his enlistment, very favorable reports have been received concerning him. Being a graduate of Dartmouth College and a notably capable man, his aptitude was soon observed. He did his work well. Immediate recognition took the form of assignment to special duty. Then came chevrons. And the prospects are that a Lieutenant's commission soon may be conferred on Antonio Garcia.

COMING IN AND GOING OUT.

The merchandise exports and imports of the United States for the last three calendar years compare as follows:

	1917.	1916.	1915.
Exports	$6,226,000,000	$5,480,900,931	$3,554,670,847
Imports	2,952,000,000	2,391,716,335	1,778,596,695
Excess imports	$3,274,000,000	$3,089,184,596	$1,776,074,152

Imports and exports of gold in 1917 were as follows, by months:

1917:	Imports	Exports	Excess Imports
December	$2,500,000	$4,500,000	*$2,000,000
November	3,000,000	7,000,000	*4,000,000
October	4,000,000	11,000,000	*7,000,000
September	4,171,513	31,332,396	*27,160,883
August	18,692,170	46,049,306	*27,357,136
July	27,000,000	69,000,000	*42,000,000
June	91,000,000	67,000,000	24,000,000
May	52,000,000	58,000,000	*6,000,000
April	32,000,000	17,000,000	15,000,000
March	139,498,590	17,919,601	121,578,989
February	103,766,495	22,068,059	81,698,436
January	58,926,258	20,719,898	38,206,360
Total	$536,555,026	$371,589,260	$280,483,785

THE WAR AND ADVERTISING.

In view of the discussion of the effect of the war on advertising in trade and general mediums, it is of interest to record that the Annual Review Number of *The Iron Age,* dated January 3, was the largest weekly trade paper ever published anywhere in the world.

That issue contained 848 pages, the advertising section, including 718 pages. In commenting on the significance of this enormous volume of business, which is impressive even in a special issue of this kind, Charles M. Baur, advertising manager of *The Iron Age,* said:

"This issue shows indubitably that although America's genius and energy are concentrated on winning the war, her industrial leaders have not neglected to make ready for the return of usual competitive business conditions.

"Perhaps this is one of the most hopeful signs in these times of extreme trial. The discerning and sagacious optimism of our business executives indicates a quiet faith not only in the outcome of the war, but also in an ensuing period of well-being.

"A surprisingly large percentage of the advertising in this issue is of the nature of business insurance—that is, its main purpose is not to effect immediate sales, but to build confidence and good will for the time when keen competition at home and abroad must again be faced.

"It is interesting to know many of *The Iron Age* advertisers continue to increase their space, even though they are loaded up with war business."

WITTROCK SAYS THE RIGHT THING.

President Charles B. Wittrock, of the Cincinnati Cigar and Tobacco Association, upon being inducted into office for his second term, commended the patriotic spirit in which members closed their stores on Garfield Mondays, and called upon them and all retail dealers in Cincinnati to continue obeying the edict of the state and national governments.

"It is easy to criticize, but I take it, the man on the inside knows best, and if we will but suppress those who, irrespective of politics, would hamper and handicap the government, and if we ourselves make great personal sacrifices readily we will win this war in half the time it otherwise will take," declared J. A. Cruse in a ringing patriotic talk.

Mr. Cruse instilled also into the minds of those present the necessity for all retail cigar dealers of Cincinnati brushing up and brightening their stores.

Jacob Wertheim and War-Savings Stamps

The acquisition of riches is not always associated with the upbuilding of a good reputation. Wise and deserving of praise is the man who, while accumulating money, makes an honored name for himself. For, preferred to a fortune, sometimes, is an attestation of excellent character. Cash at command ever is advantageous, but proven integrity may be a greater asset.

The attainment of wealth isn't everything. However successful a man may be in business, his success is sweetened, his happiness will be intensified, if he has not neglected his duty nor failed to be charitable. If he dealt fairly, if he didn't misrepresent, if he kept his word at whatever cost, he has something to be thankful for, he is assured of pleasant retrospections, he can be proud of the record he has made.

And, as he looks back, reviewing his life, considering what aided him most, he is apt to attach chief importance to honesty, initiative, ability, prompt decision, quick action, courage, thrift and established reliability. Having a higher appreciation of sterling character and real qualifications, he has a greater realization of obligations. He will not banish from his thoughts all consideration of the less fortunate. Nor does he forget what he owes to his country.

Among magnates of the cigar trade, Jacob Wertheim is pre-eminent. Starting as a cigar manufacturer in a small way, many years ago, he encountered numerous difficulties. But the barriers across the road to success only caused him to exercise greater shrewdness and develop more ability. Neither discouraged nor embittered by adversity, he persisted in his determination to succeed. Observant, revolving instantaneously on a course of action, ready to seize any good opportunity, always alert and busy, he took fair advantage of each chance and kept going ahead. Surmounting obstacles, he climbed up, step by step, until he reached heights of wealth beyond the dreams of the average man. A multi-millionaire, self-made, he did not, in later life, become entirely absorbed in the game of money getting.

In a position to continue piling up big money, so situated that he could be the master of vast and prosperous enterprises, he preferred to retire from business. Not to indulge in a life of idleness nor to be hedged about by the restrictions that surround the very rich.



JACOB WERTHEIM
President of the T. M. A.

Availing himself of opportunities to do good, he kept at work. Becoming identified with far-reaching charities, his shrewd judgment, his commanding ability, his ripe experience, and every attribute of power that helped to make him a multi-millionaire, he has used diligently for the benefit of the afflicted and poor. In the relief of distress, he has worked harder, perhaps, than he did while acquiring wealth. Not only has he labored to lessen misery, but also he has induced many others to assist in the alleviation of woe. Through his efforts, various charities are assured, most systematically, of enduring support. Though few could tell the full extent of his generosity, enough is known to prove that Jacob Wertheim has not stinted his contributions.

Under his leadership, organized efforts in behalf of Jewish charities has been made most effective. In the recent "drive," the generalship of Jacob Wertheim was productive of results far exceeding what was hoped for when the campaign was begun.

An American, one whose patriotism is uncompromising, a man who doesn't hesitate to declare that everything possible should be done the better to enable the United States to assure the winning of this war, he takes advantage of every occasion to be of service. In speech and action his earnestness and zeal are shown.

As befits a big man, he is "doing his bit" handsomely.

To intensify patriotism, to induce great a small to come continuously to the support the country, he is leading a movement to accelerate and multiply purchases of "War Savin Stamps."

In his day a great and most successful cig salesman, he is laboring assiduously now to i crease and "speed up" purchases of stamp He does more than preach the gospel of thri He isn't content merely to explain the adva tage and safety of investing in War Savin Stamps. Concerning the desirability of the securities he argues strongly to wage earner Every family and each member of the famil should be buying War Savings Stamps, or a least Thrift Stamps. Not at rare intervals, b frequently, not lackadaisically but with the de termination to buy more whenever a five-dolla bill or a twenty-five cent piece can be spare "Cultivate the habit of buying War Saving Stamps." Because it is a patriotic duty and a evidence of thrift. "Because each stamp yo buy, besides assisting to make the world saf and free, will help you to be financially inde pendent.

"No investment is more carefully safe-guarded.

"War Savings Stamps are better than a savings bank account."

Justifiable pride is associated with Jacob Wertheim's acceleration of War Savings Stamp sales. For Jacob Wertheim's elder son, Maurice Wertheim, now on duty at Washington as assistant to Frank A. Vanderlip, was the one who devised the blue postal card which is such a potent instrument in procuring purchases of War Savings Stamps.

President Vanderlip of the National City Bank of New York, who has given his services to the country for the duration of the war, worked out the problem of providing a U. S. security that would be within the reach of even the humblest. Vanderlip proposed the War Savings Stamp and the Thrift Stamp. The element of popularity was embodied in the new idea. Interest bearing Government securities of very small denom-



MAURICE WERTHEIM
Who devised the "blue postal card."



ALBERT WERTHEIM
Now a Lieutenant in the Army

ıation were made feasible. The stamps ⁄ould stick millions of dollars in the national reasury. Stamp purchases would inculcate hrift. Stamp sales would be doubly benefi ial.

The desire is to place the greatest possible umber of War Savings Stamps immediately n the hands of the people. Team work was esolved upon. Newspapers were utilized. In arious ways, in thousands of places, people vere urged to buy War Savings Stamps. Even chool children were actively inducing stamp ales.

The practical promotion of War Savings Stamp purchases has been made easier, "mis-ionary work" now becomes much more ef-ective, because of the "blue postal card" de-vised by Maurice Wertheim.

To be obtained free, in proper quantities at almost any post office or bank, "blue postal cards" certainly serve the purpose for which they were intended.

The "blue postal card" explains its utility to all who can read. It is a convenience and a guarantee to everyone who can be persuaded to buy War Savings Stamps or Thrift Stamps. Use of the "blue postal card" does away with uncertainty, difficulty and delay in delivering the securities. Bother and risk are eliminated by having the letter carrier, an authorized agent of the government, bring the stamps and receive the money.

Likewise, the "blue postal card" provides the simplest, easiest, safest, least objectionable way of obtaining a pledge to buy War Savings Stamps.

Utilization of the "blue postal card" permits a vast amount of patriotic campaigning to be done advantageously.

To spread and speed work to be done to secure a greater sale of War Savings Stamps, Jacob Wertheim has offered cash prizes amounting to $5,000, which will be awarded to school children in New York city.

In a most interesting address delivered at the Tobacco Salesmen's meeting, Friday evening, Mr. Wertheim urged each salesman to participate actively in the War Savings Stamps campaign and similar patriotic work. He spoke of the supreme claim our country has on us all and eloquent was his plea for service and sacrifice to secure victory.

At the conclusion of his speech, he dedicated the service flag of the association, speaking fervently, proudly, "as a father might do." For he has "a boy in uniform." His younger son, Albert Wertheim, is a First Lieutenant in an Infantry regiment now at Camp Meade.

Name of Solicitor's Organization.....
Name of Solicitor .....
Address of Solicitor .....

PAY NO MONEY UNTIL STAMPS ARE DELIVERED

BY BUYING WAR-SAVINGS STAMPS:
(1) You help your Government by lending it your savings.
(2) You invest your savings safely at 4% compound interest.

POSTMASTER:
Kindly have letter-carrier deliver to me on _____ _____
(Date)
for which I agree to pay him on delivery:

_____ $5 U. S. WAR-SAVINGS STAMPS at $_____ each.
(See prices on other side)
_____ 25c. U. S. THRIFT STAMPS at 25c. each.

W.S.S.
WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

NAME _____

ADDRESS _____

You should paste War-Savings Stamps on *War-Savings Certificates* and Thrift Stamps on *Thrift Cards*. Certificates and Cards are furnished without additional charge. In the space below order them as needed for each member of your family who buys stamps.
Send me—
2—4086 _____ WAR-SAVINGS CERTIFICATES. _____ THRIFT CARDS.

On this side put figures and signatures

A SPEECH THAT PLEASED.

Jacob Wertheim, president of the T. M. A. and Marc Eisner, collector of internal revenue for the third district of New York, were guests of honor and speakers at the meeting of the Tobacco Salesmen in the Hawthorne building, Friday evening. A series of instructive talks, which J. J. Ollendorf, president of the Salesmen's Association, had planned, to be made by important men in the trade, was inaugurated by Mr. Wertheim.

His speech was especially interesting. It was patriotic, happy and descriptive. In the part pertaining to salesmanship, he told of conditions and practices that existed when he entered the cigar business, long years ago.

Discoursing on his own experience, Mr. Wertheim described the "speckled beauties" he sold to Asa Lemlein. He enriched the narration of an adventure of a manufacturer who, going to Boston to deal with Hynemann Bros., used a set of uncertain furniture to expedite the sale of some cheap cigars. He related how he secured his first wholesale customer for the old Crescent brand. He outlined the development of the business that now manifests its immensity in the General Cigar Co.

"In the old days," he said, "the ambitious salesman was given an assortment of samples, a book of labels and an exhortation to get business how he could. Then a salesman rather 'depended on his personality' to put deals through; too often he had recourse to schemes; he jollied customers along or resorted to expedients that wouldn't do at all in these days of known brands and much advertising."

In giving advice concerning the attainment of success, in selling cigars, Mr. Wertheim emphasized the importance of dependability.

"Don't misrepresent. Stick to your promises. Be just. Keep your eyes open. Remember what you hear. Decide quickly. Act without delay. It's profitable, sometimes, to be impulsive."

Collector Eisner didn't make an extended speech, but he did an appreciated service for all present by answering numerous questions concerning income taxes. His helpful replies covered practically every point previously considered doubtful.

Though the attendance was not the largest, the meeting was voted to be one of the best ever held by the Tobacco Salesmen.

Sidney J. Freeman unanimously was elected a director of the association; Max Levy, Leo Lehman, C. A. Bond, Sig. Weill and M. Samuels were named as members of the new House Committee.

[W. S. 138]

TREASURY DEPARTMENT
OFFICIAL BUSINESS

Penalty for private use to avoid payment of postage, $300

This is the size of a
U. S. WAR-SAVINGS STAMP
Each one you own represents a promise of the U. S. Government to pay you
$5.00
on January 1, 1923
when affixed to a War-Savings Certificate

COST DURING 1918

Jan. $4.12	May $4.16	Sept. $4.20
Feb. 4.13	June 4.17	Oct. 4.21
Mar. 4.14	July 4.18	Nov. 4.22
Apr. 4.15	Aug. 4.19	Dec. 4.23

The difference between these prices and $5.00 is your interest.

THIS CARD CAN BE MAILED FREE

THIS IS THE SIZE OF A
25c
U. S. Thrift Stamp
Collect these and exchange for a War-Savings Stamp.

To the local
POSTMASTER

What the Front of the Post Card Shows

"A MILLION MEN INSURED"

WASHINGTON, January 30.—Insurance written by the United States Government to protect its fighting forces and their dependents passed the five-billion-dollar mark last night, according to an announcement by Secretary McAdoo.

A record-breaking day of applications brought the total amount of insurance up to 5,071,458,000. This represents 603,976 persons in military or naval service insured against death and total disability by the United States Government. The average amount of insurance applied for is $8,397.

More than twenty thousand applications, aggregating $147,544,000 of insurance were received yesterday. In the last three days more than 65,000 applications, representing insurance of more than half a billion dollars, were received.

The insurance written by the United States Government on the lives of its soldiers and sailors to date is approximately twice as great as the ordinary life insurance on the books of the largest company in the world.

Insurance officers, commanding officers and other persons and organizations arrayed in the nation-wide drive are striving to reach the goal of "A Million Men Insured Before February 12th."

DARWIN R. JAMES AUGMENTS CHEWING GUM

The American Chicle Company Nationalizes Its Brands

Some Insights on Advertising and Selling—Given by Henry A. Beers, Jr., in Printers' Ink

The war eliminates bad trade practices. The war reveals wastes and ineffectiveness in our selling work. Business that works out well in peace often cracks under the strain of war.

These things we have been hearing, and also we have been hearing that war will not be without its benefit if it leads us to find our weaknesses, and to discard the wastes which are made evident under the present pressure.

What are some typical wastes in a big organization which is, we shall say, advertising nationally, has branch offices in various cities and plants scattered here and there over the country? It would help everybody if that company's practices and policies were pulled apart and put under the spotlight so that we could all look at them. It would help further if we could see some master hand at work changing uncoordinated and wasteful practices into strong, well-knit selling plans.

The American Chicle Co., as everybody knows, was an amalgamation of separate manufacturers of similar products. There were the Adams & Sons Company, of Brooklyn, with its famous Tutti-Frutti brand; W. J. White & Son, of Cleveland, with Yucatan; Dr. E. E. Beeman, of Cleveland, with his pepsin gum; J. P. Primley, of Chicago, and his California Fruit; the Kisme Gum Company, of Louisville, and the Sen-Sen Chiclet Company, of Rochester, N. Y. Included with these better-known brands were around a hundred others.

Most of these brands had their sectional strongholds already established, Adams and Beeman's pepsin being practically the only brands that had anything like national sales. Under the amalgamation it seemed the part of wisdom to follow the line of least resistance, to let well enough alone so far as attempting to obtrude any of these brands into another's own personal bailiwick. The element of compromise entered largely into this policy. Moreover, it was considered wasteful to set up one brand of the combine in competition with another in territory out of which good profits were assured on the seller already entrenched there.

Therefore, what came to be known as the territorial plan was put into operation. The company started to strengthen the position of the several leaders in their particular territories, dividing an annual appropriation of around a million dollars for maintaining the brands where they were already popular.

In the meantime, Mr. Wrigley came into the field and put across an enormously successful "national seller," an object that the company had apparently side-stepped from the start. In recent years another brand, less heralded of itself, but well introduced by a good selling organization and by the reputation of other older and well-advertised products of its family, crept unostentatiously but surely into public favor nationally. And hard on their heels still another competing brand smashed its way into national attention through an advertising and sales campaign, establishing a record for quick national distribution.

Enters, then, the element of competition, that powerful stimulant that has aroused many a smug, sleek, prosperous business out of a state of lethargy to efforts that completely reconstruct its ideas of the possibilities latent in its products that keen advertising and sales effort can and do develop.

Here was the American Chicle Co., the so-called chewing gum trust, and the largest manufacturer of this product in the world, without a single dominating brand of really national reputation, while across its horizon at least three independents were crashing into national distribution and prominence. For years it had been averaging 18 per cent dividends, browsing leisurely on a comparatively non-competitive market, but still it had no national seller to boast of, and in 1914-1915, at the very height of its national competitors' endeavors, gross sales fell off by $2,000,000.

At this time a thorough shake-up occurred in the organization. An outsider was brought in as president of the company, and he in turn gathered around him an executive staff, none of them a chewing-gum man, so-called.

The new president was not new in his role of corporation doctor. Mr. James was formerly president of the Pyrene Manufacturing Company, and before that a manufacturer for himself. From fire extinguishers to chewing gum looks like a far cry. Nevertheless, he proceeded to gather about him a group of men from as comparatively unrelated industries.

Mr. James did not feel that it was necessary for him to surround himself with chewing-gum men any more than did the directors of the company who put him in charge of the corporation. He had helped to make a great success of a fire extinguisher against considerable problems. The same ability, it was felt, could do the same in the face of their problems. In choosing his immediate executives, Mr. James followed the same line of reasoning.

The study they made of the proposition, inherited from the old régime, and the course of action they laid down as a result of their findings, seem remarkably simple in the telling and hearing. That is, again, because business is as simple, and therefore as complex, as human nature.

Almost their first look into their new field satisfied them on the following all-important point. At the time their sum-up of the situation as they found it was stated in part as follows:

"For several years the chewing-gum business in the United States has been merely drifting along with the tide of good times.

"The manufacturers have been complimented upon the enormous growth of their industry. The layman has opened his eyes and marveled at a reported total volume of retail business exceeding sixty million dollars.

"This is not surprising in the same way to the new officers of the American Chicle Co. They are surprised because the total volume of retail business has not exceeded a hundred million dollars a year.

"There is no reason why chewing gum cannot be put across the counter as a necessity. It is merely a luxury because it has been handled as a luxury."

They found a jumble of brands, some of them comparatively well known in each one's particular territory, many of them logical competitors of one another if set side by side in any one region. So far as amalgamation was concerned, it appeared to have been more in name than in fact. So far as the several plants were concerned, they went about turning out their products, as before. There was absolutely no standardization of manufacturing procedure or packaging.

Thus happened an enormous and expensive duplication of effort and inter-plant competition. For example, each factory had its own sales force, and a Maine man would be found selling his product in Texas, a Rochester man on the Coast, despite the existence of a plant much nearer to these sections. This was simply because no one of the plants in the combine was prepared to make any other than its original products, and the waste in sales effort, combined with the enormous waste in traveling expenses and shipping costs to distant points that might just as easily be served with a standardized product from the nearest plant is clear.

The selling side presented other equally anomalous situations and cross purposes. The free deal was rampant, and it was found that toward the end of a fiscal year it had been the practice to overload the trade heavily by such methods. The sales chart month by month varied widely.

There was no standardization either of advertising or sales effort for the several brands. The campaign for one brand in a territory was maintained without any apparent relationship to any other campaign. Thus a considerable appropriation was split up annually and thrown into as many separate territories, dissipating a great deal of its potential strength as a unit.

Under such a system a sort of locomotor ataxia and fatty degeneration had sapped the advertising vitality of the aggregate appropriation. Decidedly antique methods of advertising, the separate sins of the several brands visited on the new corporation that embraced them, were still in force, eating heavily into the so-called advertising funds including the old familiar custom of gifts to jobbers, diamond rings to their salesmen, etc.

Their was neither similarity nor uniformity of packages—on the one hand showing the complete lack of union of the several sales campaigns; on the other, a costly manufacturing waste.

While distribution was generally according to the territorial layout of the original corporate methods, it had its freakish side overlapping in places without apparent reason. A brand would go heavily, for example, in New England, and then the books would show that for some unknown cause it would crop up again in, say, Des Moines, Iowa, South Bend, Ind.; or Harrisburg, Pa. This is not an accurate statement of an actual case, but an hypothesis of a condition that often did exist without ready explanation. Demand for several brands was decidedly spotty.

"We first wanted to find and establish a common denominator on which to base all our future efforts," said Mr. James. "It was impossible to market so many different brands under separate names. We wanted to find one definite factor in the business so that in advertising the different brands, nevertheless all of the advertising would tend equally to advertise the house, and thus pave the way for the introduction and sales of subsequent brands in the same territories. We decided that in the name of Adams we already had this element, partly because Adams had three comparatively well-known brands to one each of the others. The name of Adams was also well known in the trade, and moreover, Adams was the first man to use and patent the use of chicle in chewing gum, having been first introduced to this product by the Mexican, Santa Anna."

With this object in mind, the management attacked the problem from several angles. Some of the action that followed was positively revolutionary. First of all, it looked about for certain brands that might be developed into logical national sellers, bell wethers to carry the company's name across, up and down the continent. Beeman's, it is true, had a sort of national distribution,

(Continued on page 27.)

Philadelphia's Mayor Is Opposed to Punchboards

Threats That Numerous Cigar Stores Will Be Raided—Frigid Monday and the Day After—Manufacturers Disposed to Aid the Dealers' Association in Adjusting Prices—Increased Demand for Clear Havanas

PHILADELPHIA, February 2.—About nine out of every ten cigar stores in this man's town are about to be raided.

Tom Smith, who is the mayor over here, even if he is under indictment and awaiting trial on three counts growing out of the Fifth Ward election campaign, when everybody who got in the way got beaned with a brick or a blackjack, Tom Smith has said so, or words to that effect. He called in his man D'rec Wilson of the Department of Public Safety t'other day and told him to hustle right out and gather in all the cute little gambling cards—those things one pays a nickel to punch out a set of cards, profiting if the cards run right, pokerishly speaking.

Perhaps the estimate is a trifle high, but if memory serves us right nearly every small cigar store here and in other towns has one of these devices hanging around. They pay in trade only and serve as a form of amusement for the boys. The mayor, however, has been rather hard pushed by some of the newspapers to make good his brags about what he was going to do to the gamblers, so he has picked out this small stuff to vent his wrath upon. And presumably every man in the city who sells cigars will be explaining to cops for the next sixty days or thereabouts that he hasn't any of the stuff in stock.

Once in a while the special gambling squad finds a dealer who has given up trying to figure out his share when he sells cigars at a nickel, and who has put in a sure thing nickel in the slot machine. One such was taken from an up town store this week. The owner, if he hadn't been caught with the goods, would have had enough margin to satisfy him for some time out of the nickels in the bottom of the contrivance. But now that goes into the city treasury where it can be properly safeguarded by city employes until such time as the contractor politicians feel the need of it.

However, this is no time to be pessimistic, when every dealer in town is hunting for coal. Although Philadelphia is nearer the anthracite fields than any other big city, the town has had a hard time of it this Winter. Fringstance, the M. J. Dalton Co. got its entire steam plant overhauled a few weeks ago, but yesterday the system got sore over the fuelless Monday or something and the radiators refused to work. Many other centrally located stores have found it impossible to get steam on Tuesday after a frigid Monday and clerks wearing overcoats are no uncommon sight.

In this connection the Philadelphia Cigar and Tobacco Merchants' Association came to the conclusion last week that something ought to be done in the way of getting a definite order from the fuel administrator as to just where they get off. So a committee consisting of Horace H. Leach, president of the association, Nathaniel W. Mead and Samuel Greenwald was appointed and it went around and handed in the following communication to Bill Potter, the fuel administrator:

"At a meeting of the Philadelphia Cigar and Tobacco Merchants' Association, held at the Hotel Adelphia, it was unanimously voiced that the status of the retail cigar dealers be clearly defined in regard to closing on Monday of each week.

"It has come to the attention of this association that many of the dealers evaded the order, mostly some of the chain stores. We wish, therefore, to have the opinion of the fuel administrator as to wether it is permissible to open on such days, provided no heat or light or fuel be used.

"If the edict is to be enforced, all dealers or cigar departments of other establishments should also close. It is the consensus of opinion of the association that all cigar stores close on such Mondays as prescribed in the order of the fuel administrator, as we desire to co-operate with the Government to the fullest extent."

In reply to this the fuel administrator camouflaged by solemnly asking the cigar dealers to obey the law. He informed them that they couldn't be forced to close, but strict obedience to the spirit of the law called for closing. Later it was said that Doc Garfield was responsible for this passing of the buck. At any rate, friends of ours tried their darndest to get a smoke last Monday night and succeeded only in borrowing from friends one at a time. They couldn't be bought.

Manufacturers here are getting squarely behind the new association, which, although still in its swaddling clothes, now boasts more than a hundred members. Sixty-three of them attended the semi monthly meeting held last week at the Adelphia Hotel, at which the principal speakers were Ben R. Lichty, of the Otto Eisenlohr & Bros., Inc., and H. F. Pent, of the Pent Brothers Co. After sketching some of the difficulties the cigar man is up against today, Mr. Lichty made the following significant statement:

"In view of the increasingly hazardous situation, I am greatly distressed to note dealers dissipating their present stocks and profits, through their failure to maintain a fair and equitable selling price upon their goods."

The association voted to send out strong letters to every cigar dealer, jobber and manufacturer in this territory setting forth the aims of the organization and urging them to join at the earliest possible opportunity.

Bayuk Brothers, manufacturers of Havana Ribbon and the Philadelphia Hand Made, as well as other popular brands, are still growing. Some months ago they virtually doubled the size of the office to take care of the increased business following the organization of the Mapacuba Company, but they are now forced to make other extensions to handle increased business. At the same time the company has announced the addition to its staff of Henry Harrison, formerly Philadelphia representative of the lithographing firm of George Schlegel, New York, and C. E. Terry.

Recent visitors to the trade in this city included L. Hirst, representing Gans Brothers, New York City; Mortimer S. Heineman, of Heineman Brothers, Baltimore; Julius Klorfein, manufacturer of Garcia Grande cigars, and his representative, Victor Lopez; Harry Boston, representing William Demuth & Co., New York, pipe makers; D. S. Erb, head of the firm of D. S. Erb & Co., of Boyertown, Pa.; George Themelis, of Themelis Brothers, Inc., New York.

The usual regular quarterly dividend of one per cent. on the common stock has been declared by Otto Eisenlohr & Bros., Inc., makers of the famous "Cinco," to stockholders of record February 1, payable February 15.

Despite the recent increase in the wholesale price of pure Havana goods of from five to ten dollars a thousand, which of course was followed by a corresponding increase in the retail figure, centrally located dealers here say the demand is still standing on its own hind legs and there is so far no sign of a falling off. The smokers who get used to Havana don't care what it costs and more war brides are getting accustomed to the old island stuff every day. In this connection, here we go with an advance tip that something is going to be done to the wholesale price of the old nickel smoke in this fair burg pretty soon. According to E. J. Cattell, the city statistician, twenty cigars are made every second in Philadelphia, but we have a suspicion that his figures were compiled some months ago—are low—or high. At any rate, changing the price hits a lot of people. Roughly, it is now about $43 a thousand, with the less widely known brands ranging down to $41 and in some instances below for smaller than standard sizes. We understand that costs of manufacture have convinced several of the larger manufacturers that from $3 to $5 a thousand more will be about right. "The little fellows who have survived the ordeal of buying their leaf in the present market were already convinced. They agree unanimously."

Schulte Price Changes

The Schulte cigar stores announce that the following advances will go into effect on Tuesday, February 5, or so soon thereafter as inventory has been taken:

CIGARS.

Antony & Cleopatra—				
Jockey Club	from 2/25	to .15		50/6.50
Graham Courtney—				
Brevas	from 25/2.00	to	25/2.25	50/4.25
Invincibles	from 25/2.75	to	25/3.00	.....
Perfectos	from 25/2.50	to	25/2.75	.....
Puritanos	from 50/4.25	to	50/5.00	.....
Muriel—				
Rothschild	from 25/2.25	to	25/2.50	50/4.75
Owl—				
Londres	from 5c	to 6c	25/1.45	50/2.75
Que Placer—				
Cazadores	from 25/2.25	to	25/2.50	50/4.75
Perfectos	from 25/2.75	to	25/3.00	.....
Selectos	from 25/2.25	to	25/2.50	50/5.00
Violas	from 3/25	to	10c	50/4.50
Van Dyck—				
Manhattan	from 10c	to 11c	50/5.25	.....
Victorias	from 10c	to 11c	50/5.25	.....
White Owl—				
Invincibles	from 6c	to 7c	25/1.65	50/3.25

LITTLE CIGARS

Admiration—			
Miniatures	from 10/5	to	10/20

CIGARETTES

Egyptian Straights	from 10/10	to	10/11
	from 20/20	to	20/22
Muratti 10s	from 10/50	to	10/55
100s	from 100/5.00	to	100/5.50

Coupon Values on Egyptian Straights:—one (1) 10c coupon with each package of 10, and one (1) 20c coupon with each package of 20.

TOBACCOS

Brown Dick	50c	size	to	60c
Capstan Dom	15c	"	"	20c
(Wills)	30c	"	"	40c
	70c	"	"	75c
	1.40	"	"	1.50
Fashion	5c	"	"	6c
	30c	"	"	35c
	60c	"	"	70c
Five Brothers	5c	"	"	6c
Ivanhoe (Smoking)	5c	"	"	6c
Ivanhoe (Chewing)	5c	"	"	6c
Liberty	5c	"	"	6c
Mail Pouch	6c	"	"	7c
Navy (G & A)	5c	"	"	6c
	60c	"	"	70c
Patterson's Seal	5c	"	"	6c
	30c	"	"	35c
	60c	"	"	70c
Perique (A & G)	15c	"	"	20c
Plaza	5c	"	"	6c
Three States	15c	"	"	20c
	30c	"	"	35c
U. S. Marine	5c	"	"	6c
	30c	"	"	35c
	60c	"	"	70c
Velvet	8 oz.	Tin	45c	to 50c
	16 "	"	90c	" 95c
	16 "	Jar	1.00	" 1.10
Yale	10c	Size	to	15c

REDUCTION IN PRICE

Tuxedo	16 oz.	Tin	90c	to 85c
Zoo	6c	Size	to	5c



Unloading Cargo At San Francisco, 1850

In 1849, Captain Charles Allen Thacher of the ship Pleiadies sailed from San Francisco across the Pacific to Manila to obtain a cargo of supplies. He returned in 1850 with provisions and some luxuries, among them Manila cigars. The voyage netted him a fortune.

Full cargoes of Manila cigars are now bringing fortunes to importers and dealers in the United States.

Are You Getting Yours?

Boost Manila Business
There Is Money In It

Complete list of Manila manufacturers and importers on application

THE MANILA AD AGENCY 546 West 124th St., New York

Symbolizing Business As It Is

Metaphors and Figures Required to Show Conditions Up-State

NEW YORK STATE CAPITOL DISTRICT,
February 4, 1918.

All the way down town, in the pale glow of the 7 a. m. electric-lamp sunrise, Benny was a-thinkin' how tough 'twas to be a cigar clerk!

Here it is 9 below Mister Fahrenheit's meanest idee o' mean low temperature, with ears, nose, face, an' fingers all a-zippin' in th' frosty-dew! And there's that Wakeful Willum Willett, proposin' to save daylight by gettin' up sixty minutes sooner every day!

Gee! Wouldn't yer think a feller'd have-a-heart? What dif does it make that Iceland an' a lot of them there nut-nations have adopted the fooley fancy? An' what's th' idear of postponin' th' thing 'til May first? Won't it be even *harder* to git up then, in th' sarsparilla-spring, than it is now, when there ain't no green grass an' spreadin' chestnut-trees? I guess so!

Then, that's right, rub it in! For Benny's first customer is a fella all laced up like a boot, smilin' thru a stack o'cloes numerous enuf for th' inventory sale of Rogers-Peet-Babbitt!

An' what does th' gink say? What! He's goin' fishin'? Goin' to cut a hole in th' ice with that jig-saw on his back, an' stick around all day waitin' for a bite?

Good-Nite! That there fella is a-goin' to do that there thing just for fun, an' here's Benny kickin' about bein' a clerk in a nice, warm cigar store!

In the drive for 1,500 members for Albany's reorganized Chamber of Commerce the boys got right out and did it. Fact is, they got just 1,644 in exactly four days.

But if it hadn't been for George Van Slyke, captain of one of the membership teams, the score would have been just 1,596. Because George rounded up 48 three-year members in his outfit alone.

Those in the trade who chipped in were the Dearstyne Brothers Tobacco Co., G. W. Van Slyke & Horton, J. W. Stevens, S. E. Fulder, Thompson & Hare, and several other leading manufacturers, jobbers, and retailers.

Since his fire of some weeks ago, Sol Levy, the Albany leaf merchant, has settled down in permanent quarters at 79 Green street. Business is very fair indeed in the leaf line for this season.

From the ting-wha on the desk came three tiny tinkles. When the Albany tobacconist answered the summons with a "Lo, what is it?" the party on the wire inquired, "Do you handle Estabrook & Eaton's Rockefeller cigar?"

"Certainly," replied the dealer, "How many do you wish?"

"Oh, send me four boxes," instructed the voice, giving name and address.

"Thank you," acknowledged the cigar man, just about to ring off, when in comes Harry R. Stearns, envoy extraordinary and minister plenipotentiary of the aforementioned Estabrook & Eaton, Boston.

"Hold that party a minute," hurriedly asked Handsome Harry, as he made a grab for the phone.

"'Lo, 'Lo, there! This is Harry Stearns, selling the Rockefeller you just ordered. Can't you use more of those cigars? Price is going up, sizes are coming down, so you'd better take all you can get at the old figure, which is——"

"Wait a second, Harry," interrupted the retailer, "Our stock on that shape is about cleaned out. Don't oversell the order."

"Sorry, old man," resumed Harry, talking again to the customer, "but I guess you've already cornered the market. We'll send you all we have, tho, and thank you very much indeed."

"Well!" ejaculated Harry, replacing the receiver, "That's the time I did butt in! However, there's no harm done. I know the chap, and I'll explain the situation when I see him later."

But the dealer, thinking it over, concludes the only error Harry made was in the stage entry. Either too soon, or not enough so!

With assets of $1,325 and liabilities of $2,612, cigar manufacturer John R. Quinn, of Albany, filed his bankruptcy petition in the Utica Federal Court last Friday.

Among the several creditors are these Albany merchants: I. M. Strasser, leaf tobacco, $218; and Philip R. Richter, retailer, $102. It was Mr. Richter who took over the Quinn retail interests at Hudson avenue and Daniel street some months ago.

"I'm still in the store," said Sam Fulder, "waiting for warmer weather and improved conditions before I venture again on the road for the year. But I guess I'll have to pack my grip for a trip pretty soon. Checks are arriving slowly, and both Jake and I will have to help Irving with collections."

In the dim light of a Garfield evening a familiar form appeared hull-down upon the horizon. Sure enough it was the sample case of an A. T. Co. scout-cruiser.

And, on the quarter-deck, peering through the murk of the snow-seas of State street, Albany, who should come forth but Cap'n A. N. Duker, the man who puts sugar in your coffee.

"It's me," admitted Duker, "and I'm selling swift stamps! All the boys of the department are out this week with the little green stickers. We're trying to put 'em in every happy home, office, and factory. If you're thrifty you'll buy one now, otherwise you'll lose the penny in the February advance to $4.13 after Thursday P. M."

Poor Father! There he is, all rigged out like the maitre de hotel at the Ten Eyck, boisterous black clo'es, sad stiff shirt, which gleams in the mazda-light like the piece of tin it represents at the buoyant bulge.

But wait! What does the shirt say? For there, right across the beautiful bosom, are some symbols.

Ah! So Father admits it! And he's that proud of the 'bacca he smokes when he sits-in-slippers, front of the coalless grate, that he has writ on his manhattan-front "I smoke Edgeworth tobacco!" Now, should he slip on the ice of forgetfulness, Father's tobacconist on State street could hardly overlook the memory-mender right there alongside the pewter-stud.

And Father's carmine-hair! Well, *that* simply indicates the disposition Geo. McManus has given him. Which, translated into action, surely, firmly, brilliantly announces Father will *fight* for Edgeworth, rather than accept a substitute.

This is just what Father's son wants to impress upon the folk of the Capitol District. He wants people everywhere to observe Father! To accomplish this, Father's son is still distributing ten-inch miniatures of Father, plaster cast.

While the gang out-front, allus alive to somethin' good, teases the toleration out of J. H. Hardsworth, who's Father's Son, for another one of them there Larus & Brother Richmond statuettes.

Then Father grins, chucklin' a-bout how powerful popular he's makin' that there Edgeworth 'bacca which he allus smokes, wife or no wife, hen-peckin' th' Oirish joy from his daily life.

"Still giving away Chesterfields," Charlie Fox philanthropically announced, "and I guess you'd better get in on this gratis deal before Liggett & Myers withdraw this Carnegie enterprise. How's balance of stock on Fatimas, Piedmonts, Richmond Straight Cuts, with all the rest of our cigarette list? Dealers everywhere are rushed today, after that mournful Monday."

Three of the clock in the cold, grey morn is a lovely time to be turned out of the house for a $3,800 fire.

Yet that was the Friday-luck of Gus Duri last week. And, in addition to the loss of his business, this Fair Haven, Vt., blaze also damaged Gus's residence, opposite, to the extent of $500, making a total loss for Duri of $4,500.

In the intense cold of a real winter's dawn, the firemen worked for three hours before the conflagration was controlled.

"Saturday next, if the fuel administrators don't relent, I may as well return to New York 'til Tuesday," observed Que Placer Fleischmann, of the Metropolitan Tobacco Co. "Alabanza cigars are now $43.50 the thousand. This automatically puts them in the six-cent case, of course. But retailers all over tell me six-cent brands are outselling the fives. And I don't see why they shouldn't, because the average five, if made for quality, can't be produced for a nickel any more."

"Gold soup is on the me-an'-u today," joshed Joe McElveney, "an' they say it's made of 14 *karats!*"

Some stormy day, when you're lookin' outa th' windy, feelin' sympathetic-like for those two boys you see a-comin' thru the snow an' sleet to your very door step, you'll open the door to a coupla lads who don't mind the weather a nary bit, providin' you come acrost wi' a favorable response to their lil' offer.

For the pair of chaps will probably be the Lucky Strike cooks. Maybe Boss Draudt and one of his chefs. Anyway, they'll set up their hoopla outfit, if you pass the word, with the thigamajig to demonstrate the manufacture of Lucky Strike cigarets.

Then either Draudt, or his hired man, will sterno-toast a few grains of Tuxedo or Lucky Strike tobacco, merely to make the store smell like a bacon-an'-stickney coffee roasting room on a busy day in May.

When in-an'-out going folk get sniffin' around for the come-to-breakfast odor, Draudt gets busy, too! Watch 'im!

First thing, he collars a fellow who looks as though he oughter smoke Lucky Strike cigarettes. Perhaps he already smokes Camels or Helmars. Doesn't make any difference. Draudt will *talk* to 'im!

Coffee can't be poured from a percolator as fast an' fluently as Draudt spiels it off to the now group of ear-drinkers surrounding the Lucky Strike toasterole!

And they lissen! And they smell! Oom-ahh! Gee, that's great! Sure, they read the news ads. But they couldn't whiff *that* aroma, an' hear *this* Draudt dissertation by simply readin' th' Morning Discourse!

So they dig down dimeward, coming across with sufficient silver to remind Draudt of the days he uster be payin' teller at th' Ninth National, before he became the A. T. Co.'s Lucky Strike!

Be careful, Jimmy, be careful! See how easy 'tis for mail to wander around loose-like, huntin' for a destination!

For there's that case of the New York dago.

He wrote a letter with an address which resembled the work of John Hancock, his mark. And the postoffice people, seldom seeing such fine ideas-in-ink, sent the thing to Palisades, New Jersey.

'Course that was wrong! Because the inside information told about a mafia-murder, intended as a clue to "Mr. Policeman, New York."

So be prudent, Jimmy, be prudent! Hereafter, when you write that *you,* the Right Honorable James T. Stuart, are about to approach the New York State Capitol District, per postal poco tiempo, otherwise next Thursday, please be cautious enough to write the non-rubber stamp part so the P. O. won't think the hull darn thing is a code-plot in stenographic German, therefore puttin' your Cinco customers under secret service suspicion!

"My, my, but I'll soon be a perfect man!" so sighed Chris Bittel while sortin' his morning mail from Vice-President Belt, of the Pierre Lorillard Co., and President Wilson of the E Pluribus Unum.

For, in addition to a pile of correspondence from Jersey City about reducin' th' price of Ziras to four cents, thereby creatin' a ruse de guerre to stop Meccas, there was also one other legal dockeyment.

This directed one Christopher Bittel, cigarette culturist, to appear for the *third* time before his district draft board for physical exam. as Division Commander of Uncle Sammy's National Army!

What color is a cigar? No, none of that there claro-oscuro shade stamping! But James McGahan & Brother, of Troy, want to know if American Seal paint, in red, white, blue and gold, properly blended, can produce a Sumatra-tint of the Prof. Morse cigar.

If paint won't do it, maybe ink will. So the McGahans gave a book-match concern an order for enough fire-sticks to lick up the entire eight billions of insurance on New York State property!

And the understanding was, right there in the contract, for the paper match house to put a lithoed fac-simile of their best-at-any-price Prof. Morse brand on the covers as a striking ad.

Well, any artist is entitled to try once or twice to git that Deli M/L mark of Sumatra's wrapper on a proof sheet. In fact, three times is not considered too many to try to imitate the brown-silk tissue of tobacco selling around $6 the pound!

Still, after so much fuss, you'd really suppose the match man might have made a cigar in some sort of brown! That's what the McGahans thought.

Instead of a Prof. Morse in brown, though, the finished match advertisement came through in red, with blue stripes! This didn't suit the manufacturers of cigars at 347 River street at all, and they said so!

However, the real Prof. Morse cigar has not changed its leaf-color, while the present scarcity of any kind of matches makes it necessary for the Brothers McGahan to use the disapproved licensed match number seven, whether the lithographed cigar be blue or black!

Mentioning matches recalls the remark of Manager C. J. Shaxby, of the J. W. Stevens store, Albany.

Sez he: "Last Monday the only sale we made was a penny one. It represented a single box of matches in the slot machine. If that was a violation of the Garfield order we'll have to go to jail for it, because the lad who put the cent in the box got away with the goods before we could reprimand him for his disloyalty!"

All other cigar stores were closed throughout the entire Capitol district last week Monday. From the open handed manner of selling on the previous fuel holiday, this was a conspicuous change. Please note it.

Some cigars, tobaccos and cigarettes were sold, however. These smokes came from the pool and billiard halls. Tuesday closing of such amusement places appeared to be the cause of this exception to the general rule, religiously followed by every tobacconist in the many cities of this territory.

No change has been announced for the coming Monday, notwithstanding the suggestions made to the Administration that business be permitted every day upon a shorter time basis.

This plan has its boosters and opponents, though it is quite likely, during the present severe weather, that the lid will remain securely clamped for the period of ten fuelless Mondays, no matter what is done about the other days of the week.

But it does seem to most dealers quite unfair they should meet the total cost of the closing. With their tremendous rentals, retailers believe landlords ought to be compelled to share a portion of the trade moratorium.

Wouldn't it make you mad, if, upon entering the grounds of a concern which had just invited you to call, you should see, first shot, a small sign stickin' out of a snowbank sayin' "Keep Off the Grass?"

Especially, too, if you had never walked on grass since last Summer's band concert in the park, when the cop chased you all around the marigolds for steppin' on six inches of sunbaked, brown, so-called grass?

Then, to rub it in, the very next thing you see is still 'nother sign readin' "No Admittance, Apply at the Office." That, also, tacked right on the gate, where you expected to see the manager waitin' with the firm's brass band!

Well, you go in. Er, that is, a big brass-bound mick at the door glares you down, stetson-to-douglas, and *lets* you in, with a grouchy growl.

However, you're in! Now what? Over there, on the wall—what does *that* sign caution? Is it don't or musn't?

Ah, now we can see it. And holy smokes! It bristles right out with *"Positively* No Smoking!" While not a word does it qualify about applying-to-the-office!

Gee, this seems to be a cheerful place! You can't walk on the nice, soft grass. You can't walk in the nice, big gate. You can't *smoke* in the nice, airy building! Shucks!

But who's that man over there walkin' on the snow-banked grass? An' he walks right through the gate as though he owned the place, without even a wink at the wop on guard!

Jimminy cripes! He's smokin', too, saunterin' along past that very sign which tells him not to do it!

Who is he, men, who is he? Does he do that just to make the signs look foolish, or is he really some pumpkins 'round here?

Oh, that's it, then! He's the guy who came to work in this place puffin' a panetela, an' then, when the friendly fellow indicated the slogan on the wall, tellin' the chap he hadter cut it out, see, why the stogie smoker simply told him to go where the asbestos cat went.

Immediately-right-away, you say, the other watchmen started to kick in, goin' to throw the violator, panetela an' all, outer the windy without botherin' to unlock it, hey?

But several chairmen-of-the-board, admirals-of-the-fleet, vice-presidents, and so on, rushed out of their busy dens an' persuaded the hired help to dispense with the closing scene!

So they all went into executive session, includin' the panetela perplexer, an' they cussed and discussed the subject about smokin' like a Caius College crowd at Cambridge.

After they got all through, motionin' to adjourn, an' singin' Hank Mead's lullaby, "The Brewer's Big Horses Can't Run Ov Me," to the tune of the Reverend Willyu Ashley Sunday's sawdust jig, the manag ment of th' meetin' quietly made it know to the proper parties that the aforesaid pan tela puffer could smoke either in or out of t plant, signs or no signs, rules or no rules!

That's the little chap there, then, with t slightly stooped, more than round shoulder with more hair on his face, 'round his eye top of his head, than a foot-ball fullback, a ways minus a hat, you say, who carries a pe petual panetela between the second and thir fingers of his right hand when not in h mouth—that's the man, is it, who's the mo remarkable smoker in Schenectady?

Jobs paying a Romanoff ransom are a mer trifle to this smoker, you tell me? Wasn he offered a Frick fortune as an increase testimonial of the firm's regard, and didn't h say he wouldn't take it?

Didn't he say he wouldn't stay on the job a all unless he was permitted to smoke wher and when he pleased, regulations by Herber C. Hoover or Lord Rhondda, the Socialis Party, or General Manager Emmons, not withstanding?

He did that! And he meant it, that's th itch! Otherwise the 25,000 people in the G E. Works—the great General Electric o Schenectady—would have seen their elec trical chemist no more.

Such was the decision of a scientific smoke —a smoker who smokes because he find in smoking his greatest personal pleasure— Charles P. Steinmetz. THE SMOKER.

"NEVER IN 54 YEARS"

Were Conditions in the Cigar Business What They Are Today—Kent Co., of Binghamton, Refuses Big Orders.

Orders for millions of cigars have been refused by the George A. Kent Co., of Binghamton, N. Y., because of inability to obtain competent workmen to produce the cigars. Mr. Kent, president of the company, stated that never before in his 54 years' experience in the cigar business has he seen such conditions as exist in the cigar market at the present time.

"We do not need any Government orders," he said, "but we do need help to make cigars. Our old customers and many new ones have sent in so many orders that we are literally swamped with them. If the cigarmakers of the city would use their influence to bring other cigarmakers here and so increase the output of cigars, Binghamton will once more stand at the top in the manufacture of the product for which it has for years been famous.

"In 1890 the world's record for increase in population in 10 years was held by this city with a record of 100 per cent. Old residents of the city, recalling the prominence of the cigar industry here at that time, say that the prime cause of the big forward movement was this same industry. Now it seems that history will repeat itself and the name of Binghamton will once more be known from coast to coast in the cigar world."

CONSERVING LIQUOR BUT NOT COAL.

"We have conserved liquor but not coal," was the succinct reply of Thomas D. Green, president of the Hotel Association of New York City and manager of the Woodward Hotel, when asked whether fuel had been saved by the closing of the bars in the large hostelries, says the New York *Herald.* "Steam is a by-product," Mr. Green declared. "After we have operated our laundries, lights and ice making machines the steam is forced by vacuum through the pipes and goes to heat the entire hotel. And Monday not an ounce of coal was saved."

Made by STANDARD TOBACCO Co Richmond Va.

OSTERLOH'S $ MIXTURE

¼ lb. for a Quarter

A few years ago Osterloh made a certain blend of pipe tobacco all for himself.

Next, as a favor, he made it for a friend.

First thing he knew, he was making it for his friend's friends.

And then the friends of his friend's friends demanded it.

Finally, he found he had a big business in his **Osterloh's $ Mixture**.

Now you, Mr. Dealer, want to sell tobacco on which repeat sales are big.

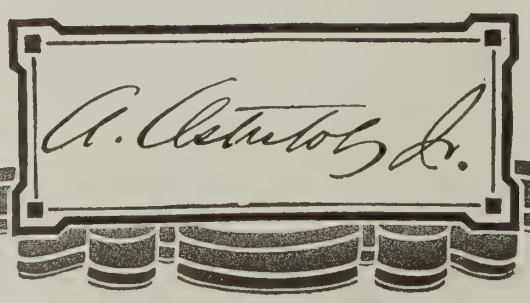
Any tobacco that will grow in public favor as **Osterloh's $ Mixture** has grown right from the beginning is the kind of tobacco you ought to carry—***and push***.

There are ***big sales*** and ***big profits*** in **Osterloh's $ Mixture**—and that is what you want.

Display **Osterloh's $ Mixture** in your window, and push it across the counter.

STANDARD TOBACCO CO.

1790 Broadway, New York



Australia a Purchaser of Cuban Tobacco

Elliot R. Jacobs of the States Tobacco Co. of Melbourne Buys 1,200 Bales in Havana—A Considerable Increase of Cuban Cigar Exports—Partido Wrappers and Resagos Are Lower in Price—But Vuelta Abajo Leaf Probably Will Continue to Be High.

HAVANA, February 1.—Comparing the exports of cigars from Havana during the first half of January, 1918, with the same month in 1917 one experiences a pleasant surprise to note that Cuba increased the exports by nearly four million cigars. For in the month of December it looked as if exports would drop. The continuance of orders from Great Britain and the United States have helped materially, and recent shipments to other countries contributed also to the excellent result achieved. Nevertheless most manufacturers complain that high prices for leaf and the impossibility of raising the prices on the cheaper sizes, leave them hardly any margin of profit. The outlook for getting the new crop upon more favorable terms, so far as Vuelta Abajo is concerned, grows beautifully less from day to day, as the drought in the country continues, and unless a change for the better occurs, the quantity harvested will be smaller than last year.

The large factories are well supplied with orders, but the medium and smaller ones are not so fortunate, for besides having fewer orders, they can not replenish their stocks of leaf, except at a great sacrifice of money.

The leaf market during the past fortnight became quite active again. Purchases were made, not by American buyers alone, but buying has been done for the Spanish and Portuguese Regies, one good-sized transaction for Australia took place and local cigar and cigarette factories have secured more leaf. Prices remain very firm for all good vegas of Vuelta Abajo, and the different grades of Remedios, but Partido wrappers and Resagos are lower in price. Evidently the holders have come to the conclusion that the stocks are excessive for the lessened demand, and a good and large crop seems to be in sight. One American commission house purchased 800 bales for its customers upon lower terms.

There is no change in the crop news, as far as Vuelta Abajo is concerned, or for that matter as regards Semi Vuelta, Partido and Remedios. The latter is still regarded as promising the best yield.

Sales during the past fortnight totaled 12,337 bales, divided into: Vuelta Abajo and Semi Vuelta, 7,953; Partido, 1,551, and Remedios, 2,833 bales.

Buyers were: Americans, 4,698; exporters to Europe, 2,200; shippers to South America, 1,012; to Australia, 1,200, and our local manufacturers of cigars and cigarettes, 3,227 bales.

Receipts of leaf tobacco from the country: From January 1 to January 24, 1918—

Vuelta Abajo	4,750	bales
Semi Vuelta	338	"
Partido	...	"
Remedios	784	"
Total	5,872	"

Exports of cigars from Havana per S. S. Wacouta, totaled 290 cases, containing 1,365,060 cigars, which were consigned to the following countries, viz.: To Great Britain, 613,945; United States, 466,090; Australia, 76,525; Canada, 58,500; Uruguay, 48,750; Argentine Republic, 41,000; Egypt, 37,500; Brazil, 12,750, and British Africa, 10,000 cigars.

Exports of leaf tobacco, from the port of Havana, during the week ending January 24, 1918, totaled 9,246 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 6,769; to Canada, 465; to Spain, 1,000; to the Argentine Republic, 706; to Uruguay, 286, and to Chile, 20 bales.

Among the leaf buyers who arrived at Havana lately were Carlos Garcia, of Carlos Garcia & Co.; Ted Smith, of Hinsdale, Smith & Co., and Benito Rovira, the president of the Benito Rovira Co., all of New York. Harry Slavinsky, buyer of the Edomera Cigar Co., of Chicago. L. Fernandez, of L. Fernandez & Co., of Milwaukee. Pancho Arango, of Francisco Arango & Co.; Jose Escalante, of Jose Escalante & Co.; Leopoldo Bustillo, of M. Bustillo & Co., and Bernabe Diaz, of F. Lozano, Son & Co., all of Tampa. S. Grysmich, of S. Grysmich & Co., of Boston. There also returned to Havana: Abraham Haas, accompanied by his wife; Walter Sutter, of Walter Sutter & Co., and Joseph Mendelsohn, the president of the Manuel Suarez Co.

When Sidney Rothschild returned here, he formed one of a party of four, the other three being Elliot R. Jacobs, Mrs. Elliot R. Jacobs and Harry Rothschild. The latter represents the sterling house of Cullman Bros., of New York, while Mr. Jacobs is a director and manager of the States Tobacco Co., Pty Ltd., of Melbourne, Australia. He purchased and registered about 1,200 bales of our leaf with the assistance of the two Messrs. Rothschild, and as Australia has never before handled such a large quantity of our leaf, perhaps this may be the opening wedge of an extension of our trade in leaf tobacco.

Leslie Pantin was a buyer of 2,347 bales of leaf tobacco in the last fortnight for account of his customers.

The Cuban Land & Leaf Tobacco Co. purchased 1,365 bales for the supply of its local and American cigar factories.

Walter Sutter & Co. bought in all 1,099 bales of leaf, and of which 800 bales were Partido Resagos, for account of their American customers.

Cuesta, Rey & Co., the General Cigar Company and Y. Pendas & Alvarez were buyers each of several hundred bales of leaf tobacco lately.

Romeo y Julieta bought 632 bales of Vuelta Abajo last week, and the factory is as busy as never before at this time of the year.

Por Larranaga, Punch, Hoyo de Monterey, Belinda, Calixto Lopez & Co. are all busy.

Partagas purchased 895 bales of Vuelta Abajo last month. ROSAM.

WISCONSIN NOTES

EDGERTON, Wis., February 1.—Railway blockades, drifted highways and zero weather have again curtailed the movements of the tobacco crop in almost every direction. Little or no work can be accomplished on the farms towards preparing the crop for market while such severe winter weather continues. Some receiving is going on at warehouse points, but it is quite impossible to set delivery dates at country stations where shipments to packing houses are contemplated because of the uncertainty to get cars for loading. So the receiving of the crop seems likely to be a question of patience and improvement in railroad facilities. The shutting down of the packing plants on Mondays in conformity with the fuel saving order further delays the season's work but is submitted to gracefully.

The only transaction in old leaf noted is th sale of a 132cs lot of '16 by John Linaas, mad to C. H. Spitzner & Son.

Shipments out of storage are still bein held up by embargo on eastern consignment in spite of the pressing needs of some of th manufacturers.—*Edgerton Reporter.*

DEMAND FOR HAWAIIAN TOBACCO.

The output of tobacco of the Kona district o the island of Hawaii, which a few years ag practically went a-begging for lack of custom ers, either locally or on the mainland, has be come a certain commodity in the market, an practically all the tobacco in Kona was recentl disposed of to Harry Green, of San Francisco at rates which were far above previous offers The price was 28 cents.

The tobacco industry in Kona has had har sledding for years and the shortage of tobacc in Cuba and other places at last caused th manufacturers to turn to Hawaii for a new supply. A few years ago a representative of one of the Kona tobacco raising concerns went to New York, but, after going from house to house and waiting at his hotel for weeks for orders, found that his product could not be sold except at a fearful loss.

With a successful planting year the prospects for Hawaiian tobacco have become very much brighter.

Pay Roll Statistics

WASHINGTON, February 4.—Experts of the Bureau of Labor Statistics, Department of Labor who have charge of the monthly figures on labor employment have noted for the month of November that the cigar-manufacturing industry showed the greatest increase in the number of employees for that month, 11 per cent. In connection with the change in wage rates the report for November says:

"In the cigar-manufacturing industry one plant reports an increase of 8 per cent of its salaried men—about 2 per cent of the force."

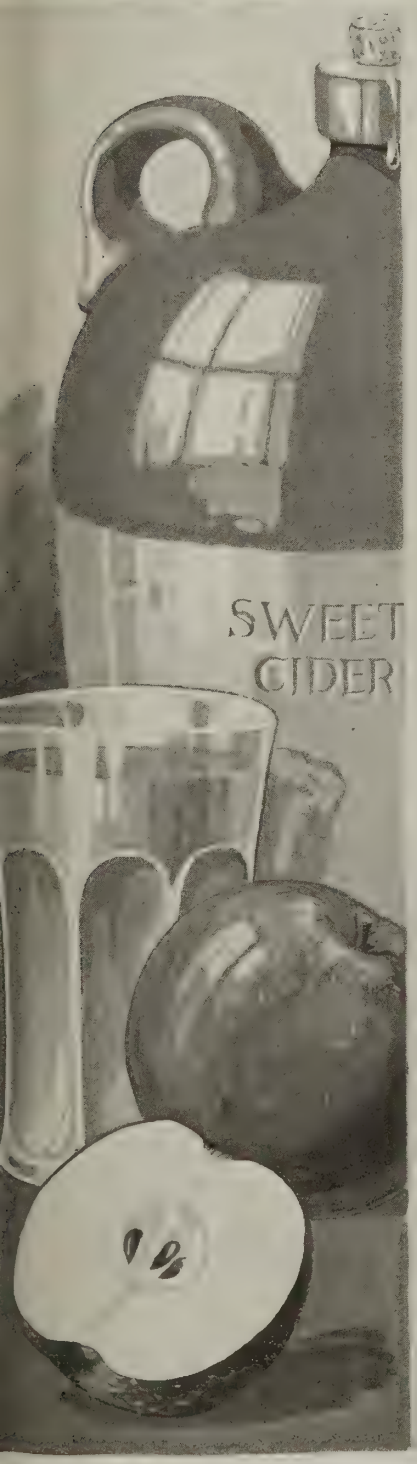
Comparing the employment in the same establishments for November, 1917, and 1916, the figures show that of the 57 cigar manufacturing plants answering both years there were 18,135 persons employed in November, 1916, increasing the following year to 20,129, or an increase of 11 per cent. The payroll in these same plants in November, 1916, amounted to $209,222, increasing the following year, same month, to $258,904, or an increase of 23.7 per cent.

Taking up the statistics in 61 cigar manufacturing plants for October, 1917, and November, 1917, it is shown that in October there were 19,727 persons employed, which increased the following month to 20,777 or an increas of 5.3 per cent. The payroll in these establishments in October was $250,809, increasing in November to $269,527 or an increase of 7.5 per cent.

NO EXPORT LICENSE DUPLICATES.

The War Trade Board announces that hereafter no duplicate of an export license which has been lost will be issued unless and until an affidavit is made by the applicant, upon an approved form and filed with the War Trade Board, stating that the original license has been lost or destroyed, and that no goods whatever have been shipped under said license, and agreeing that in case the original license is found the applicant will return the same to the War Trade Board immediately; and further agreeing not to ship or attempt to ship any merchandise under the original license, under penalty of the law.





HOW do you know it's apple season?

"Your Nose Knows"

By the appealing *Fragrance* of ripened fruit. Nature labels her most particular products with *pure fragrance*—to guide you to her best. Sight, sound, taste, touch, often deceive—pure fragrance *never*. Depend upon it. Trust it—"Your Nose Knows." The *pure fragrance* of a fine tobacco is Nature's infallible guarantee of smoke satisfaction—a guarantee to *you* personally, and—"Your Nose Knows."

Such a guarantee you will find in

Tuxedo

The Perfect Tobacco

Blue Grass sunshine and the soil of old Kentucky give the blended Burley leaves of Tuxedo that rich, *pure fragrance* which is so appealing, so satisfying. There is no fragrance like it—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.
INCORPORATED



Good Judgment Dictated 6c on Tom Keene

Why 6c—

It is a fact that cigar makers' wages are now the highest ever paid in the industry, enabling them to meet the high cost of living.

. . . . . .

It is a fact that tobacco, boxes, labels, freights, etc., have all advanced so that they have materially increased cigar costs.

. . . . . .

It is a fact that Uncle Sam has taxed tobacco $60,000,000. for war purposes in addition to the revenue taxes which still remain in force, and we all contribute our share—cheerfully.

. . . . . .

It is a fact that these advances in the cost of producing the Tom Keene Cigar must be met to maintain quality.



Branded—to protect you.

TOM KEENE

The Cigar made with good Judgment



Uncle Sam promises prompt delivery to his boys. It's good judgment to send them Tom Keenes.



DISTRIBUTOR'S NAME

This is the Opening Gun in the 1918 TOM KEENE campaign. First shot to be fired in over 50 of the leading Daily newspapers in the United States. Other forms of advertising will be used to supplement this campaign. The dealers who display TOM KEENES prominently in their show cases will secure their share of the increased demand caused by this advertising.

Dependable Cigars are *Now* 6c and 7c



WHITE OWL
Invincible shape
7c

OWL
Square end
6c



Banded and Branded
for your protection

Dependable Cigars
— — *what should they cost?*

Last year your lucky brothers enjoyed over 100,000,000 OWL and WHITE OWL Cigars. They paid 5c for OWL, Londres shape and for the Invincible WHITE OWL 6c.

To get really dependable cigars these experienced smokers gladly pay, today, 6c for the OWL. For WHITE OWL—7c. Aware as they are, of 1918 costs in cigar making they know that we could not continue to uphold OWL and WHITE OWL dependability and charge less.

For we constantly maintain for these two cigars a great store of aging leaf. And never does a bit of this leaf go into OWL and WHITE OWL until experts in curing say, "Now *this* lot has reached the very peak of mellow fragrance."

Such curing takes, on the average, 18 months. And it requires, friends, an investment of never less than $1,000,000 in idle leaf. And at some seasons almost $2,000,000.

OWL 6c

white OWL 7c

DEALERS: If your distributor does not sell these dependable Cigars, write us.

GENERAL CIGAR CO., INC., 119 WEST 40TH ST., NEW YORK CITY

THE MILLION DOLLAR CIGARS

The above is a reproduction of the first of a series of OWL and WHITE OWL advertisements which will appear in an early issue of the Saturday Evening Post. OWL and WHITE OWL will also be advertised in nearly 50 of the leading Sunday newspapers. Dealers—It will pay you to display these brands in your showcases.

Manufacturing Activity Evidenced By 1917 Foreign Trade

The 1917 activity of the manufacturers of the United States is evidenced by the fact that the value of manufacturing material imported in 1917 was double that of 1915. The value of manufacturing material imported, as shown by a compilation by The National City Bank of New York, in the calendar year 1917, was in round terms $1,800,000,000 against $957,000,000 in 1915 and $874,000,000 in 1914. Manufacturing material formed in 1917 61% of the total merchandise imported against 54% in 1915 and 49% in 1914.

Another evidence of the activity of the manufacturers of the United States in the year just ended, is found in the fact that the value of manufactures exported in the calendar year 1917 aggregated nearly $4,000,000,000 against $1,791,000,000 in 1915 and $974,000,000 in 1914.

Thus manufacturing material imported in 1917 was nearly double that of 1915 and more than double that of 1914, and manufactures exported were more than double those of 1915 and four times as much as in 1914, the year in which the war began.

These large increases in manufacturing material imported occurred in nearly all of the important articles of foreign production required in our industries. India rubber imports of 1917, for example, aggregate over 400,000,000 pounds against 270,000,000 pounds in 1916 and 221,000,000 in 1915, and the value in 1917 was approximately $240,000,000 against $160,000,000 in 1916 and $111,000,000 in 1915. Hides imported in 1917 show a slight increase in quantity when compared with 1915 but a large advance in total value, aggregating for 1917 over $200,000,000 in value against $173,000,000 in 1916, $127,000,000 in 1915 and $112,000,000 in 1914. Raw silk imports of 1917 show a total value of nearly $200,000,000 against $150,000,000 in 1916, $95,000,000 in 1915 and $93,000,000 in 1914. Wool imports of 1917 aggregate in value over $150,000,000 against $125,000,000 in 1916, $95,000,000 in 1915 and $58,000,000 in 1914. Tin imports of 1917 show a total value of approximately $70,000,000 against $56,000,000 in 1916, $39,000,000 in 1915 and $33,000,000 in 1914. Fibres show an aggregate value in 1917 of about $100,000,000 compared with $66,000,000 in 1916 and $45,000,000 in 1915. Raw cotton shows a total value for 1917 of approximately $46,000,000 against $26,000,000 in 1915 and $23,000,000 in 1914.

While some parts of these large increases for 1916 are due to higher prices, the quantities imported are in most cases much larger, especially when compared with 1915. Rubber imports for 1917 are nearly double those for 1915; silk about 25% more than in 1915; wool, despite the scarcity and extreme high prices, slightly more than in 1915 but less than in 1916, and hides slightly in excess of 1915 but below the total of 1916.

The share which the manufacturers of the country have in the foreign trade shows a marked growth as a result of the war. Raw material imported for manufacturing formed in 1917 43% of the total imports against 33% in 1914, manufactures for use in manufacturing 18% compared with 15% in 1914, and total manufacturing material 61% of the total imports of 1917 against 48% in 1914. Manufactures exported formed in 1917 66% of the total exports against 51% in 1915 and 47% in 1914.

The Dehner cigar factory at Burlington, Iowa, has been closed down since the holidays. This is the first shut-down for the establishment in a number of years. Concerning the delay in resuming work, the Burlington *Hawkeye* says: "The firm had a very heavy stock on hand, which was to be reduced. The plant was to be overhauled, and the painters have almost finished brightening up the rooms. Other improvements are planned, and it is the intention to resume operations within a week. The installation of machines for putting on binders is planned. The factory has been a union shop up to the present, and the relations between employer and employe have been all that could be desired. There are questions at issue now.

TEL. 7997 CHELSEA ESTABLISHED 1902

Heywood, Strasser & Voight Litho Co.

CIGAR BOX LABELS, BANDS AND ADVERTISING

ADOLPH FRANKAU & CO., Inc.

Selling Agents for Heywood, Strasser & Voight Litho. Co.
Cigar Box Labels, Bands and Trimmings of the highest quality.

HARRY PROCHASKA, MANAGER LABEL DEPARTMENT

Western Office: 30 N. La Salle St., Chicago, Ill. 26th Street and 9th Avenue, NEW YORK CITY

KELLY'S BOUQUET

A MILD CIGAR

MADE IN KEY WEST

Attractive Sizes *3 for 25c. to 3 for 50c.*

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

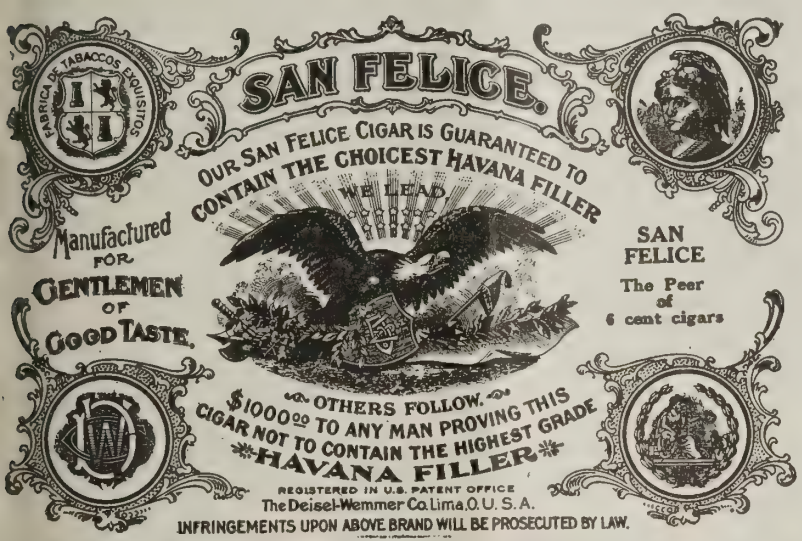
ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK

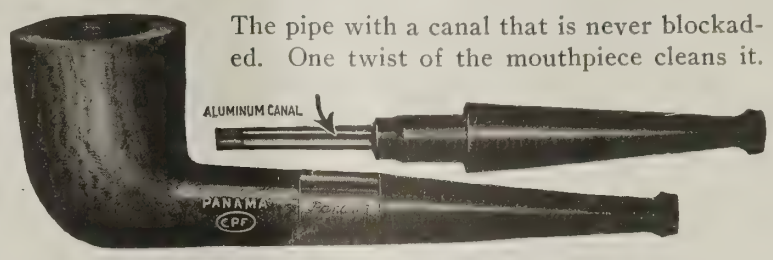


Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Office
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.

ESTABLISHED 1851

TRADE C.P.F. MARK

PANAMA



The pipe with a canal that is never blockaded. One twist of the mouthpiece cleans it.

THE FINAL WORD IN PIPE CONSTRUCTION. THE MERITS OF THIS PIPE ARE SO OBVIOUS THAT NO SMOKER CAN FAIL TO APPRECIATE THEM.

MADE OF GENUINE FRENCH BRIAR, MOUNTED WITH SOLID VULCANITE MOUTHPIECES AND HIGHLY POLISHED NICKEL BANDS.

Write for sample and price

KAUFMANN BROS. & BONDY

33 EAST 17TH STREET
NEW YORK, N. Y.

BETTER BE SAFEGUARDED

FIRE PROTECTION MAY FALL DOWN

(Copyrighted, 1918, by Elton J. Buckley.)

————, Ohio.

Please advise upon a dilemma in which we nd ourselves. We have a large double store ere which up to the time of a fire which we ad a few days ago, was crowded with a large mount of stock. Please omit names and ad-resses if you print, for certain reasons. The re almost completely destroyed our store nd contents, and the loss being several thou-ands more than we had insurance to cover. he reason was not having enough water for se by the fire companies.

Our town is supplied with water by a mun-ipal water company and we pay taxes for ater for all purposes. Owing to political oubles the town has allowed the reservoir nd plant to run down, and the supply of ater for all purposes, especially for putting ut fires, is not what it should be. The pres-ire at our fire was very poor and the conse-uence was that the fire got beyond the fire-ien, who worked manfully, and almost utted everything.

As we are taxed for our water supply, is ot the city liable for our loss, same being be-use of not enough water? It seems to the riter as if we had a good claim against the ty. We can produce all kinds of testimony om expert firemen that they would have put ie fire out a full hour before they did if they ad had enough water.

R. O. M. & Co.

This inquiry fits in well with an incident hich recently transpired with a client of ine, who was hesitating whether to install n expensive system of sprinklers in his lant for the purpose of automatically extinguishing fire. He consulted me about it, and after an examination of the law, I advised him to install the sprinklers, for the reason that in the average case a property owner who has a fire that is made worse by an insufficient supply of water, has no claim against a city water company. The law holds that since a municipal water company is performing a governmental function when it supplies water, it cannot be sued for cupplying it inefficiently or negligently. Perhaps the layman will hardly comprehend this, and even to lawyers it doesn't seem quite in accord with justice, yet it is the settled law.

It therefore behooves business people who dread fires to provide all the protection they can for themselves and not to depend too much on the city furnishing the protection.

It follows from what I have said that this correspondent cannot successfully sue his town for failure to give him enough water.

This is from a leading case:—

A municipal corporation (city, town, etc.) undertaking by the establishment of water works or through other means, to prevent destruction by fire of property of its inhabitants, performs a public or governmental function and is not liable to them for the burning of such property in consequence of a failure of such municipality, or any agency employed by it, to supply sufficient water.

And another case holds that

There is no liability even where the city has taxed the property owner for water, and where there was an understanding that there should always be an adequate supply for extinguishing fires.

The courts go to the utmost limit in protecting city water companies, even against the results of gross negligence, and even in protecting private water companies. In one case it was held that where a city granted a private water company a franchise, and provided by ordinance—to which the company agreed—that the company "should pay all damages that may arise to any citizen by reason of the company's failure to supply sufficient water to extinguish fires," the company was not liable where insufficient water aggravated a fire and increased the loss.

I was talking the other day with a wholesale merchant who does business in a town which brags of its public water company. It is such a good water company, and has such a fine supply of water that this particular business man carries about half as much insurance as he ought to have. I was able to enlighten him a little as to where he would stand in case he had a fire, and the boasted water system, just then, should break down. If I were a business man in a town which maintained its own water company, I should, if I knew the law, completely cover myself with insurance. Really, the business interests of a town or city which has a private water company are, if the company has made proper contracts with its subscribers, much safer than those served by city water companies. It is well established that a private water company which unconditionally contracts with consumers to supply them with sufficient water at proper pressure for fire purposes, is liable for damages where damage is suffered because of insufficient water or insufficient pressure.

Many Blanc & Co. Become Manufacturers

Chicago Distributors of Garcia Grande and El Dallo Acquire a Factory and Will Feature the Shrine Cigar—Dealers' Association Secures Many New Members —An Interesting Session—Thomas Describes Business as Being Good in Minneapolis—"Hold Up Men" Continue to Molest Merchants in the Windy City—Various Trade Items.

CHICAGO, January 30.—Many Blanc & Co. have purchased the Shrine Cigar factory and will enter the manufacturing field, featuring the "Shrine" label. The factory, located in the same building with Many Blanc & Co., will begin operations in a few days, with Mr. Issacson, the former owner, as manager. This house controls several well-known brands including El Dallo and Garcia Grande. Scarcity of goods and increased business prompted the firm to go into the manufacturing end, the products to be sold by the sales force. Complete support is assured by the local trade to Many Blanc & Co.

The Chicago Dealers Association met Monday evening at King's Restaurant. A luncheon followed the enrollment of many new members. Interesting speeches were delivered by L. Hoffman, Henry Kantor, Chas. Winkleman, Paul Drell, Julius Dulsky, Harry Janek, John A. Weber, Harry L. Harris, E. Rappaport, and S. M. Bernstein. A red, white and blue button, with the picture of an Indian in the center, is being made to be worn as an emblem by the members. A committee was appointed to see why cigar stores cannot remain open Mondays, provided heat and light are not used, and to find out why hotels, clubs, and drug stores are not included in the fuel order. A resolution was passed that a telegram be sent to Washington asking for a ruling on the matter. A big mass meeting will be called shortly to discuss the situation.

Carl Thomas, owner of a chain of stores in Minneapolis, and Sec'y of the Minneapolis Cigar Dealers Assn., paid Chicago a visit and reported good business in his home town. His association has 700 members and is steadily growing. While here Thomas kept in touch with Clark Cutler and F. P. Oakes. After looking at Gato's "Cressida" clear havana line, Thomas left an order and started back home.

The La Salle Sherman, and Morrison Hotel cigar stands, as well as the Schulte stores, were open Monday.

Frank Lopez, representing Garcia & Vega, who always finds this town a profitable field, paid a visit to our city and put up at the Illinois Athletic Club.

Frank Elliott, formerly with Park & Tilford, N. Y., and now handling the Cordero line, breezed into town.

M. E. Micko, of W. S. Conrad & Co., St. Paul, was here last week. Mr. Micko is secretary of this well-known Twin Cities jobbing company.

Prince Albert, in the 2 ounce size, is now on sale. It sells for 13 cents, two tins for 25 cents.

Cuesta Rey cigars have changed in price, and Thorwart & Roebling are advising the trade concerning the advance. Cuesta Reys are good sellers and can be found all over town.

A. L. Levy, the Garcia Grande traveler, is here. He found the distributors, Many Blanc & Co., very short on this well-known brand. Prices have increased on this brand and there is talk of selling the old 10-cent sizes for 11 cents to overcome the raise.

Morris Weiss, who represented the United Cigar Dealers Co. in the local market for a long period, has resigned and is now the manager of a large retail cigar store out in Logan Square.

The news that the Tobacco Products Corporation has acquired the business of the Falk Tobacco Co. came as a surprise to most dealers here. A few knew of the pending deal. The Falk Co. does a large business in this territory.

John King, of the Havana-American Co., took a run up to Milwaukee last week to look things over. John increased his business last year $180,000 over the previous year.

Another traveler to visit the "Cream City" was Ramon Dobler, who booked several fine orders for Park & Tilford.

The big express companies are limiting the collection of packages. "The Garfield Monday order affecting saloons has done the same thing."

L. C. Widduck, at 118 North La Salle street, has hung up a big sign calling the smokers' attention to the fact that they are closed on Mondays, "Fuelless Day."

Albert Ellinger, merchandising manager of the Boston Store, passed away at his home here a few days ago. He was 45 years of age. His reputation for merchandising was international.

Hats off to Wm. White, the new manager of Albert Breitung's store at 40 North La Salle street. White has a way of drawing and holding trade. And a big increase in business is noted at this place. Shown in fine window displays this week are the Statesman of Jeitles & Blumenthal, Henry Weaver from Heineman Bros., Baltimore and Club Quality, Mansart and Albrituna from Harris-Schwarz, Inc.

Pandora, the mild Havana from the factory of the Erlich Manufacturing Co., is advertised in the newspapers. Sprague Warner & Co. are the distributors.

The Hotel La Salle Company has filed papers at Springfield decreasing the number of its directors.

The Mayer Drug Co., of Chicago, has increased its capital from $2,500 to $10,000.

The Chicago Morning Telegraph, a theatrical newspaper, has been revived. This paper was founded in 1913 by Jack Lait and Thos. Bourke. It is published every Saturday.

All retail stores in Iowa except drug stores may be open from 8.30 a. m. to 5.30 p. m., the State fuel administrator has ordered.

"Smokey" Heilbronner, of Heilbronner & Jacobs of Philadelphia, "breezed" in before all trains were annulled. Havana Brown cigars are carried by several dealers.

Charles Daly, Wengler & Mandell's manager, was kept home for 10 days. Charlie suffered from an attack of la grippe. Business with this store, which is located at Madison and Dearborn streets, is very good, in fact January was far ahead of last year.

A firm that entered the retail game last year with three stores in the loop is finding the going hard and is trying to dispose of one of the stores. A deal is pending and details will follow later.

Tom Keenes are featured in newspaper displays and Owls and White Owls are securing a lot of attention through well placed advertising.

Cabarets are "up against it strong" these days. Besides having to close Sundays because of the State law, they must close Monday because of the Garfield coalless order. They must close Tuesday also if they make a covert charge. The attorney general has classed them as amusements with theatres, movies, dance halls and the like, and Tuesday is amusementless day.

The drug store of Newman Kohn at 3 West 75th street was held up and touched for $60. L. A. Eisenberg at 6527 Champlain avenue, had his drug store robbed.

The National Cigar Store located in the First National Bank building has a fine display of Valkyries. This is one of their leading sellers. Pipes of the better kind are featured in this progressive store. H. L. H.

ROPER GRANTS RELIEF

Commissioner of Internal Revenue Mitigates Hardships Excess Profits Tax Would Impose Because of Conditions Peculiar to Tampa Cigar Factories.

It has been customary for most of the cigar factories in Tampa to pay their executive heads only a nominal weekly salary, which has been entirely satisfactory to officers and stockholders but it is found that under the workings of the war excess profits tax the factories are paying an undue proportion of tax, compared with other corporations and partnerships. The matter was of such importance that it was taken up by Senators Fletcher and Trammell, assisted by Attorney Peter O. Knight, and brought to the attention of Daniel Roper, Commissioner of Internal Revenue. Mr. Roper has granted the desired relief, as shown by the following letter from him to Senator Trammell:

"My Dear Senator: I have the honor to acknowledge your letter of the 8th instant, with which you forward a letter from P. O. Knight of Tampa, with regard to the matter of making reasonable salary allowances for the supervisory heads of concerns manufacturing cigars in Tampa, Fla.

"It appears that a peculiar condition has existed and still exists in regard to the payment of salaries to the individuals in question. The great majority of the manufacturers are Spaniards, and the bookkeeping methods and the manner of transacting business are distinctly Spanish. Some of the concerns are corporations, others are partnerships. It has been the custom to pay the executive heads and officers a nominal sum each week, exactly the same as if these officers were employes only.

"In the past this practise has made no material difference, inasmuch as the earnings of the manufacturers have been distributed to the owners of the business who are all actually engaged in the business. Now, however, a condition exists which may have the effect of working a hardship on these concerns in comparison with other corporations and partnerships. That is the war excess profits tax imposed by Title II of the Acts of October 3, 1917, is of such importance that unless the acting heads of the business are allowed a reasonable salary to be charged against expenses in preparing the return of annual net income, those manufacturers will be subject to a tax not at all in proportion to the real earnings on the business.

"The information submitted in this connection has been given very careful consideration, and I agree with you and Mr. Knight that the peculiar condition referred to is one that needs relief, and you are informed that it is not considered illegal or improper for either corporations or partnerships to pay salaries to their officers, provided such salaries are based upon actual services rendered in behalf of the corporations or partnerships and in no particular to be based upon the capital invested in the business by such officers.

"In the event that such salaries are properly established, deduction based thereon will be allowed in ascertaining the net income of these concerns, not only for subsequent years, but also in the return filed for the year 1917, which should be filed on or before March 1, 1918.

"Sincerely yours,

"D. C. ROPER, Commissioner."



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

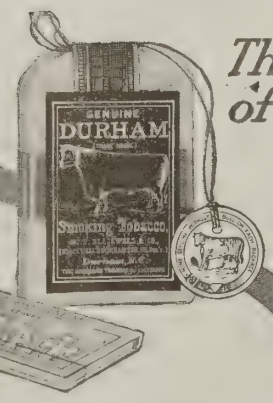
You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO





The "Makings" of a Nation



A Suggestion To Pipe Smokers

Just try mixing a little genuine "Bull" Durham tobacco with your favorite pipe tobacco—it's like sugar in your coffee

Guaranteed by

The American Tobacco Co.

INCORPORATED

"The Makings of a Nation" — Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" — Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

"THE UNWELCOME CENT COMES TO STAY"

Esberg Wins Two Suits of Clothes—Cigar Men on the Pacific Coast Have Ascertained the Value of the Penny—Improvements and Expansion at M. A. Gunst Headquarters—Ehrman Bros. Report Excellent Business—Advantageous Advertising for Six Cent Cigars

San Francisco, January 30.—The people are getting used to the Six Cent Cigar, or perhaps it may be expressed better in the language of Mose Gunst, the veteran cigar man of the Coast. "The unwelcome cent has come to California to stay," he says. "The cigar man, by necessity, has learned the value of the penny,.and he has found that he can give the consumer his money's worth in a way that he could not do before." Edward A. Cohn, sales manager of the General Cigar Co., says, "It is all a matter of getting the penny habit. The women get it first and the men follow. The war is giving us all the penny habit." Cohn said that the increased cost of tobacco and labor together with the war tax made it necessary to use the penny. When it was first under discussion cigar men said that the men of this State would not use the penny and that sales would fall off at least 35 per cent. Milton Esberg, vice president of M. A. Gunst & Co., was the only one, according to Cohn, who thought it could be done and he won two suits of clothes from his associates on the question, for experience has demonstrated that thus far no difference in sales is shown by the books. "Smokers are getting used to paying six cents," says H. L. Judell. "The Tom Keene and T. & O. are just as much in demand at the increased price as formerly." Other dealers are as emphatic as the above and it would appear that the Odd-Penny cigar has won its way in this territory.

The M. A. Gunst Branch has leased the premises adjoining its headquarters on California street, which will give the store 5,000 additional square feet of space. The new quarters will be used for the offices of the executives of the General Cigar Co., and of the M. A. Gunst Branch, as well as the executives of the retail department of the Gunst Branch. It will contain a large meeting room for the salesmen as well as the stationery and supply department. The vacated portions of the present store will be devoted to a large wholesale salesroom and the accounting department will be greatly enlarged. The mezzanine floor will be given over to the window department.

B. Mersky, the prominent jobber, who was sued by his nephew, Fred Mersky, for an accounting on allegations of partnership, has been given judgment on the ground that no partnership existed.

Ehrman Bros. & Co., report that business is excellent with them. They have no difficulty in selling goods and their main trouble is in making deliveries. The firm is oversold in ten cent and three for a quarter cigars and in the Santaella, Optimo and Roi Tans.

E. A. Goodwin, 322 Market street is making a fine window display of Isabella Manila cigars, and reports that the sale of the cigar which he is featuring is growing to immense proportions.

Phil Conradi, Jr., of Phil Conradi & Son, has just returned from a very successful tr through the northern part of the State. H leaves for the States north of California ne week and will extend his trip into Briti Columbia.

Eddie Allenberg, salesman for E. Golinsk & Co., one of the best known men in th trade, was stricken with appendicitis at Sa Jose recently and brought to this city whe he was operated on. He is reported to b progressing finely.

Arthur Meyers, Pacific Coast agent for th Humboldt cigar, is visiting the trade in th interior of the State.

Advices have been received here giving n tice of an early advance in the price of cle Havana goods.

That Government control of the railroa has its advantages is demonstrated in a shi ment of cigars which recently reached H. Judell & Co. The shipment was billed over t Santa Fe and arrived over the Western P cific. By thus diverting the shipment th Government landed the shipment in this ci in remarkably short time from the east.

C. Webster McCormick, representing Pendas & Alvarez, writes that he is enjoyin the climate of New York in a blizzard. Po sibly the genial C. Webster feared a censo would hold up his mail if he admitted that h longed for California's sunny skies.

The Judell salesmen are sending in reco orders on the In-B-Tween cigar, probably o account of the advance of that cigar to th $37.50 class on February 1.

The advertising campaign to popularize th 6 cent cigar is continuing vigorously in th local papers and is apparently effective.

Frankel, Gerdts & Co., are preparing to pu out a new size of the El Carmino Real, clea Havana cigar to sell at ten cents straigh

(Continued on page 25.)



THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS

NEW YORK MONTREAL, CANADA

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?

Tin packages for all uses,—metal signs, tin tags, and Novelties.

Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

TAMPA DISAPPOINTED

Id Not Get Naval Base—But Cigar Production Increases—Stamp Sales for January Jump Up.

TAMPA, February 2.—Of interest to cigar anufacturers and tobacco dealers generally, the announcement, made yesterday, that ie Atlantic Coast Line railroad will discon- nue its fast train, the Tampa special, run- ig between Tampa and Jacksonville and onnecting with large cities of the East and Vest. The train is discontinued in order to ieet the government's need of engines for he hauling of war supplies. The discontin- ance is effective Sunday night.

Tampans were greatly disappointed late iis week over the announcement, from Vashington, that the report of the Naval ase Commission relative to the establish- ient of a naval base on the Gulf or Southern tlantic coasts would not be favorable to iis city, the report favoring the Virgin slands, it is said, instead. The fight in be- alf of Tampa will not be given up, however.

Internal revenue collections for the month f January amounted to $109,553.67 as com- ared with $88,910.67 for the first month of 917. The increase is due to increase in cigar roduction. A falling off in customs receipts or the month was shown, however, the rec- rd being $153,381.76 as compared with $211,- 88.78 for 1917.

Cigar manufacturers and other visitors to ie city will be pleased to know that signs or the designation of many important streets ave recently been ordered by the City ouncil.

The rush on at the various factories is hown by the internal revenue receipts. Quite number of manufacturers, however, have as et not raised their prices, as a result of which he question is still being agitated. Those ho have made increases contend that they re absolutely necessary for making the busi- ness profitable under the present conditions.

George Leon of the San Martin & Leon factory, has moved his family from Havana and will remain here permanently.

Matthew W. Berriman of Berriman Bros., is still detained by business at the New York office of the firm.

Gerome Regensburg of the Regensburg factories, who has been in New York since the holidays, is expected to return shortly.

Ben Cosio of the Jose Lovera Company, has returned from a trip to Havana.

Arthur Goehring, western representative of Balbin & Co., who has been in the city for some time, leaves tonight for Salt Lake City.

SAN FRANCISCO PICK UPS

(Continued from page 24.)

instead of two for a quarter.

The William Cluff Co. is making extensive alterations to its cigar department, enlarging it and putting in new fixtures.

The Natural Cigarette is now out in a new 25 cent package with 16 cigarettes in each.

Clarence Mahlman, formerly salesman with Sam Israel, is now in France with the American troops. He is sergeant with the Quartermasters department.

Sam Israel has taken over the distribution of 5 cent candy packages made by the California Candy Co. among the cigar dealers of the city.

Federal Judge Van Fleet has decided the injunction suit brought by the United Cigar Stores Co. against L. W. Martin and others enjoining them from using the names of the United Cigar Sales Co. and the United Cigar Premium Co.

G. W. Whitaker, president of the John Bollman Co., Branch of Liggett & Meyers Tobacco., was married on the 15th inst. in Pittsburgh to Miss Edith Lombard. He will return to San Francisco with his bride about the middle of February.

USED A WASTE BASKET

To Conceal Stolen Cigars and Cigarettes—Rothenberg & Schloss Looted of Thousands of Dollars Worth of Goods.

How five men are said to have systematically looted the Rothenberg & Schloss cigar stores at Springfield, O., of thousands of dollars' worth of cigars, tobacco and cigarettes was revealed at police headquarters after the arrest of two men at a cigar store at 18th street and Grand avenue by City Detectives Paul Wirtkam and Edward Smith.

The plan followed by the accused men, according to a confession made by one of them, was for a clerk in one of the stores to drop cigars and cigarettes into a waste basket. Then the porter would empty the basket into a trash can. Later the fireman, who was supposed to burn all trash, would sort out the tobacco and call an expressman, who carted the loot away and concealed it. At auspicious times the cigars and cigarettes would be sold to saloonkeepers and other dealers. One saloonkeeper, who is said to have bought some of the cigars, will be cited to appear before the police board.

Says the *Herald* of Quincy, Ill.: "Walter H. Levi has accepted an offer made him by the directors of the Illinois State Bank under which he will take possession of the cigar stands and billiard hall in the bank building at Sixth and Hampshire. The furniture and fixtures are in place, just as before Mr. Enlow made assignment as an insolvent, and will be used by Mr. Levi, who will take from his establishment at 611 Maine street only his stock. He is negotiating for the sale of his furniture and fixtures there, and the store is not likely to be closed, or, if closed, to remain in that condition only a short time."

BOSTON'S CHIEF WOE IS A LACK OF COAL

Cigar Dealers Scrupulously Obey the Closing Order

BOSTON, February 4.—The Monday closing order has been obeyed to the letter by all here in Boston; no cigars could be purchased except where food was served.

The United Cigar Stores Co. had a special deal on Saturday, on all their merchandise, offering extra amounts of certificates with all purchases; the clerks got after each customer, advising him that he must buy his smokes that day, or he would go smokeless on Monday. This advice was also given by the independent stores and reports are to the effect that the total sales amounted almost equally to a two-day business.

Jobbers' salesmen, who formerly took Saturday as a holiday, are now calling on the trade and spending Monday at headquarters instead of Saturday.

King Coal is supreme in Boston this week. The shortage is greater now than at any period this winter, owing to the continued freezing weather; the coal barges have been stuck in the ice and can't get around the Cape. Schools and office buildings are closed.

Embargoes have tied up shipments coming from the South. The United States Tobacco Co., J. G. Dill and Larus Bros. Co. have received but little merchandise the past six weeks. Jobbers are short of cigarettes and tobacco.

Pippins and Totems are sold to the retailer so he can retail them for a nickel. How can these long established brands, made in Boston, bearing a Union Label, be purchased for five cents? How can the manufacturers do things that other concerns cannot or will not do, where labor is cheaper? That's their business. One does not know how much they are making, or how much they are losing, but they go on filling orders at these prices.

Jobbers' salesmen are worn to a frazzle trying to explain why their brands must be sold for six cents. The six cent proposition will not be an entire success until all brands are being sold at a six cent price.

The many friends of Fred Baker, of Baker Bros., extend their sympathy because of the death of his infant son.

The bursting of a hydrant on Devonshire street flooded all the cellars on Dock Square, causing considerable damage to the stock of M. Roitman, the Dock Square retailer and jobber.

R. M. Ellis, vice-president of the Tobacco Products Co., was a recent visitor.

Superintendent Pearson, of the United Cigar Stores Co., who has been confined to his home on account of illness, is back on the job again.

Reed Estabrook, of Estabrook & Eaton, passed the examination for a commission as an officer in the Aviation Corps.

Frank Taylor, of the selling force of C. B. who enlisted in the Naval Reserve, had shore leave last week, and called on some of the boys. Frank says selling cigars is a Sunday school picnic in comparison to the job he now holds down, manicuring decks and shampooing coal barges. He says he takes a lot of orders each day from his superior officers, which reminds him of the selling game.

Walker-Rintels Co., in their Summer street store, are featuring the brands of Wood, Pollard Co., who closed up their store on the next corner recently. Manager Bailey, formerly of the cigar department of Wood, Pollard, is selling to box trade.

Frank Taylor, of the Selling force of C. B. Perkins Co., is on his regular Vermont tri; he took along his own coal.

Baker Bros., the Broad street jobbers, a now handling the Philadelphia hand made si. cent cigar of Bayuk Bros.; this concern al has the Prince Hamlet line, that is makin some noise in the section.

The Marie Antoinette, the cigar par exce lence of Emil Kleiner Co., New York Cit made a big hit in the special holiday package This brand is in demand in the best and mo select clubs.

The Boston Druggists' Association cho Charles C. Hearn as president for 1918 at i annual meeting held recently at Young Hotel. The other officers are: Treasurer, Herbert Packard; secretary, Harry C. Wig gin; executive committee, Prof. E. L. Patc Charles F. Ripley, H. E. Bowman, A. H. Bar lett, William S. Briry, F. W Dolbier and Fre L. Carter.

Prof. Julius A. Brown, of Columbia, durin a speech at the meeting, discredited repor to the effect that United States forces abroa are not living clean and wholesome lives, an said that the troops are in the best possib condition, physically and morally.

One of the largest business deals which ha been consummated in Memphis for some tim was effected in the consolidation of two whol sale houses—the Fanning-Hay-Hart Co. an the Enochs-Edenton Co. The concerns hav a combined capital stock of $60,000, and will b directed by the following officers: Presiden J. W. Enochs; vice-president, Will C. Far ning; secretary and general manager, Wi W. Hay. The style of the new concern i the United Grocery Co., for which a charte has been applied for from the State.



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St

TAMPA, FLA.
BONDED

CABLE ADDRESS
"PAVO, NEW YORK"

OSCAR PASBACH, PRESIDENT
J. A. VOICE, SEC'Y & GEN'L MANAGER

"EVERYTHING THAT'S LITHOGRAPHED"

PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
CATERING TO THE CIGAR & ALLIED TRADES
MAIN OFFICE & FACTORY
25TH ST. COR. OF 11TH AVE.
NEW YORK CITY.

Our new machinery and additional facilities *now* makes possible the highest grade American workmanship, lowest prices and prompt service.

Let us prove it.

WESTERN BRANCH:
30 EAST RANDOLPH STREET, CHICAGO, ILL.
John B. Thatcher, Mgr.

GARCIA GRANDE'S undeniable mildness is associated with the distinctive quality of Vuelta Abajo tobacco.



When we originated the *Garcia Grande*, we gave the world a real mild Havana, a large cigar, a good cigar that could be sold for a moderate price. The *Garcia Grande* represents the triumph of a new idea.

The *Garcia Grande* has attained a national distribution, not through extensive advertising, but strictly on its merits. It has developed continually increasing sales in all parts of the country. The fact that it appeals to everyone who likes a mild Havana, makes the *Garcia Grande* a brand that both the jobber and retailer may depend on for steady business.

J. KLORFEIN
Manufacturer
476-478 Broome Street—New York—62 Wooster Street

DARWIN R. JAMES DOES IT

(Continued from page 10.)

mainly in drug stores. Adams, however, also had a pepsin gum, which logically reserved it for a place in the big push to come.

Looking about in the shop for the logical choices for their cardinal brands, the new managers decided upon Chiclets, which, in a considerably altered form, they decided to launch under the combined appeal of a candy and gum in one; Adams' Black Jack, because its licorice element made it a logical brand to push in winter, on the ground of the medicinal properties in licorice; Adams' Pepsin, a peppermint gum that already had a good name and approximately a national sale, in which the digestive point afforded possibilities in the light of Beeman's experience; and Primley's California Fruit, a flavorable gum in which they recognized a powerful chance for an appetite appeal to women.

There were any number of minor brands, unknown save in extremely restricted territories. Some of these were discarded forthwith, but others, because they enjoyed a constant and inclusively profitable demand, were allowed to stand as "bread-and-butter" sellers.

Before starting any national sales plan, however, the several plants were put upon a basis that would allow for the manufacture of the several leaders in the company's different factories all over the country. To do this necessitated considerable liberties with the size and shape of the packages in which the goods had previously been sold—no such liberties, however, as were taken in the package design embraced in the new selling plans. Machinery was installed that, because of this standardization of package methods and sizes, made it possible to produce any of the contemplated leaders in any of the plants.

It was a radical departure, one that the "crank" on the subject of good will might have considered suicidal—that taken in this very matter of package design. We have mentioned that what the new management had found was a total lack of brand relationship when it came in. What it sought for immediately, as Mr. James explained, was a common denominator, a base for all the company's products, that would identify every product and every advertising effort as of the company while in no way disturbing the value of the brand name.

With the package sizes now standard, radical changes were next made in the design and coloring of the wrappers. Perhaps the most extreme step taken, and one over which the old-timers were wont most to shake their heads, was that in regard to Primley's California Fruit gum. This brand was chosen for national exploitation, as explained, because of its appetite appeal possibilities, and because it was felt that it would appeal to women particularly. The well-known Primley name, a powerful trade factor in many ways, was first eradicated nevertheless, and that of Adams replaced it. This was simply because it was felt that if the unification plan was to carry through to success, there must be no compromise that would in any way tend to obstruct this objective. Compromise had failed originally. Under the new plan the name of American Chicle founded on the house of Adams was the focal point for all subsequent efforts, and therefore this brand proves an ideal case in point of what the new plan has sought to accomplish, namely, the establishment of a base without radical disturbance of the brand name. California Fruit with all its trade and consumer associations was retained, and the name of Adams, with no less of a trade influence, substituted for the name of Primley to meet the new scheme of things. The physical operation no doubt carried its painful features, but was regarded as necessary for the corporate good.

The change in wrapper design, again, was decidedly radical. The original had been a sort of corrugated silver foil with bright and unattractive red letters. In its place was substituted a soft gray lithographed paper wrapper with a blue border and the name Adams, subordinate to the brand name in white, with the new trade symbol in blue, white, red, yellow, brown, green and blue piles of fruit that start the mouth to watering at first sight.

This was one of the most sweeping transformations enacted and is representative of similar action with regard to other packages, on all of which the double-peaked trade-mark device was introduced. The Chiclets package, for instance, was changed from an apple green to a soft pastel shade of the same color. This brand also assumed the name of Adams, and the product itself was changed; the unit was enlarged, and its color changed from a dirty gray to clear white.

Color, so far as possible, was used in a package to represent the flavor of the gum so contained. Adams Clove has a fiery orange-colored wrapper that suggests the flavor of clove—"takes the breath away" is the *double entendre* of its slogan. Adams spearmint has a cool combination of black and green, and the Black Jack package has an oval black welt on a field of blue.

The Beeman package perhaps escaped with fewer changes than any other, the principal elimination being the mass of black line scroll work that cluttered the original design, and the substitution of a half-tone photograph of

(Continued on page 34.)

FROM THE FIRING LINE

Personals and Trade Jottings

It is said there is enough coal in the world to last 4,000 years.

—

Distilled spirits paid $31,003,348 in taxes to the Government in 1917.

—

Leopold Powell & Co. find trade very good for this time of the year.

—

It is said that more than ten million Lucky Strike cigarettes are sold daily.

—

John McCoulch opened the Isador tobacco warehouse at Deerfield, Wis., last week.

—

The cigar business of Max Finsterwalder at Rice Lake, Wis., was recently destroyed by fire.

—

J. L. Hoffman, Vice-President of the Falk Tobacco Co., spent the week end at Atlantic City.

—

The cost of collecting the internal revenue of the Federal Government last year was $9.51 per $1,000.

—

The Pryor Plunles Cigar Co. has been incorporated in Wilmington, Del., with a capital of $25,000.

—

O. H. Dailey & Co., wholesale dealers in cigars at Kokomo, Ind., have increased their capital from $100,000 to $150,000.

—

The Hartford *Courant* says: "It is whispered in New York that United Cigar Stores Co. may declare an extra dividend on the common."

—

Zeia Bey, who was connected with Pera Cigarette Co. for several years, is now employed by the Equitable Trust Co. of New York.

—

The retail cigar department of Byers & Wileman's Smoke House at Ironton, O., will soon become an agency of the United Cigar Stores Co.

—

Accompanied by Mrs. Kelly, Edmond Kelly of Horace R. Kelly & Co., the big Manila importers, sails from San Francisco this week for the Philippines.

—

John Moriarity, sales manager for Old King Cole Cigar Co., is said to have the highest salaried secretary in the cigar business. She is Miss A. L. Moran.

—

Charles W. Jaynes, secretary and treasurer of the Haviland Tobacco Co., of East Windsor, Conn., has been promoted to be first lieutenant of B Company, Conn. H. G.

—

Acker, Merrall & Condit Co. have taken over the cigar department of the Hotel Ansonia in New York, adding another excellent location to their long chain.

Sherman Coe, manager of the cigar department of Acker, Merrall & Condit Co., is back at his desk again after being confined to his home by illness for a week.

—

A. Froehlich, representing Sam'l I. Davis y Ca., is now in Chicago, from whence he will journey to the coast. M. Levy left town last week for a trip through the south.

—

Welcher Bros. have been somewhat handicapped by the lack of heat. Business has been excellent, and at the present time they keep a force of approximately 125 people busy.

—

W. W. Weeks, representing the Benito Rovira Co., is in Detroit. R. F. Donovan, having completed a trip to St. Louis, went to Minneapolis. The factory will be oversold for some time to come.

—

Strand cigarettes are found now in many of the cabaret places in New York City. Simmons and Schwartz secured many new orders. A Strand representative now is on the road out West.

—

Benito Rovira of the Benito Rovira Co., who has been in Havana for a short time will go to Palm Beach in a few days. While at the famous Florida resort he will stop at the Royal Ponciana.

—

Theodore Photiadis, manufacturer of Bankers Special cigarettes will not renew his lease at 114 Fifth avenue, New York, but will seek other quarters suitable to his business in the same neighborhood.

—

Blinder & Forstein have incorporated their cigar and stationery business in New York City with a capital of $5,000. The incorporators are A. Bernardik, M. Forstein and S. Blinder, of 575 West 175th street.

—

Wm. Ravin, who used to pore over the ledger for Welcher Bros., has arrived in France with his regiment. Reports coming back to New York say that William has been very much impressed by Paris.

—

Victor Thorsch, of T. J. Dunn & Co., has left the Pacific coast and is headed for New York. During the latter part of this week he will reach Omaha. Wm. Catlin is calling on the trade in New York state.

—

B. A. Hamilton, representing Wm. Glaccum & Sons, is camping on the trail of business in old New England. R. F. Peyton is taking in Missouri and Chicago, and W. M. Simpson is handling the trade on the coast.

—

Among the millionaires working for the U. S. Government for "a dollar a year" is Jesse Jones, owner and proprietor of the great Rice Hotel at Houston, Tex. He is director general of the military relief of the Red Cross Society.

—

The Strand Cigarette Co. is sending out an attractive calendar featuring a young lady offering a cigarette to a Mexican parrot. The calendar is a product of C. A. Birchfield of Birchfield & Co., well known studios 110 W. 40th street.

—

George F. Givens, formerly of Elmira, who has been manager of the Corning branch of the *Advertiser,* has resigned. He will devote his time to the conduct of his business. He operates the cigar stand at the Dickinson House in Corning, N. Y. At the present he is ill.

—

Wm. Best, Jr. and Frank Harwood of the General Cigar Co. returned to the New York office Monday, after spending two weeks on business in the West. Mr. Best went to accelerate the sales department and Mr. Harwood to look after advertising for the company.

—

E. Popper & Co. have felt the effects of the coal shortage, but they have not stopped to worry over it, for they have been doing a big business. Three of their men are now on the road. Henry Risenberg is in Chicago, Sam Adler is in Rochester, and L. Gerhard is taking care of Hoboken.

—

All the salesmen for the Falk Tobacco Co. have been called to the home office to receive instructions. Among them are A. Mendelsohn, Cleveland territory; Bob Brunton, Chicago; W. Meyers, Boston; A. Berkowitz, Denver; all have arrived in New York.

—

Theodore R. Hitchner, of Bank street, Bridgeton, N. J., who was employed by Hurff & Haines for seven years, then by W. G. Sutton & Sons and the Osborne Tobacco Co., has leased the store of Mrs. E. E. Lessig, corner of Pearl and Commerce streets, Bridgeton, and opened with a full line of tobacco and cigars.

—

The Civilo Fernandez Co., of Milwaukee, hereafter will be known as the Mi Carmen Cigar Co. The following officers were elected: President, W. P. Vollert; vice-president, Dr. G. A. Kletzson; treasurer, Civilo Fernandez; secretary, E. W. Cooly. Directors are: W. P. Vollert, Dr. G. A. Kletsch and Civilo Fernandez.

—

State and city officials in Cleveland, Wednesday a week ago, were investigating a blaze in a two-story brick business building at 419-23 Eagle avenue, which did damage estimated at $25,000. The fire broke out at midnight Tuesday and continued six hours. The building was occupied by the Adler Co., liquor dealers, and N. S. Metchalovitz, cigar manufacturer.

—

A. T. Frost, a druggist in Clinton, Mass., who some time ago placed a barrel in his store in which customers might drop packages of cigarettes and tobacco for men in the service, both at home and abroad, has emptied the barrel and divided the contents into two parcels;

ce for the boys at Camp Devens and the other f· Clinton young men with the 101st Regiment in France.

—

Flames swept store and dwelling at 1340 Suth Fifth street, Philadelphia, Sunday. First flor of structure is the city store of Benjamin Slomon. Home of Joseph Sibing, at 1338 Suth Fifth street, was damaged by water, and t: garage at 1334 South Fifth street was t·eatened. Building in which the blaze s rted was completely gutted. Damage will b several thousand dollars.

—

George A. Viehmann has leased his valuable lsiness property at the corner of George and l terson streets, New Brunswick, N. J., to the luited Cigar Stores Co. for a term of twenty yrs, from May 1, 1918. The United Cigar Sores Co. has had a branch in this location for sne time. Whether it will make any changes i the property, which includes the Great Atlntic & Pacific Tea store, is not known.

—

Raymond Steber, son of F. A. Steber, who vis making the well known Steber cigar up to t: time of the strike two weeks ago, will open a factory this week at Sinking Springs, near Reading. He closed down his factory in Oil (ty last fall because of "war conditions." The rove may mean that the elder Steber, who roved to Reading and back again three years ·o, will again transfer his factory there.

—

A plea of not guilty to a charge of violating te Garfield fuel order was entered by H. DeForrest Wheeler, manager of the United Cigar Store at 229 South Warren street, Syracuse, N. Y., when arraigned before United States Commissioner L. Earl Higbee. Mr. Wheeler waived examination and was held in $500 bail to await action of the Federal Grand Jury, which will meet in Albany in February. The bond was furnished by Arthur E. Hopkins.

—

The F. D. Grave cigar factory on State street in Hartford has not been sold. When questioned concerning the rumors that he had sold his plant to the American Tobacco Co, Mr. Grave said: "There have been rumors to that effect. But I am not responsible for those rumors. There is not a word of truth in such rumors. As far as the strike of the cigarmakers is concerned there is no telling when it will end. No conferences are in sight with the strikers, as far as I know."

—

In the Nyasaland protectorate, East Africa, while there was a considerable extension in tobacco growing by the natives, the total area under this crop declined from 9,042 acres in 1915-16 to 7,484 acres in 1916-17. Notwithstanding this falling off in acreage cultivated, the exports rose from 3,706,203 pounds (valued at $450,910) to 4,304,124 pounds (valued at $546,610). It is estimated that the Nyasaland crop amounted to 500,577 pounds of cured tobacco.

—

One of the most notable banquets ever held in Mobile was that tendered recently to George Gordon Crawford, head of the Chickasaw Shipbuilding Co., a subsidiary of the United States Steel Corporation. The company recently completed in Mobile an immense ship building plant, and nearly 200 of Mobile's leading business men were so proud of this acquisition to the industries of their city that they had Proprietor S. H. Peck, of the Battle House, go to the limit in a banquet testimonial.

—

George Themelis and Harry Noble, of Themelis Bros. Co., were in Albany last week. They met with splendid success, placing Rose Tip cigarettes in the principal places in that city. In New York the demand for Rose Tip cigarettes is growing so among the fashionable set that the factory finds difficulty in getting sufficient roses. They have to send a messenger two or three times a week into Philadelphia to obtain the kind and quantity required. Lately Themelis Bros. Co. was able to procure some of the finest Turkish tobacco ever brought to America.

—

If you ever ran a Ford you will appreciate this one: Traveling men are wont to tell about the horrible things they run into and over during their voyages, but Ted Lyman, of the W. Duke Sons Tobacco Co., has 'em all beat. He had occasion to go down through the Florida Everglades last week, and when he got out, his reports about high water on the roads was terrible. He said it was so bad in some places and the water so high that he had to run nine miles on low gear with his feet up on the windshield of his car to keep them from getting wet. When some one asked him who held the low gear pedal, Lyman vanished.

THE
NEW BACHELOR



T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City



No. 525. Capacity, Top 50 Cigars, Drawer 300 Cigarettes.

HUMIDORS

Please place your orders now for immediate shipment

Your Railroad may place an embargo on freight for a few weeks

Bubeck & Guerin, Inc.

161-163 W. 18th St. -:- New York City

All Progressive Dealers Read TOBACCO

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

CIFUENTES, PEGO Y CA., 172 Industria Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

E. C. McCullough & Co.

IMPORTERS OF

MANILA TOBACCO and CIGARS

20 Broad Street

New York, N. Y.

Trade News from Near and Far

Albert Falk, president of the Falk Tobacco Co. was in Boston this week.

—

R. E. Ellis, vice-president of the Tobacco Products Corporation, leaves this week for a western trip.

—

J. Culver Wolfe of the Waldorf Astoria Segar Co., will be in Cincinnati and Indianapolis next week.

—

C. B. Cameron of the Waldorf Astoria Segar Co. is in Chicago this week. He will be in Minneapolis and St. Louis next week.

—

Antoine Brunnella has been elected president in America of the International Geneva Association. He was born in Italy, in 1882.

—

J. L. Hoffman, vice-president of the Falk Tobacco Co. will leave in about ten days for a trip that eventually will take him to the Pacific.

—

George L. Storm, president of the Tobacco Products Corporation, and J. M. Dixon, vice-president, have returned to New York from a trip to Richmond.

—

J. Herbert Brewster, proprietor of the Burkehaven Hotel, Lake Sunapee, N. H., is now managing the Hotel Victoria, Springfield, Mass., described as "Springfield's new hotel."

A report just received from Manila states that not a little tobacco of the 1917 crop is somewhat musty. The unaffected part of the crop is declared to be of high quality.

—

Henry Tepe, who ran "Henry's Bar and Hotel" in Paris, a great hang-out for American tourists, recently committed suicide by leaping from a window of the fifth floor of his hotel.

—

Leon Schinasi, president of Schinasi Bros., now has charge of the Zig-Zag Cigarette Papers made by Braunstein Freres, for which the Tobacco Products Corporation is sole agent in the United States.

—

At present, the demand for Manila cigars in the United States considerably exceeds the supply. One of the big importing houses received mail orders this week amounting to more than a million cigars.

—

Granted a furlough, Melville Tannenholz came from Camp Gordon to New York, Thursday, for a short stay. The young soldier, a member of the firm of Tannenholz Bros., was warmly greeted by many friends in the cigar trade.

—

Business with the large cigar importing concerns is feeling the effect of the fuel administrator very materially. Many banquets scheduled have been suspended chiefly on account of the War and therefore it affects imported cigar business very considerably.

Kraus & Co. of Baltimore, are about place on the market a new packing of th popular In-B-Tween brand. In a tin contai er will come 100, the cigars being wrapped foil, five to a packet, each packet to reta for 25 cents. Beach & Glenn are distributo for New York and New Jersey.

—

Ike Steiner, of Wm. Steiner & Sons, wi has been on the road during the past sev years, has returned to New York to cov metropolitan territory again. He will call the trade formerly visited by Henry Plat who is no longer connected with Wm. Stein & Sons. Ike Steiner has many friends he and all will be glad to greet the representati of the old reliable lithographic house.

—

As *El Tabaco* of Havana says it: "T steamer Morro Castle, of the Ward Line, le behind 1,713 packages of leaf tobacco, no withstanding that the custom house clea ances had been made, but as per orders of th head office in New York, the steamer had leave at once for Nassau, without being ab to take all the cargo engaged for New Yor The worst part is that the steamer Mexic which left a week later, only carried t bales, barrels and packs which the Mor Castle could not load, as she had to take aga a full cargo of sugar, according to superi instructions. The steamer Esperanza, whi should have arrived from New York on h schedule time last week, has not arrived y So it can be seen that our shippers ha enough difficulties to dispatch their goods.'

PROPER PUNISHMENT

Dnanded for Thieves Who Steal From Trucks—Merchants' Association Protests to District Attorney Swann.

The Merchants' Association of New York hs always been active in urging the prosecuton of thefts of merchandise from trucks or fm warehouses. On several occasions it has ben of assistance in pushing the prosecution o such thieves.

These thefts amount to a large sum annually ad lax prosecution encourages their repetition. The association has sent the following letter to te Hon. Edward Swann, District Attorney of te County of New York:

"We wish to call to your attention the folwing case now pending in Judge Rosalsky's Court.

"In July last a man named Jacob Goldberg, lving stolen a parcel of silks, was arrested ith the property in his possession and identifd on the spot by the clerk from whom the roperty was stolen. He was held by the Grand ry under bail of $500. The case was on the lendar of Judge Rosalsky's court about ten ys ago. Several witnesses, having been sumoned, were in attendance, but the essential itness, namely, the police officer who made te arrest, was not there. The case was acordingly adjourned to January 21. No cases ere heard by Judge Rosalsky that day, all of em being adjourned to the 22d, for which ate several witnesses were summonsed. The efendant, however, was not present in court and his attorney secured an adjournment to the following day. Again the defendant was not present and an adjournment was taken to January 24, on which date neither the defendant, his attorney nor the police officer witness were present.

"In all of these varied proceedings the civil witnesses made their successive appearances at much inconvenience. At today's hearing Mr. Bruno, a member of the firm of Watts, Franken and Bruno, who had suffered by the theft, protested to Assistant District Attorney Markowitz, who had charge of the case, complaining of the failure to produce the defendant in court and proceed with the trial. Mr. Markowitz stated that as the result of the proceedings thus far the defendant's bail would be forfeited.

"It is manifest that this case has not been pressed with proper vigor. The result appears to be that the defendant, who could and should have been convicted of a felony and sentenced to imprisonment, will escape proper punishment practically by the forfeiture of $500, apparently by reason of the failure of the Assistant District Attorney properly to perform his duty.

"It is of first importance to the business community, which is constantly suffering from thefts of merchandise, that the punishment of imprisonment be inflicted whenever the circumstances warrant, in order that such punishment may, as an example, be an effective deterrent to the repetition of such crimes. It is very discouraging to citizens, who as witnesses are required to make repeated appearances in court.

"We therefore bring the facts to your personal knowledge in the confident belief that you will cause an inquiry to be made into the conduct of this case."

THE PROTEST OF THE REED TOBACCO CO.

WASHINGTON, February 4.—A hearing is to be held at Richmond, Va., on February 11, before Examiner Spethman, of the Interstate Commerce Commission in case No. 9742 of the Reed Tobacco Co. against the Chesapeake & Ohio Railroad et al.

The Commissioners have also just announced that they will reopen I & S Docket No. 921 relative to southeastern rates on manufactured tobacco. The case is being reopened so that further testimony may be taken.

PRICES MAINTAINED IN CARROLLTON.

CARROLLTON, Ky., January 25.—The Carrollton tobacco market maintained the better prices established the forepart of the week, which are equal to the opening week in December. All grades in strong demand. On baskets of better quality prices ranged from $8 to $45 a hundred. Estimated sales amounted to 155,000 pounds, with an average of $24.07, one house not reporting. Receipts indicate heavy deliveries for next week.

The building record for the Borough of Manhattan in New York in 1917 was the lowest in twenty-five years, both in number of new buildings and their cost. Plans for 363 buildings were filed during the year at an estimated cost of $29,214,200. The largest number of buildings ever projected in Manhattan in one year was in 1899, when 4,934 buildings were built at a cost of $129,250,376.

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y C A. 75th Street & Avenue A.- New York

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.
CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.

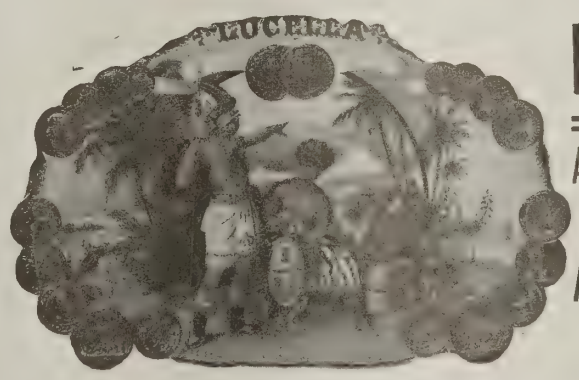
WM. GLACCUM & SONS, Inc.
Established 1872
MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

L. KEHLMANN CO.
229-239 WEST 28TH STREET
NEW YORK CITY
PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

By Special Appointment


To the Late King Edward VII

Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York



LUCELLA
A Mild Havana
Made in
ALL SALABLE SIZES
A Winner Wherever Placed
JOBBERS' ACCOUNTS SOLICITED
R. GANGEMI & CO.
20 Fulton St. -:- New York

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

YOUNG MAN OF GOOD APPEARANCE for wholesale cigar importer to go out and solicit orders, and visit the trade. Must have experience in that line and have first class references. State age, qualifications and salary desired. Address T. E. C., care Tobacco.

YOUNG MAN, 20, knowledge of bookkeeping, also generally useful, desires position in reliable tobacco concern. Address F. C. Y., care Tobacco.

WANTED—A SECOND HAND LARGE SIZED HUMIDOR, to hold about 150,000 to 200,000 cigars. Address Humidors, care Tobacco.

SALESMAN IS OPEN FOR ENGAGEMENT for high grade line of cigars. Acquainted with jobbing trade and high class retailers, in states east of Mississippi river. Address Aggressive, care Tobacco.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

TURKISH AND AMERICAN CIGARETTE and smoking tobacco mixture superintendent, now employed, would accept a change. Best of references from former prominent concerns. Address American, care Tobacco.

YOUNG MAN, TWENTY-EIGHT, WISHES POSITION as stock, order and shipping clerk in cigar factory. Having had eight years' experience. Good knowledge of Brooklyn trade. Address Brooklyn, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

Patents Recently Granted

The following patents recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trademark attorney, Real Estate Trust Building, Washington, D. C., at the rate of 20 cents each. State number of patent and name of inventor when ordering:

1,253,219. Cigar or cigarette package. Caleb C. Dula, New York.

1,253,222. Dispensing receptacle or package. Arthur Falk, New York, assignor to Falk Tobacco Co., same place.

1,253,313. Plug-tobacco. Ethel G. Warner, Washington.

1,253,497. Process for extracting potash and other values from tobacco. William H. Kennedy and Gilbert E. Bailey, Los Angeles, assignors to American Safety Explosives Co.

1,253,575. Cigar and pipe lighter. Dudley B. Clark, Jamestown, N. Y.

1,253,580. Cigarette-finishing machine. Paul A. Drucklieb, New York, assignor to New York Cigarette Machine Co., same place.

FIGHTING TOBACCO HORNWORMS.

WASHINGTON, February 4.—The Chief of the Bureau of Entomology, in a recent report to the Secretary of Agriculture on tobacco insects, says:

The investigations relating to tobacco insects at Clarksville, Tenn., have been confined principally to the tobacco hornworms, the mosaic disease, the tobacco beetle, tobacco cutworms, and miscellaneous insects.

Field experiments and observations upon remedies for the control of tobacco hornworms were conducted in 11 counties in Kentucky, three in Tennessee, two in Virginia, and two in North Carolina. In all, 156 experiments with arsenate of lead were made by agents of this bureau, and records of 244 applications of arsenate of lead and Paris green by the farmers were obtained. It was found that the farmers were obtaining practically twice as good results with arsenate of lead, which in many cases they had applied for the first time, as with paris green, which they had be using for years. The records show also that results obtained by the farm were not as good as those obtained fr applications made by agents of the t reau. On large tobacco a four-pou application of arsenate of lead has be found to be sufficient, unless a conside able number of eggs are present, which case it is necessary to apply fi pounds in order to keep the tobacco fr of worms for a week or 10 days. It w determined, further, that on account the small spread of the tobacco plants the more Eastern States an applicati of three to four pounds will be as effe tive in certain regions of Virginia a North Carolina as one of four to fi pounds in Tennessee and Kentucky.

And new appliances were tried.



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va. ESTABLISHED 1852

PARK & TILFORD
are the
LARGEST IMPORTERS
of Cigars from the Independent Factories in Havana and have the largest displays in their stores of these finest Cigars

Wholesale Price List will be sent to any dealer

Our Wholesale Department, 529 to 549 West 42nd Street, invites your personal inspection

Cable Address: Karnak, New York Telephone 3108-3109 Broad
GROSVENOR NICHOLAS & CO., Inc.
DIRECT IMPORTERS OF HAVANA CIGARS
14-16 SOUTH WILLIAM STREET - - - - NEW YORK

Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St.
New York

Sweet and Aromatic

INDEPENDENT CIGAR FACTORY



M. L. FERNANDEZ, Proprietor
Cable: *"Belinda"*
96-98 GERVASIO STREET, HAVANA, CUBA
H. J. M. GREEN
United States Representative
ROOM 630, SINGER BLDG. NEW YORK
Telephone: Cortlandt 2462

Waldorf-Astoria
Segar Company, Ltd.

We carry in stock all popular brands of Imported segars in all sizes. Also invite attention to our special lines.

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York



Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York

El Principe de Gales
THE OLD STANDARD
IN
PURE HAVANA
CIGARS
SINCE
1854

Havana Cigar Exports

Exports of cigars from the port of Havana during the first half of January, 1918, as per our official custom house returns, and comparison with the same period of 1917:

	Cigars.
Great Britain	2,617,051
United States	1,470,020
Chile	297,000
Australia	278,750
Japan	225,000
Argentine Republic	110,350
Canada	110,290
French Africa	99,000
Uruguay	46,705
Peru	34,250
Italy	26,000
Gibraltar	25,000
United States of Colombia	18,200
Brazil	7,550
Canary Islands	5,500
Mexico	5,486
Ecuador	3,500
Venezuela	3,400
Bolivia	3,000
Belgian Congo	3,000
Spain	2,000
China	1,200
France	1,200
British West Indies	1,000
French West Indies	400

Total from January 1 to January 15, 1918	5,394,816
Total from January 1 to January 15, 1917	1,463,580
Increase during the first half of Janaury, 1918	3,931,236

Increases by countries in the first half of January, 1918, as compared with 1917:

	Cigars.
Great Britain	2,149,200
United States	790,970
Australia	278,750
Chile	245,620
Japan	225,000
French Africa	99,000
Argentine Republic	95,250
Canada	89,890
Uruguay	46,705
Peru	34,250
Italy	26,000
Gibraltar	24,000
United States of Colombia	18,200
Total	4,122,835

Decreases by countries, in the first half of January, 1918, as compared with 1917:

	Cigars.
Canary Islands	58,485
France	48,800
Portugal	37,250
Spanish Africa	20,000
Sweden	15,100
Spain	15,000
Total	194,635

TOBACCO BIDS DESIRED.

WASHINGTON, February 4.—Bids are to be opened on March 6 by the General Supply Committee, which purchases the annual supplies for the executive departments in this city, for tobacco as follows:

15,000 pounds of natural leaf, pressed for chewing.

2,820 pounds of Navy, pressed for chewing.

2,252 pounds of cut plug smoking.

120 pounds of granulated smoking.

HAVANA CIGARS
ROMEO
Y
JULIETA
The Leader in All the World's Markets
U. S. REPRESENTATIVE
WM. T. TAYLOR - 140 East 34th Street, New York

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

FINEST IN QUALITY— MILDEST IN TASTE
DUBONNET CIGARS
Some Territory Open—Correspondence Solicited
AMERICAN EXCHANGE CIGAR CO., Makers
1059-1061 Third Ave., New York

METROPOLITAN TOBACCO CO.
OFFICES AND MAIN DEPOT, 134-136 GRAND ST., NEW YORK
Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
Jamaica Branch—22-28 Bergen Avenue, Jamaica, N. Y.
Patchogue Branch—28 Ocean Ave., Patchogue, N. Y.
Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

All Progressive Dealers Read TOBACCO

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

NATIONALIZING GUM BRANDS

(Continued from page 27.)

Doctor Beeman for the black line cut of the original. The result is a far simpler and more harmonious combination of soft grays and blacks that at the same time retains the essential design of the other.

The reason for this retention without other change was this: Beeman's had been the first gum to include and feature pepsin as a digestive desirability in a chewing gum. It had a strong hold in certain quarters all over the country, and so, while the management planned to make of Adams Pepsin one of its national leaders, it seemed best to continue to capitalize the good will represented in this line, and to feature the brand as a part of the "uplift" propaganda that was to play an important part in the company's subsequent advertising plans.

Similarly, under the same plans, White's Yucatan, which enjoyed an immense prestige in a certain territory, was allowed to retain the name of White for the time being, although the new emblem flanks the old trade name of the famous pink wrapper at either hand. A special advertising campaign for Yucatan was launched in its territory, when the big national drive was started. So popular is this brand locally that presently it may be put into the national field, undergoing in the process a shift to the new base name of the others.

Kis-Me, another immensely popular brand in its own right, and place, also underwent a marked change of dress, a bright red and white checkered uniform replacing the unappealing black and white-bescrolled affair so long its cloak. The new order found a supply of the old wrappers on hand sufficient for twenty years, at least, but still they have gone into the discard. The name of Adams also now surmounts the brand name.

An important point that the management established early in its investigation was the bearing of display on sales. Several different brands were displayed singly in certain appointed stations, and at each of these stations the brands in sight proved to be the big sellers. This led to the design of a uniform carton in which the gum comes packed, with folding wings that tilt the box at an angle for displaying the packages, and a back wing that follows out the decorative color scheme and design of the different brands, replacing the flat and often extremely hideous boxes of the old days, out of which the gum was either taken and put into dishes by the retailer, or else rested modestly and inconspicuously on shelves.

It is too long a story to go into the sweeping sales reorganization that took place as a natural corollary to this vast change. It was entirely in line with the same principles of modern practice. The disconnected and chaotic conditions of individual factory sales units were swept away, and a centrally controlled plan of territorial sales branches established in its place.

Preliminary returns from factories indicate a probable outturn of 466,000,000 pounds of sugar in Lousiana for the current season, and the estimated amount of cane used for sugar is about 3,600,000 tons. Since these returns for the 1917-18 season were made before the factories had completed their operations, the totals estimated above are subject to later revision. Last year (1916-17) 607,800,000 pounds of sugar were made from 4,072,000 short tons of cane, making an average yield of 149 pounds of sugar for each ton of cane. The average yield of sugar for the current season is forecast as about 130 pounds per ton of cane.

—

The largest storage building in the world has just been completed in the Brooklyn Na Yard. It has 700,000 square feet of sto space.

—

Tobacco men in York, Pa., are shouti lustily over the fact that the Internal Reven office in that city collected $145,211.86 duri the month of December, which was nearly $2 000 more than was gathered in during the cc responding period in 1916. They also call a tention to the fact that fourteen new cig factories were opened in York county in 191 giving employment to over 1,500 persons. Go record for a Pennsylvania community—b such a measly collection would be laughed at Winston-Salem, and Uncle Sam would thi North Carolina had abandoned tobacco growi and tobacco manufacturing. Unless the t gatherer rakes in an average of a couple of m lions of tobacco dollars each month in this go town we get discouraged.—*Southern Tobac Journal.*

—

The Lexington, Ky., Tobacco Board of Tra has decided to suspend sales on Mondays, designated by the order of the Fuel Admini trator. Opening sales will therefore be held Tuesday morning.

—

Record-breaking crops of corn, oats, p tatoes, rice, sugar beets and tobacco for t year 1917 were shown in estimates compil by the International Institute of Agricultu at Rome and made public this week by t U. S. Department of Agriculture. Whea rye, barley and flaxseed, however, have fall below the five year average from 1911 1915.

First Consul
CLEAR HAVANA CIGAR
LINCOLN BROS., Manufacturers
466-468 Broome St., New York
MONTE CRISTO
SOLD SINCE 1865 CONTINUOUSLY
MILD HAVANA

"THEY LEAD THE LEADERS"
GRAHAM-COURTNEY
MILD HAVANA BLEND
26 SIZES
Acker, Merrall & Condit Company
NEW YORK

All Progressive Dealers Read TOBACCO

F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO
FLOR DE NARVEZ
VICLO
TRADE MARK
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatio, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality
PERLA DEL MAR
HAVANA CIGARS
LA AMITA
Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

VICENTE GUERRA
FRANK R. DIAZ
GUERRA, DIAZ & CO.
CUBA
TRADE MARK
MANUFACTURERS OF
CLEAR HAVANA CIGARS.
La Flor De V. Guerra Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXV. No. 18. NEW YORK, FEBRUARY 14, 1918. PER ANNUM, $2.00 SIX MONTHS, $1.00

VANDERLIP ILLUSTRATES

"I tell you we have come to a time when we have got to weigh the expenditure of dollars in a new scale. It is no longer a question of whether we can afford to buy a thing that we want," says Frank A. Vanderlip. "The question now is: Can the nation afford to have us buy it? When we spend a dollar we put it into either one pan or the other of a balance. If it goes in on the side of unnecessary expenditure—if by spending it we employ labor unnecessarily, consume material, needlessly take up room in a workshop—that pan will go down and the pointer will turn away from victory. If we put it in the other pan of the scales—if we lend it to the government—we do two things: We give the government credit and we give the government room in the workshops to get its job done. We release labor that we have been commanding; we release material.

"Suppose you wanted a chauffeur, and you saw a man driving an ambulance. Would you stop him and say: 'I can give you a better job. I will pay you more than the government is paying you. You may be on an errand of mercy, but get off; I want a chauffeur'? You wouldn't do that.

"Suppose you saw a man turning out a shell at a lathe, and you knew that shell was going to be an effective instrument in a battle. Would you say: 'Shut off your lathe. Take that out. The cylinder of my automobile needs fixing. I want you to make a bicycle for my boy. I have a job; I will pay you more than the government is paying you'? Suppose your wife saw a woman making a gas mask. Would she say: 'I want a garment made. I want a new hat. Stop on that work'? Knowing that the gas mask might save an American life, she wouldn't say that.

"Yet we are all doing just that thing—all needlessly spending employees, money and labor and materials that ought to be going into the equipment of the army and the battle for victory."



COLLECTING SMOKES FOR ITALIAN SOLDIERS AT THE FRONT

(From a photograph recently taken in Rome)

To every nation now at war, comes a realization of the necessity for procuring smokes for the men who are fighting. In Rome today, through the ancient streets that once resounded to the tread of Caesar's legions, trundles this automobile collecting load after load of cigars, cigarettes and smoking tobacco for Italian soldiers at the front. However poor some of them may be, the people of Italy are generous in answering the appeal made in behalf of the men who are holding the foe on the line of the Piave.

PROMPT AND COMPLETE ASSURANCE IS GIVEN

From France, Major Perkins cables the following answer which should put a quick stop to insinuations that tobacco, sent to be distributed by the Red Cross to soldiers, is being sold:

"2018—Your 6521. Have been absolutely unable to run down any case in which tobacco has been sold by any member of our organization. Absolute unqualified orders have been in effect for months that under no circumstances should tobacco be sold by American Red Cross. Occasion might arise where individual soldier with saving tendency would sell tobacco to less provident companion, and this might be tobacco given him by one of the American newspapers. Every effort being made to see every American soldier receive some of newspaper tobacco, and we will continue to distribute as fast and as equitably as possible."

(Signed) PERKINS.

A GET-TOGETHER LUNCHEON

To Be Given by the New York Leaf Tobacco Board of Trade at Haan's Restaurant Saturday—Addresses By Prominent Men.

The New York Leaf Tobacco Board of Trade will give a get-together luncheon at Haan's Park Row Restaurant, Saturday, February 16, at 1 P. M. Beverly D. Harris, vice-president of the National City Bank of New York, will speak on trade acceptances, and it is hoped to have also an address by ex-Congressman Murray Hurlbutt on the "Advantages of a Free Port."

At a meeting of the officers of the Leaf Tobacco Board, last week, the luncheon was proposed, the better to provide opportunities for discussion of matters of interest to the trade. And it was resolved to follow the plan found so successful by the Merchants Association of New York. Each member who attends does so at his own expense. The price of the luncheon will be $1.25 per plate.

SOME SERIOUS CHARGES

Allegation Made That Cigarettes Are Stolen from Mail Sent to American Soldiers in France.

Indefinite delay charged against the mail service in the transmission of letters to soldiers in France, together with the theft or loss recently of documents revealing the Kaiser's spy system in the United States, went unanswered by postal officials in New York, who are handling the mail for Gen. Pershing's expeditionary forces. The charges of theft and delay were made in Washington, last Saturday by Representatives Britten, Huddleston, Rogers and Van Dyke before the House Committee on Expenditures in the Post Office Department.

Among the charges made by the four Congressmen is the allegation that packages of cigarettes and edibles have been taken from the mails at the terminal, and that letters have mysteriously disappeared without trace being left of them. "So far as could be learned Tuesday," says the New York *Sun,* "the Postal Department has not laid down special regulations for safeguarding the mail during the inspection and classification period in the terminal."

NEW LORILLARD CIGARETTE PRICE LIST

The P. Lorillard Co. has issued a circular raising the prices of cigarettes as follows:

Deities	$24.25
Moguls	14.28
Murads	14.28
Helmars	10.20
London Life	7.65
Trophies Cork	10.20
do Plain	8.50

The prices quoted are for the Metropolitan district. Other prices are quoted for New Jersey, the Middle West and the Pacific Coast.

Resent the Accusation

This question came up as the result of an Associated Press dispatch from Washington a few days ago, in which it was stated that complaints were pouring in to the Internal Revenue Bureau regarding retailers who are using the war taxes on cigarettes, candy and other taxed articles as an excuse for price advances far in excess of the taxes. It was further stated that the law department of the bureau was endeavoring to find legal means of stopping this practice. Wheeling, W. Va., dealers were resentful of this accusation, stating that they believed such price-raising unpatriotic. A leading tobacconist stated that only an unscruplous and short-sighted dealer would try to make such prices. "Cigarette smokers are too keen," he said, "to be fooled very long, and the dealer who tries this trick is sure to lose trade by it in the end."

NO IMPORTANT SHIPMENTS MADE RECENTLY.

WASHINGTON, February 11.—In its monthly summary of conditions throughout the United States, the Federal Reserve Board has the following to say about tobacco conditions for last month in District No. 6, Atlanta:

"Tobacco trade in the Tennessee district has been rather quiet, due to the holidays, and bad weather conditions preventing delivery by farmers. The export tobacco stored in warehouses is owned largely by the representatives of the British and Italian governments, and no shipments of importance have been made recently on account of the shortage of cargo space.



EDWIN WILE

Fifteen years ago the General Cigar Co. acquired a new clerk, and before many moons passed, this young fellow, who signed the payroll as Edwin Wile, demonstrated that he would not remain a clerk for any length of time, but would put himself in line to qualify as a higher up.

And go up he did, until he became superintendent of the General Cigar Co.'s factories at Harrisburg, Steelton, Seven Valleys, Johnstown, Kulpmont, Shamokin and Mount Carmel.

But Edwin Wile was not satisfied—he still wanted to go higher—and in December his ambition was realized when the Government accepted his services in the Balloon Division of the Aviation Section Signal Corps.

Mr. Wile will be stationed at Omaha pending his transfer to the fighting front.

Prior to his departure for the West, the heads of the manufacturing department tendered Mr. Wile a farewell luncheon and presented him with a handsome wrist watch.

We bespeak for Edwin Wile a brilliant career in the service of Uncle Sam, and he goes with best wishes of our executives and the thousands of loyal workers who served under him in his capacity as Factory Superintendent.—*The Burning Question.*

REQUIRING IMPRINTS

The Garland Bill Would Compel All Goods Manufactured in This Country to Be Marked "Made in the U. S. A."

WASHINGTON, D. C., February 11.—A bill interesting to manufacturers has been introduced in the House by Representative Garland of Pennsylvania, "providing that an imprint shall be placed on all articles manufactured in the United States and becoming the subject of interstate commerce, and providing that no manufactured articles or goods shall be admitted to the United States unless bearing an imprint."

This bill, which has been referred to the House Committee on Interstate and Foreign Commerce is one of the first "after the war" bills in connection with importing German goods.

The bill would require all manufacturers in this country to put the imprint "Made in the U. S. A." on their commodities. Further, that all imported articles should bear the country of origin. Any goods reaching the country not in accordance with the law (if passed) would be returned to the country of origin at the manufacturers' own expense.

BOOZE AND THE STATUTE

A Nice State of Affairs Exposed in Lewis County Washington—Exit Officials.

The State of Washington is supposed to be dry. But Lewis county, like Seattle a little farther north, swallowed the prohibition pill under protest. Especially strong was the protest emanating from Centralia and Chehalis, the two livest and largest communities of the county. The usual result followed. Most of the officials charged with the duty of suppressing the liquor traffic developed faulty eyesight. Right under their noses bootleggers and druggists coined money faster than the mint by selling cheap booze at famine prices. Conditions became so bad that the county commissioners petitioned the attorney general to come with a broom and clean up. He did. As a result of his activities the county prosecuting attorney and the city attorneys of both towns resigned; in both cities the chiefs of police doffed their uniforms and went to work, and the mayor of Chehalis, a physician, plead guilty to a charge of having issued illegal booze prescriptions, paid a fine and vacated the mayor's chair.—*Sunset.*

SOMETHING DENIED EVERY DAY

Wheatless Wednesday and meatless Tuesday have been supplemented with an ice-creamless Thursday by San Francisco. Optimistic Seattle has added a blueless Monday and Tacoma, not to be outdone, offers a Jinxless Friday. Another well-known city—not calling any names—has adopted a bathless Saturday. And as there is only one day left we will do our bit by observing a Restless Sunday.—*Flour and Grain World.*

Compliments for Edelstein

A former New Yorker, now serving in the Hospital Corps, "somewhere in France," recently was the recipient of a box of Constancia de Garcia cigars. And he shared the choice clear Havanas with officers and enlisted men convalescing in the hospital. The smokes were the cause of great rejoicing. A British officer asserted that the Constancia de Garcia was the finest cigar he had ever placed between his teeth. "My word," he said, "I would like to express my thanks personally to the manufacturer of that cigar. It's a beauty, the aroma is exquisite. Never before, have I enjoyed such a good a smoke."

T. M. A. Would Reform Trade Mark Registrations

An Important Meeting of the Committee of Which C. A. Speakman Is Chairman—The Selection of Suitable Trademarks Has Become More Difficult—Searching the Records of Affiliated Bureaus—3074 Applications Made—2192 Rejected Stop Indiscriminate Registration—Hopes for a Happy Solution of a Hard Problem.

The Trade-Mark Committee of the Tobacco Merchants' Association, of which C. A. Speakman, of the American Lithographic Co., is chairman, held a meeting Thursday afternoon at the office of the T. M. A., which will probably result in the happy solution of one of the most important trade-mark problems, namely, the re-registration of abandoned or unused trade-marks. The committee at the same time has issued an appeal for co-operation with the T. M. A. in its efforts to stop indiscriminate registrations.

In a statement issued by the committee after the meeting it is said that among the hundreds of thousands of registered trade-marks for tobacco products, of which the several bureaus affiliated with the T. M. A. have records, there is a great multitude of most striking and desirable names or phrases that have either been abandoned or have never been used at all. Yet because of the fact that they have been registered, they appear to be unavailable for adoption as trade-marks, although trade-marks that have been abandoned or that have never been used are entirely free for adoption and use by any one.

The selection of a suitable trade-mark for a tobacco product, said the committee, has become a most difficult task, for according to the records of the Trade-mark Bureau fully 75 per cent of the trade-marks selected for adoption are found to be already covered by prior registrations and are hence unavailable, although close investigations would probably disclose that a great many of such registered trade-marks have long since been abandoned or have perhaps never been used at all.

The Trade-mark Committee has adopted a system whereby such trade-marks will be thoroughly traced and investigated and re-registered if found to be unused or abandoned after due notice to the apparent owners in addition to the publication of such notice for two weeks in at least two trade papers.

In a strong appeal issued by the Trade-mark Committee, urging the discontinuance of indiscriminate registrations, the committee states:

The indiscriminate registration of trade-marks for tobacco products has caused no little amount of trouble in the tobacco industry, and has always been a means of producing much annoyance and embarrassment and sometimes substantial pecuniary loss. That practice has been developed largely as a result of the existence of a number of independent registration bureaus, each bureau being guided only by its own registrations and accepting trade-marks for registration regardless of the registrations made by other bureaus; and in many cases where proposed registrations were rejected because of prior registrations of the same or similar trade-marks by one bureau, the applicant, either while laboring under the erroneous impression that a registration certificate would make him the legal owner of the brand regardless of the rights of the originator or prior user, or because he was looking for some pretense or color or title in anticipation of an infringement suit, went to another bureau where the rejected mark was readily accepted and registered. Thus the records are replete with cases where the same trade-mark has been registered by a number of different concerns.

As a result of that situation, owners of valuable brands have frequently found their trade-marks infringed, not only by people who, without knowledge of the existing prior rights, had innocently adopted infringing marks as their own trade-marks, but by many wilful infringers under the pretext of color of title based upon the registration certificate that they had thus secured from one of the registration bureaus. It is needless to say that this situation has led to much trade-mark litigation.

Mainly to eliminate that sort of practice, the T. M. A. has effected a consolidation of all principal registration bureaus and secured their affiliation with the association, so that now there is but one bureau issuing registration certificates, after searching the records of *all the affiliated* bureaus for prior registrations, not only of the same trade-mark, but of similar trade-marks as well. Hence, a certificate issued by the T. M. A. means not only that the brand has been registered in accordance with the usual practice in the industry, but it furnishes reasonable assurance that the trade-mark thus registered may be safely used.

Although the T. M. A. is charging $5.00 to non-members and $3.00 to members for the registration of trade-marks, it is conducting the Trade-mark Bureau at a substantial loss because the clerical force required to keep up the elaborate records in order to be able to make thorough searches and to give reliable information is quite expensive. But it is felt that whatever the loss may be it is money well invested if the T. M. A. is successful in minimizing the evil of trade-mark infringements.

It is needless to say that the registration of a trade-mark is of no value. It is the search for prior registrations and the information as to whether or not the trade-mark sought to be adopted is free and available that makes the registration valuable. Manifestly, such searches cannot be made nor can such information be furnished without having complete records of all registered trade-marks. As an example, we may state that out of 3,074 applications for registration the T. M. A. Bureau registered 882 trade-marks and rejected 2,192 because of prior registrations.

It is apparent that registration certificates issued without such searches are not only valueless, but they may be harmful, for they create a false sense of security. They lead the registrants to believe that they are the owners of valid trade-marks whereas they may actually be infringers of existing trade-marks.

Efforts to thus eliminate, or at least reduce, infringements by maintaining a bureau where every tobacco man seeking to adopt a trade-mark may obtain reliable information as to prior registration of the mark sought to be adopted, are deserving of the co-operation and support of the entire industry.

LOOSE LEAF SALES IN INDIANA.

Sales at the four loose leaf tobacco warehouses in Madison, Ind., during the first week of February were light, compared with the previous weeks. The bad condition of the Ohio river and roads accounts for the small amount of tobacco offered for sale, which was 90,925 pounds. The total sales up to a week ago, at all four houses is as follows: W. H. Snook & Co., 393,540 pounds for $97,501.59; average $24.21. Farmers, 355,200 pounds for $82,610.47; average $21.51. Planters, 430,600 pounds for $106,424.74; average $22.90. Peoples, 181,065 pounds for $43,323.47; average $22.06. The receipts to February 4, $329,849.75, for an average of $22.92; 1,365,805 pounds of tobacco have been offered for sale here this season. This is far short of last season's figures, but the price paid is much higher. With the ice gorges of the Ohio river broken up and roads being put in good condition heavy sales are expected.

IMPORTANT DEAL MADE

Bobrow Bros. Transfer Cigar Factory at Binghamton to E. M. Schwarz & Co. of New York—The Reasons Given.

Announcement is made that the cigar factory of Bobrow Brothers on South street, Binghamton, N. Y., has been transferred to E. M. Schwarz & Co., of New York City.

Assurances were given that the factory will be continued and that the business will be expanded as rapidly as conditions warrant.

War conditions are directly responsible for the transfer. One of the members of the Bobrow Brothers firm said that because of freight congestion it had become increasingly difficult to get leaf tobacco to Binghamton from its purchasing centers and there also have been large losses on manufactured goods shipped to dealers.

Consequently it was determined to transfer the factory to some concern which has a purchasing center more easily accessible to Binghamton and which has a trade more easily covered from there. Only such a concern as would guarantee the continuance of the factory and insure steady work to the old employes would be considered by Bobrow Brothers. E. M. Schwarz & Co. have met these requirements.

MRS. SCHWEITZER'S GIFT

Wife of Importer of Cigarette Paper Gives $25,000 for Eye Hospital in Palestine.

Mrs. Peter J. Schweitzer, the wife of the well known importer of cigarette paper, has donated $25,000 to establish a model eye hospital in Palestine, in an attempt to eradicate the usually incurable disease of trachoma, prevalent in the Holy Land.

Announcement of the contribution was made Tuesday to the New York *Herald* by Dr. Joseph Krimsky, an oculist, of 164 Pennsylvania avenue, Brooklyn. Dr. and Mrs. Krimsky are close personal friends of the Schweitzers, and all four are ardently interest in the Zionist movement.

Mrs. Schweitzer became interested in the plight of the Jews in Palestine through the work of Dr. Krimsky for Zionism and for relief of eye diseases among the Jews of the Brownsville section of Brooklyn. Her donation was pledged to the Hadassah, the Zionist organization among the Jewish women of America. Mrs. Krimsky is chairman of the local chapter and vice chairman of the Brooklyn branch of the Hadassah.

Mrs. Schweitzer's donation of $25,000 is expected to build and equip the entire hospital, but she has expressed her willingness to add to her contribution if it is found to be insufficient. The building probably will be erected close to Jerusalem.

Partial reports from fifteen railroads in three states show that moving trains on these lines in five years killed 10,236 horses, 41,536 cattle, 62,561 hogs and 4,526 sheep and goats. If the ratio is maintained on the entire railroad mileage of the United States, more than 400,000 meat and draft animals are destroyed by trains every year.

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THE RISE IN PRICES

Average wholesale prices in the United States last month were 81 per cent above that of July, 1914; that is, the purchasing power of money over goods in the wholesale markets has been almost cut in half.

The rise in retail prices of foods in the same period has been 57 per cent. This means a reduction to less than two-thirds in the purchasing power of money over foods in the retail markets. Abroad the rise of prices has been even greater.

Between 1896 and 1914 wholesale prices in the United States were rising at the average rate of only one-fifth of 1 per cent per month; but even that small rate, long continued, was enough to make the "H. C. L." a very painful fact.

Since the war wholesale prices in the United States have been rising at the rate of nearly 2 per cent per month, or nearly 10 times as fast as before the war. In some countries in Europe the rise in prices has been two or three times as rapid as in the United States.

TWO PHASES OF ONE PROBLEM.

There are a thousand schemes to enable the Government to obtain money or credit—purchasing power—without reducing the purchasing ability of the people. They are all fundamentally in error, because they overlook the fact that the use of purchasing power is limited by the supply of things to be purchased.

It cannot be too often pointed out that the industrial and financial problems of the war are closely allied. They are two phases of one problem, but it is easier to see the physical limitations of the industrial task than the limitations upon the use of credit. Everybody can see that the speed with which we can get ready for war is limited by the supply of labor and the capacity of the workshops, but a great many people overlook the fact that when the labor and shop capacity of the country are already completely employed nothing more can be accomplished by merely creating bank credit or issuing government credit in the form of money. Nothing can be gained except as labor, materials and shop-capacity are released from private use and turned over to government purposes. We cannot turn over purchasing power to the Government and still use it ourselves. We cannot put the Government in possession of productive power without curtailing our own use of it. We cannot make any serviceable contribution to the work the Government has in hand without curtailing in the same degree our own demands for labor and materials. In short, we cannot help without making sacrifices.

Let each begin "to do his bit."

THE SCARCITY OR DRUG CLERKS.

This is a pressing problem. It isn't any use to attempt to evade the issue. We must face it.

But how?

Various expedients have been offered, all more or less tinged with human nature.

The big stores say to the little ones: "Shut up shop; you're in the way anyhow!"

The colleges say: "Influence more boys and girls to come to our schools. We"ll do the rest and the glorious star of pharmacy will shine on undimmed."

The clerks say: "Pay more money and there'll be plenty of us."

There are no figures which will show us how many clerks have gone to war; such a table has not been compiled. The data is very hard to get at. It has been estimated that physicians have responded to their country's call to the extent of about 20 per cent., but it is doubtful if the retail drug trade can duplicate this record—for very good and obvious reasons.

But from all over the country comes the cry for more drug-store help.—*Bulletin of Pharmacy.*

ODE TO THE FIRST ROBIN.

The while I sit and shiver in a soulless, coalless town,
And watch the shuddering public as they hurry up and down,
You flit amid the branches of the green palmetto trees
And fluff your little feathers in the tropic ocean breeze.
And every day when you awake you slant a crafty eye
Upon the snow clouds piled against the wintry northern sky.
I know that weary weeks must pass before your song of cheer
Proclaims that you've come home again; but when you *do* appear—

You will not need to hop about in search of worms to eat;
I'll dig a million up myself and lay them at your feet.
And every morning after that the shining Summer long
You'll find your breakfast ready when you've sung your opening song.
For you will bring the Spring again, and I'll be there to see
That you are made right welcome to your old home tree.

Each day that you remain away from this intemperate zone
Is proof that you've got judgment that is greater than my own.
For while I wade through drifting snow, you soar through balmy skies,
And while I slip upon the ice, you dart at butterflies.
I know no words of mine can tempt your prudent wings to stray.
While still the blizzards howl and shriek along your northward way,
You stick around right where you are till Spring has cleared the track.
I only want to say to you that when you do come back—

I'll have the bird bath dusted out and fill it to the brim;
I'll hang up threads and twigs and straw on every handy limb;
I'll clear out all the prowling cats, so when you build your nest,
And brood above your pale blue eggs, your mind will be at rest.
It may be months and months before you're here, but anyhow,
You'll get a rousing welcome to the old home bough.

James J. Montague in the *American.*

TROOPS RECRUITED IN MICHIGAN—SOME OF THE MEN WHO WERE ABOARD THE TORPEDOED TRANSPORT TUSCANIA



While America Produces Boys Like These, the United States Has Assurances of Winning the War Despite All That U Boats May Do

"Steps to Victory"

Says Gates W. McGarrah, president of the New York Clearing House and president of the Mechanics & Metals National Bank of New York, in a booklet enumerating and urging "Steps to Victory": For every American enlisted to take an active part in the present war, fifty Americans remain at home. How can these fifty, month in and month out during the war, help the nation take the steps necessary to victory?

"The question of the supreme duty of the citizen not called to military service is one that every true American has asked himself many times. 'I want to show my devotion; I want to express my patriotism in some tangible form,' is a statement we all have made.

"In seeking out hard tasks to perform, some of our citizens have, indeed, found an expression of their patriotism in duties that are proving of inestimable service to the nation. The tremendous progress in our war-advancing activities is evidence of that.

"All of us have not found the opportunity to undertake hard tasks, however, and in looking toward them from a distance we have felt constrained to ignore the small tasks at hand, because they were, seemingly, so insignificant. Yet, after all, it is in the performance of the relatively small and simple tasks that the majority of us will have to be content in carrying out our part of the war.

"It is a broad statement, yet a true one, that America's first great victory will be won when the personal advantage and the personal privilege of each of us have been submerged in unselfish devotion to the common cause. This first great victory will be won, then, when we have determined for ourselves the degree in which we shall recognize two fundamental duties that rest upon us, duties of regulating in our individual lives the

Things to do
and the
Things to do without
during the progress of the war.

"Thousands of men and women, if age and sex permitted them to go to the front, would serve as well as any who have already gone. Love of country would on the battlefield find in them its highest expression. But because they remain at home, and because they do not wear the badge of service, their own part in the greatest contest ever fought by the nations of the earth has not been brought directly home to them.

"It is not a very heroic part to play, determining for oneself the things to do and the things to do without in war-time. Heroic or otherwise, the determination must nevertheless be made. So it rests upon us at home to make the determination. This war will not be won by the naked bravery of those who carry our colors to France; he is lacking in imagination, and in knowledge of economic facts as well, who fails directly to associate the elements of business and financial life with the vital elements of the war. The strength and prowess of individual combatants count, but there never was a time when war's success depended so much on the organization of the economic resources of the nations engaged.

"The sort of valor that is required of us in the performance of our duties at home ought not to be a very great strain on our patriotism, particularly when we come to appreciate how much this sort of valor has its definite place in the war. As compared with the past, the difference of modern warfare is after all only a difference of degree. In the primitive state of society the duty of those who stayed at home was perhaps more directly apparent than to-day; when a tribe made war every man, woman and child underwent hardship in order that the fighting men might be fed and armed.

"Modern warfare requires an infinitely larger number of things than did tribal warfare, but because its wants are supplied by industries wonderfully organized, individuals sometimes think their part not worth reckoning. Their part is most decidedly worth reckoning. There are three ways in which it is to be applied. These ways can be stated, very briefly, as follows:

By Rigid Economy.
The war is going to call more and more for thrift and for an elimination of waste that will enable us to give our men at the front the support they need.

By Careful Saving.
Saving will be called upon more and more to supply the capital with which the Government can carry on the war.

By Hard Work.
The war is going to be fought more and more with the output of the industrial establishments of the country.

"Never before were economy, saving and work so necessary. As time goes on they will increasingly be recognized as the basis for winning the war. Our soldiers and sailors alone cannot accomplish the purpose for which they have enlisted. Our soldiers and sailors, properly backed by the people at home, will be an invincible force for victory and peace."

"Get busy."

APPOINTED PHILIPPINE TOBACCO AGENT

Charles A. Bond May Be Depended On to Do His Duty

To increase and insure one source of its revenue, as well as to cause Philippine cigars and tobacco to be appreciated more in the United States, the Philippine government maintains supervision over manufacture, packing, shipment and distribution. Clear as crystal is the intent, shown in law and practice, that the consumer of Philippine products shall receive standard goods in proper condition.

Beginning, by giving instruction and aid to tobacco planters in the Cagayan Valley, encouragement is extended to the tobacco and cigar industry all along the line. And the regulations, always strictly enforced, are neither unfair nor at all prejudicial to honest effort. If certain restrictions are far reaching, they are made to serve more effectively.

Neither vague nor meaningless is the guarantee of the Philippine government stamped on every box of cigars exported from Manila to the United States.

Nor do Manila cigar factories suffer by comparison. Made models, as respects cleanliness and sanitation; allowed to utilize nothing but sound tobacco grown in the Cagayan Valley and graded according to established standards; employing skilled workmen who follow Spanish methods exclusively, making even the cheapest cigars entirely by hand, the factories gain rather than lose by strict regulation. Cigars made in Manila obtain favor in many parts of the world.

That an established good reputation may not be jeopardized, the Philippine government exercises a watchful care over Manila cigars, even after the goods are shipped from the Islands to the United States.

Mindful of the present value and the future possibilities of the American market for Manila cigars, the Philippine government displays business prudence, protecting itself and all concerned.

By attesting quality, by maintaining high standards, and by making sure that goods becoming inferior because of any deterioration are not foisted, through misrepresenation, on the public, the market for good Manilas in the United States is safe-guarded and a reputation deservedly obtained is honestly upheld.

Which work in this country is entrusted to the Philippine Tobacco agent. Regarded in one light, the duties of this important official may seem arduous and multifarious. Not the least of his labors is to make American smokers see the good qualities of Manila cigars. As the representative of the Philippine government, he is called upon to investigate complaints presented through the proper channels. His powers are not discretionary. The law, rather rigidly declares what shall be done. Every requirement or emergency that could be anticipated, is provided for; few pieces of legislation have been more carefully drawn. If Manila cigars, shipped to the United States, become wormy or mouldy in transit, the importer immediately may avail himself of all that is implied in the Philippine government guarantee.

When officially such a case is brought to his attention, the Philippine tobacco agent makes inspection and recommends what should be done.

Undeniably, the intention of the Philippine government is to be just, to protect the interests of manufacturers, importers, dealers and consumers as well as its own. If any deterioration occurs en route, re-conditioning will be made, if practicable. Where re-conditioning is feasible, the work will be done under the supervision of the Philippine tobacco agent. Cigars beyond reconditioning will be destroyed. Or, in some instances, cigars deemed unmarketable will be shipped back to the Philippines. The idea being to emphasize the desire of the Philippine government that only merchantable Manila cigars in good condition shall be sold.

The tremendous development of Manila importations naturally means more work and additional responsibility for the Philippine tobacco agent in the United States.



CHARLES ALLEN BOND
Philippine Tobacco Agent

A direct descendant of Ethan Allen, the hero of Ticonderoga, and having also a Colonial Governor, Crandall of Rhode Island, for an ancestor, he comes of staunch American stock—his people, on both sides, were pioneers of the best sort, men and women who helped to make history. Born in Sonoma County, California, passing his boyhood on a ranch in the Carson Valley, Nevada; a student first in the University of Michigan and later in the University of California, noted for his success in athletics while in college, being both a sprinter and a base ball pitcher, renowned in his day; he developed ability with brush and pencil and attended the Partington art school in San Francisco. His art studies were interrupted by a call to assist in the management of his father's store in Healdsburg, Cal. He seemed destined to become a country merchant. But, at the outbreak of the Spanish-American War, he headed the "Healdsburg contingent" that became a noteworthy part of Battery L of the famous Third U. S. Artillery.

Going to the Philippines with the second expedition, he arrived in the Islands just time to participate in the capture of Mani He served during the Spanish-American W and he saw some of the hardest fighting th occurred in the Philippine Insurrection.

A corporal then entrusted with the importa duty of getting a lot of ammunition to the fro he obtained commendation for brave condu in crossing the Bag-bag River. It was the that General Wheaton made emphatic a appreciative remarks concerning Bond's abili Excellent service earned him praise and pr motion. At the expiration of his enlistme as a "volunteer regular," he was offered a co mission. However, having promised to ma the illustrations for a war book written by h comrade Jesse George, Bond returned to ci life and remained in Manila. Completing t drawings for the volume of Philippine histo he became the cartoonist for the *Manila Tri une.* One of his pictures, "Aguinaldo's movi capitol," attracted attention far and wide. B not for long was the *Tribune* able to empl a cartoonist. "Charlie" Bond was next knov as "a reporter on the *Freedom.*" Mont afterward, he occupied an editorial desk the *Daily American.* Later, he was the edit of the *Daily Bulletin.* In Manila, he found a breezy weekly known as the *Sunday Su* which publication was very successful for while.

Leaving Manila, he went to Shanghai, Chir and edited a daily paper there for nearly a ye Eventually returning to the United States, planned "to settle down" in his old home Healdsburg. Within two years, though, "heard the East a callin'" and went back Manila again. Once more editor of the *Bulle* and *Sunday Sun* he did rather well, but a seco sojourn in the tropics proved to be not so go for his health. Coming back, via Suez, he ma a tour of Europe. Soon after arriving in Ne York, he was offered a position on Tobacc He contributed important articles to the b "twentieth anniversary number" issued on M 10, 1906, and he assisted materially in maki a success of the Tobacco Exposition opened Madison Square Garden the first week in Se tember, 1906. Transferring to the *Tobac Leaf,* he continued with that publication until came back to Tobacco as editor in Januar 1916, which position he relinquished, some f teen months later, in order to devote more tir to the Manila Ad. Agency, which he had esta lished.

For nearly 12 years in New York, Bond h been in closest touch with the tobacco trade. reporter, editor and artist, he has done much explain conditions and smooth out difficultie He is well and favorably known to almost eve tobacco man in this section of the countr Among the first to join the Tobacco Salesmer Association, he has been prominently identifi with the affairs of the organization ever sinc At present he is a trustee, delegate to the T. M A. and member of the house committee.

Of his work in New York in behalf of th tobacco industry in recent years, there is b little need to speak, for nearly everyone he knows how busy he has been.

Nominated, in an acting capacity some montl ago, the appointment of Charles A. Bond, Philippine Tobacco Agent was confirmed, th first of the year.

About the first thing he did, after being appointed, was to "take a glimpse" at trade conditions in the West. Although he went to the Pacific Coast primarily to visit his folks in California and Nevada, and most of his trip had to do with personal business, he availed himself of the opportunity to study business problems at some of the big distributing points in the South, West and Middle West.

He reports a growing interest in Manilas in every section of the country visited. Manila cigars have been successfully introduced in New Orleans. The trade at Los Angeles and San Francisco has attained unlooked for proportions. Importers and jobbers there report a heavy demand throughout the territory for Manila hand-made cigars.

Sacramento, Ogden, Omaha, Chicago and Buffalo are featuring good sizes of Manilas and dealers are anxiously inquiring for more information concerning Philippine products.

Recent advices from Manila indicate the value of the government's efforts to increase and improve the cigar business. Although conditions have increased manufacturing expenses and price raising has followed to some small degree the trend of business in the United States, Manila is endeavoring to maintain a conservative trade policy which has for its object the winning and holding of American good will. The quality has been improved and higher prices are being made the basis for a better grade of cigars.

"The proportion of high grade sizes coming to the market is far ahead of what it was a year ago."

PREVENTING TRADEMARK INFRINGEMENTS.

The General Cigar Co., Inc., announces that it has recently been compelled to institute proceedings to restrain the infringement of its "Little Tom" brand and its "Wm. Penn" brand. Injunction suits were brought in two of these cases, and resulted in judgments for the General Cigar Co., Inc. In the third case, the matter did not reach the state of court proceedings, but was settled by agreement.

That company is also prosecuting an action to restrain infringements of its "Tom Keene" trade-mark, and it is expected that that case will be reached for trial some time in May or June of this year. The General Cigar Co., Inc., has carefully protected its trade-marks from infringement in the past, and intends to pursue a still more vigorous policy in protecting these marks against infringements in the future. S. K. Lichtenstein, who secured judgments in the cases referred to, is acting as special trademark counsel for the General Cigar Co., Inc.

WHY THE DRUMMER BEATS THE HOTEL.

What is the matter with the feeding end of the country hotel? Years ago the proprietor of the best hotel in a fine Wisconsin city of 15,000 said to the editor: "I don't make a dollar in my hotel business, but my bar cleans up about twelve thousand a year, so it pays me to run the hotel." The above shows that in at least some good hotels in country cities the rooms now hold the relation to the feeding end that the bar above held to the hotel. The rooms carry the dining room. That sure is "rotten!" What's the matter?

The hotel men say that the commercial traveler—that is, many of them—go out of the hotel and eat in an Italian or Greek "hole in the wall" or at a Thompson celluloid eatshop and then turn into their house an expense account that is camouflaged—a "swindle-sheet"



BRITISH OCCUPANTS OF A CAPTURED GERMAN DUGOUT
The cigarette is a favorite smoke of nearly all the men engaged in fighting the Huns.

—in which they charge up $3.00 or $3.50 per day for hotel expense when with the $1.00 room they always insist upon, their expense has not been $2 per day. Now that, as Grover Cleveland once remarked, is "a condition and not a theory," and no law nor proclamation can change it. It is up to the hotel man. Again, what is the matter? Well, here is one "matter." The dining rooms, restaurants and cafes in the hotel are too fine, too elaborate, too stylish, too lavish with space, finishing, decoration, furnishing, service. You can't run and make profitable a $10,000 place with a $1,000 business. Too large a percentage of the trade is too cheap and to make a profit on it the "shop" must be cheap. The whole explanation is contained in that one word *cost.—Hotel World.*



WM. H. GETZELMAN

Superimposed on an agreeable personality, a steadfast desire to make good, is something every employer is pleased to see. When trustworthiness and tact are joined to diligence and knoweldge, experience qualifies a man for a preferred position.

Wm. H. Getzelman has one. He is the manager of the Sherman Hotel cigar store in the Albert Breitung chain in Chicago. Starting in the drug business, he "just naturally gravitated" to the cigar trade. With Albert Breitung for the past 13 years, he has proven his reliability and developed knowledge concerning all that a man behind a cigar counter should know.

He has acquired popularity. Few managers of cigar stores have a larger following. At the age of 30 now he can consider past success as a positive assurance of a prosperous future.

UNION CIGAR CO. RE-ELECTS OFFICERS.

At the annual stockholders' meeting of the Union American Cigar Co. held in Pittsburgh, February 11, the following directors were re-elected for a period of three years: Tilghman Johnston, Jos. F. Cullman, N. D. Lean.

The Board is now composed of: G. P. Waidely, Frank Kitzmiller, J. J. Satterthwait, Geo. D. Edwards, Edw. G. Lang, Chas. B. Evans, Jos. F. Cullman, Tilghman Johnston, N. D. Lean.

After the stockholders' meeting, the directors met and the following officers were re-elected for the ensuing year: G. P. Waidely, president; Frank Kitzmiller, vice-president; N. D. Lean, treasurer; E. S. Hurt, secretary; D. R. Morris, auditor; E. S. Hurt, secretary.

The capital of The Falk Tobacco Co. has been increased from $1,000,000 to $1,750,000.

Max Kraielsheimer, general manager of The Tobacco Corporation of America, is in New York looking several pounds lighter since his severe illness. He returned to Allentown, Tuesday.

"We All Have To Fall For It"

Meanwhile Cigar Business Jogs Along Up-State

NEW YORK STATE CAPITOL DISTRICT,
February 11, 1918.

Which? Organization like the American Army, or *dis*-organization, like Russia's?

Take our own. Germany is reported rushing around in an effort to make a jab before we get our organization to work.

Take Russia's. Germany is reported standing around in an effort to look busy, while the Red Army is on strike.

Just so in Albany. Cigar men stand around the street talkin' about the injustice of the fuel order as applied to theatres, restaurants and lunch rooms, including hotels, last Monday.

Nothing happens. Then, to arms! Five or six downtown retailers meet in kuklux-klan. They decide to delegate Bruce Macdonald, of the Bruce Macdonald Co., 110 State, and Manager Drummond, of the United, to call upon Fuel Administrator Gy Lansing.

They call. "Certainly," says Gy, "I see the injustice of my position! But let me tell you how it occurred: Last week Mr. J. S. Riefield, of the Empire Theatre cigar privilege, came to me about opening his stands last Monday. He told me that, inasmuch as he was obliged to close all day Tuesday, with the theatre, he thought it only reasonable to be permitted to open Monday. I agreed with him.

"Then Mayor Watt 'phoned me about the lunch rooms, restaurants and hotels. He wanted to know if I didn't believe no harm would be done if these places, open anyway on Monday, were allowed to serve cigars and cigarettes. Mayor Watt proposed to limit such service to patrons of these establishments only, and not then unless some sort of meal was ordered with the smokes.

"Well, I fell for that. But, take it from me, next Monday, if heatless, will be absolutely so as regards tobacco products. You gentlemen have convinced me of the error of last week, and I'll surely be pleased to receive any future suggestions on the subject you may make. I aim to treat all merchants and manufacturers with strict impartiality, and I hope to have your trade support."

Now that the reorganized Anndora Cigar Co., Inc., has commenced to operate in its Albany plant on Broadway, jobbers and retailers look for lower schedules on the former Payn products.

Many hands have been secured from the American Cigar Co.'s shop at Broad and Arch Sts. Anndora pays a trifle more money for experienced help, and the girls are quick to respond. Some, however, prefer to work without the suction tables, rolling their cigars all-hand.

"And there you are!" greeted Jimmie Stuart, handing over a Cinco, when you know he really intended to offer a Henrietta! "I hope everything is all right by you. For it is with the House of Eisenlohr, where trade maintains its steady stride. If there is anything I can do for you, tell me now. Because, with delay, I'll be unable to squeeze any more orders in that packin' case I'm mailing to the factory tonight!"

Hear about Motlow? You remember him! That long telegrafo, tall, slim, narrow, thin chap who sold so many Lucky Strike cigarettes?

Well, the draft got him! That is, they looked 'im over, expressin' surprise he wasn't taller, more like a ruler. Then they weighed 'im!

My, my! There wasn't a half-ounce Troy scale in the place, so they balanced 'im against a package of Lucky Strikes! And the Strikes won!

Yes, that's right. Three strikes it took to put 'im out, the last time right after he was all dressed, too. But they weighed 'im again on the Troy plan, finally decidin' he was tall enuf to carry the Colors, but entirely too light to hold 'em down in a breeze!

"Is it Home Runs you want?" asked Charlie Fox, of the Liggett & Myers squad. "Well, I'll try to dig up a few for you, but they're harder to find than any cigarette we have, or, rather, haven't. Most jobbers are cleaned out on this brand. However, we can supply a few Fatimas, Chesterfields, Piedmonts, Richmond Straight Cuts, etc."

Taking it as a general rule, tobacco ain't skeered much of smoke. That is, a-course, its *own* smoke. True, Sumatra is a delicate thing. And its brothers and sisters in Connecticut, Georgia, Florida, even Wisconsin and Pennsylvania are not over husky just now!

But those six tobaccos are far better positioned to inhale their smoke than were the half dozen members of the family at 23 Broad St., Albany.

For it was there that a fire occurred last Tuesday night, compelling the wife and two children to flee, while two other sick kids were carried through the smoke by their father, Vincent *Tobacco!*

Whenever any of the other cork-tipped coons of the show could corner Comedian Bert Swor with a hypothetical question, Bert invariably squeezed out by running close to the fence this way:

"Yas, dat's alright, boss, you-all sutinly am keerect! Yit Ah reckon Ah'll leebe dishyar dee-ciz-shun tu Mistah Al Gee Fields an' da Bo'rda Di-rect-ors!"

Evidently, the board of directors have passed it on. For, when those officials of the Dearstyne Brothers Tobacco Co. met in Albany the other day, they elected:

President, Edmund C. Dearstyne; vice-president, Frank S. Dearstyne; secretary, J. F. Dearstyne; treasurer, William W. Dearstyne; assistant treasurer, James A. Dearstyne. Those on the Board are E. C., F. S., J. F., and J. E. Dearstyne.

"Bold cigars are going very well indeed," remarked Gil Thompson, the Clinton Square retailer, Albany. "And Cincos, Havana Ribbons, Rocky Fords are also selling well in the six-cent line. It seems to me we're going to line up smokers on this odd-cent game after a few more boosts of all good nickel cigars."

To feature their cigar brands in an otherwise unoccupied neighborhood, the Bruce Macdonald Co., 110 State St., Albany, have taken over the stand privileges in the drug store of Frank G. Rice, Madison Ave. and Eagle St., opposite the Cathedral of the Immaculate Conception. This is an excellent location for trade in this section, always considerably patronized by the prelates of the Catholic Bishopric.

"Small cigars are gradually disappearing from the local market," said A. J. McAvoy, of the Dearstyne Brothers Tobacco Co., Albany. "Such brands as Between the Acts, Hoffman House Magnums, Blue Moons, Admiration Minatures and so on are very scarce indeed, while the prices are shooting upward like rockets. Why, even the Minatures went from $12.50 to $17 this week. And they'll probably go higher!"

From South Norwalk, Conn., the Graham-Ernst Cigar Co. has approached the Capitol District, looking for distributors for their Seminola and Continental brands. Graham-Ernst were established way back in 1866, and they also operate a shop at Quakertown, Pa.

In the grand armee, U. S. of A., details are assigned daily for white-wing or police duty. These soldiers are sometimes men who have been penalized for slight violations of military regulations. And it's their job to "police" or clean camp by sweeping, shoveling, or even sniping paper, cigar and cigarette stubs.

Joe McElveney uster play in an army band. So he knows all about this here business-is-pickin'-up police. And Joe tells about a certain slacker in the outfit who was detailed by his top-sarge to cop the butts along the Company street.

Some of the other boys suddenly noticed that the slacker was actin' queerly. For he'd pick up a cig-snipe, look at it very carefully, then cast it down again with the remark, "That ain't it!"

After keeping up this stunt for quite a spell, repeating each time, as he threw the butt away, "That ain't it!" with a solemn shake of the head before proceeding for the next stub, the peculiar bug of the slacker was reported to the sergeant.

Then the sergeant called the captain's attention to the dope. And, ultimately, the slacker was placed under observation in the base hospital.

There the major-doctor at last decided the man surely was a harmless nut, so he recommended his discharge.

This came through the usual channels after the customary red-tape was wound and unwound, releasing the slacker from the army.

And the very last his comrades saw of the loony slob was on the rear platform of the car as the train pulled for home. There he stood, with the document of discharge in his hands, gazing intently at it, and murmuring to himself, *"That's It!"*

Talking about soldiers, how would you like to have the business of the New York State boys at Camp Wadsworth, Spartanburg, S. C.?

One of the Capitol District men, encamped there, says he has excellent authority from the quartermaster's department about the quantity of tobacco products used in the town and camp.

It amounts to approximately $72,000 monthly in cigars, cigarettes, tobaccos and pipes, just for *one* account!

"Yes, things are quiet," admitted M. A. Schufeldt, of the L. W. Killeen sales staff, Schenectady. "Yet I think, with prices all shot to pieces, shortage of supplies, and other little things like that to bother the cigar trade, we are doing our fair share of business on Bolds.

Just when the retail trade of Albany had the smokers in line to pay ten cents straight for all domestic seed and Havana goods, along comes the Ligget Drug chain with the former three-for-a-quarter foolishness to queer the whole plan!

And the Branche Drug Co., near neighbors on Pearl St., are meeting the incision by selling the Peter Schuyler cigars for similar figures.

These drug boys are extremely ill-advised, dealers say, to start something when retail prices were just at the turn of profit.

That's a reg'lar Odeon, that new building of the Municipal Gas Co., up there on State St., Albany. It gives this ancient Jonkers thorofare a mingled touch of both the 13th and the 20th centuries. For cost, see surplus, sinking-fund, undivided profits!

Without, it is Bourse-Built, made of stone familiar to Caesar as Trentino marble. To others, not Italio, it resembles rusty plaster, hook-wormed. Cost, proportionate.

And those flambeaux, now supporting The Flag and the Service Stars at either side of the entrance, what are they? Merely hand wrought bronze, everlastingly, patiently, wonderfully hammered by an artist-smithy living in the time of King John. Cost, trifling.

Then, opening immense Tiffany-bronze

doors with the push of a pinkie, you're immediately standing within the auditorium of a Theatre Royale. Cost, pooh-ba!

While Ra, the Ormuzd of Egyptian light, is hiding in the diamond dome over the commercial counters. So you approach the bank-like tellér, "Pay Here." Cost, look at your blue-bill!

You've come, all het up for a pile a-talk about your January bill. You've rehearsed the subject thoroly. You simply won't stand for that statement on gas and electricity! What! ten per cent more than last month, not countin' th' Garfield holidays, lightless nights, reduced kilowatts!

But you meet a smile. It radiates from the pleasing face of a cheerful young feller. He tells you something! About "continuous meter service." Big bill this time, very small next time!

Anna Eva Fay couldn't do it better! You're in a trance! And you walk right over, where the other cigar men stand, waiting to—*"Pay Here!"*

"Oi soy, Pate," casually approached Mat Grady, "Mesilf an' Moike, here, be wit' yez on thot committay ter nootefy th' raytail seegar dailers ter be-wayer uv al non-nnion goods. But phwhat's de raison uv al' uv us gooin' ar-round? Me an' Moike hev da-cided ter ma-ake you charmon. An' ut's up ter you ter sa-ay th' fel-lies yersilf." Then Mat nudged Mike in the short ribs in solemn silence.

Peter Doetzer regarded his fellow committeemen in a stolid stare of rapt attention while Mat made the notification speech of Pete's proposed chairmanship of the strikers' sub-com on trade relationship.

For it was a time, some years ago, when the cigarmakers' union was endeavoring to compel the manufacturers to sell nothing but union made goods. And the retail trade was to be requested to co-operate.

So, after several minutes of deep deliberation, Pete nodded his head slowly and spoke up:

"Yah, dot sharemanchip I takes py mineselfer. Dose deelars vill I toldt aboudt vot I saidt. Leefe ut py me, poys!"

Then the following day, and for many days thereafter the Erin-Go-Bragh lads had shoved the undesirable job on the Dutchman's innocent shoulders, Pete went from cafe to store, especially *cafe,* asking each and every retailer to be so kind as to cast aside all cigars not endorsed by the union.

Well, the strike was settled after a time, and everyone was back on the yob except our old friend Peter. No one would have the man in his shop, notwithstanding cigarmakers were rather scarce at the time, and Pete was a pretty good hand workman. All the bosses objected to was Peter's prominent part in the boycott, his persistent soliciting of the trade not to handle and sell the cigars and brands produced by the association of factories.

It got so bad, after weeks of wandering around, searching for work, that friends intervened with Pete's former foreman.

"No, sir!" emphatically said he, "I wouldn't have the old nuisance in my shop. Don't talk Doetzer to me!"

So at last, one of the family acquaintances went directly to Peter's boss-in-chief, the manufacturer himself. He told the go-between that he couldn't possibly take Peter back because of his action in the strike. No, never!

But when the ambassador related the distress of the Doetzer children, of which there were four or five, the proprietor gave in, and issued instructions for Peter to go back to work.

Pete, of course, was *very* much obliged, and he swore on his oath never to interfere in such matters again.

What, never? Well, hardly ever! For it was only a year or two later that Peter was selected again for a fall-horse to picket a N. N. Pearl St. druggist, who sold a lot of stuff.

Inevitably, the result was not only Peter's permanent loss of a job, but the removal from Albany of the entire factory where Peter Doetzer worked.

It may be interesting to know that it was the late Wallace N. Horton who so kindly reinstated Peter in the shop, and that it was the G. W. Van Slyke & Horton factory which ultimately removed to Kingston, N. Y., because of these recurrent union troubles and the difficulty to secure suitable labor in this section.

And this was in the days while the Van S & H ten-cent brand sold at retail four for a quarter in the cut-price stores, *not* ten-cents straight, as usual just now! THE SMOKER.

Less Than a Warranty

"Dealer's Talk" and What It Amounts to in the Sale of Goods.

(*Copyright* 1918, *by Elton J. Buckley.*)

I was consulted recently in a way which had never fallen to my lot before. I regard it as a most unusual experience. The sales manager of a wholesale concern who not only put selling talks in the mouths of his men, but also does considerable selling himself, came to me and laid before me a problem which was substantially this: "I am an exuberant salesman. It is my way to enthuse over my goods, and when I am enthused I am apt to say more about my goods than I intend to. Only last week a customer pinned the house down to something I had said, which he contended amounted to a guarantee and which I had no right to give at all. I had to admit that I had said about that thing, and the house allowed his claim. I have been told that a man is allowed to brag up his goods, to a certain extent, and isn't held strictly down to every word, now I want to know how far I can safely go in my selling talks. Is there any rule which I can use and have my men use, so that what I say will be only ordinary selling talk and can't be regarded as a guarantee?"

I gave him the best advice I could on the subject, and the incident is responsible for this article on "Dealers' talk: What it amounts to in the sale of goods."

The inevitable conclusion after reading and digesting the law on this subject—there are innumerable cases—is that there is no rule which a business man can lay down for himself, and apply with certainty, but there are certain useful principles which he can keep in mind, and these should check him from going too far in his representations about his merchandise. Of course this applies to representations made in every way they can be made—by word of mouth, through advertising, in letters and in every other fashion.

The importance of the thing is this: if the seller in what he says about a thing he is selling, stays within the realm of "dealer's talk," he is not liable even if some of his statements are not borne out. But if he passes beyond "dealer's talk," his statements are warranties, and he will be strictly held to every one.

The cases make very little effort to define "dealer's talk." I give a working definition of my own: "Dealer's talk is something less than a warranty, and consists of an expression of opinion or judgment about the article, on a point as to which the seller has no special knowledge, and on which the buyer can be expected to have just as good an opinion and to use his own judgment."

For instance, take a dealer selling automobile tires. He is not an expert. He says of a tire he is selling: "That's as good as any tire on the market." The buyer takes the tire, which isn't satisfactory. The statement "that is as good as any tire," would be considered in my judgment, mere dealer's talk.

Note my statement in the above illustration that the dealer was not a tire expert. It would make a decided difference if he were an expert, for many cases hold that a statement made by a non-expert, which would be considered no more than dealer's talk, would be considered a warranty when made by a dealer having expert knowledge of the article he was selling.

From a couple of leading cases I assemble the following statement of the law governing the subject:—

> Mere commendation, praise or brag by a dealer, is not a warranty. Each seller has the right to extol the quality of his wares, and much latitude has generally been allowed, the language being regarded more as an invitation to purchase than as a warranty.
>
> It is to be conclusively presumed that the buyer knew or ought to have known enough not to rely upon dealer's talk or the praise of their goods ordinarily indulged in by sellers.

This last paragraph is rather a sad commentary upon the integrity of the average commercial transaction, but such is the well settled law.

There have been a great many cases in which these principles have been applied. Of course in practically all of them the issue was between a buyer who sought to enforce against his seller a statement (subsequently found to be untrue)which he claimed was a warranty, the seller taking the position that it was not a warranty, but only dealer's talk.

I mention a few of these cases here:—

A statement "these are the best goods made," is not a warranty, but merely dealer's talk.

"I think he is sound," spoken of a horse one is selling, is not a warranty if the seller is not an expert veterinarian.

"You'll find this line will readily sell," is not a warranty which the buyer can claim was violated when the line doesn't readily sell. It is only dealer's talk.

"This is a very good machine and will do your work," is not a warranty when no special work has been mentioned between buyer and seller, or the work the machine was to do was mentioned only in a general way.

But when a buyer orders a machine for a specific purpose and says so, and the seller tells him: "You may rely on having a first rate machine which will do the work in a satisfactory manner," that is a warranty, and if the machine doesn't do this particular work in a satisfactory manner, the buyer can sue.

Putting the expression "approved standard quality" on a label, or so representing the goods in other ways, is not a warranty.

The rule is different where a man is passing a check or a promissory note, and says "this is good." Value is the only quality negotiable paper has and if it hasn't that it hasn't anything. Therefore every such expression is considered a warranty. Opinions of value as to other merchandise are usually dealer's talk.

The cases all emphasize the great difficulty of drawing the line between dealer's talk and warranty, and each case has to stand on its own feet.

Lincoln Bros. never in their career equalled the business they are doing now. They are constantly shipping cases of cigars to fill Government orders. A. Jacques, one of their representatives, is now on his regular southern trip. The firm has a wonderful working organization behind it, skilled workers, and plenty of them in every department. If they could get goods to their regular customers as quickly as they wish they would be perfectly happy, but the embargoes prevent this.



Unloading Cargo At San Francisco, 1850

In 1849, Captain Charles Allen Thacher of the ship Pleiadies sailed from San Francisco across the Pacific to Manila to obtain a cargo of supplies. He returned in 1850 with provisions and some luxuries, among them Manila cigars. The voyage netted him a fortune.

Full cargoes of Manila cigars are now bringing fortunes to importers and dealers in the United States.

Are You Getting Yours?

Boost Manila Business
There Is Money In It

Complete list of Manila manufacturers and importers on application

THE MANILA AD AGENCY 546 West 124th St., New York

Freight Embargo Handicaps Philadelphia Cigar Manufacturers

Motor Trucks Used to Accelerate Deliveries—The Truth About a "Robbery"—The Schulte Chain Is Extending—Jeitles & Blumenthal Find Tin a Most Acceptable Container—Stamp Men Contribute to Smoke Fund—Dan Ostrow Makes Notable Improvements—Diaz-Corcoran Cigar Store Has Financial Difficulties—The B. & A. Cigar Co. Brings Out the "Original Thirteen."

PHILADELPHIA, February 12.—'Twas another drear and smokeless Monday in this sleepless town that makes twenty cigars every second, or sumpin' like that, according to our old friend Dr. E. J. Cattell, the city statistician, except on the Mondays set apart for reflection upon one's sins and the high cost of living. That is, the town makes all those cigars on all but the aforesaid Mondays. Cattell is statistician every day. But what we started out to reveal, announce and make public was that the joy of the cigar and tobacco making and selling populace was short lived. Yes, there was some joy. It started when the newspapers announced that this week was to see the last of the smokeless, drinkless and—almost as important—coal-less Mondays. But before the populace got a chance to go out and huzzah, whatever that is, and throw its hats into the air, along comes a traffic committee representing all the railroads that touch Philadelphia and announces that hereafter no freight may be shipped within a ten mile limit of city hall to any point within that limit.

Nearly every maker of cigars in and around Philadelphia has been using freight trains, once in a while, when he could get 'em, to ship to points included in the new territory. Some manufacturers who have been oversold on their books but couldn't get the stuff out through embargoes to distant points took advantage of the situation to ship in large lots to nearby distributors. But now if they wanna do anything like that they've got to use motor trucks, and pay the freight.

This rate comes high, but we learn that some large distributors of high grade goods in this territory have been paying it for some time in order to get goods behind the counter. Express shipments were a novelty a year ago, but now they're a funeral. One local dealer got held up ten days on a shipment from New York and then learned that the company couldn't find his shipment. So they've been taking to the truck lines and getting things in on time, as a general rule. Once in a while a truck slides into a ditch and turns its feet up into the air and its cargo into the mud, but such things will happen.

For that matter, any old thing is liable to happen in Philly. A few days since our eagle optic lighted upon an item in a newspaper list of robberies reading something like this viz., to wit.: "Bobrow Brothers, cigars, $25." Which was supposed to indicate that somebody had eased the makers of "Bold" out of smokes worth that amount. But upon inquiry we learned that 'twas not so, by a long shot. The true story is that a tired looking gent rambled in to the Bobrow plant a few days ago, coughs apologetic like and requests a drink of water. He got it. Then he stood around and registered satisfaction with his surroundings. So did the Bobrows. After a while somebody indicated that it was time to get back to work, and wouldn't the visitor kindly go away from there. But the visitor only smiled vapidly and stayed where he was. So after more coaxing the gent was eased into the street a la bounce, and he went away. In the meantime a key pounder got excited and notified the police. About six brawny cops who hadn't anything else to do managed to cover the two blocks from the police station in thirty minutes, more or less. Of course they had to hurry, but they did it. They examined the floor and the ceiling and the walls and asked many, many damphool questions, and after being greased with a smoke or two, also went away. And then they sent in a report to City Hall about the aforesaid robbery.

Speaking of burglars, cigar dealers here are in favor of a movement to ship 'em all up to Lancaster where they can make big money outa the farmers who got about $300 an acre for their crop. They might also get a few ducats out of the wealthy cigar makers of this and other towns who are now up around Lancaster scrambling for the ol' tabac.

But to get down to business, the Schulte string is to be extended in the near future in this city. It is also annonunced that the firm has about picked out a site from several available in Trenton and will open up there. Chester, Pa., also may be invaded, as well as Baltimore and Washington. The firm is now running two stores in this city and is finding business satisfying—all but the silent Mondays. An innovation for a cigar store that is worth noting was tried out as an experiment by the Schulte main store at 8th and Chestnut street within the last week. Colorature reproductions of famous paintings selling at 15 cents each—the reproductions, not the originals—were put on sale. Just to show what a hit it made, the store got a thousand likenesses of Lincoln and by the birthday of the Emancipator had sold all but two copies.

The Juan F. Portuondo Co. reports that its salesmen got all pepped up at the annual meeting around the first of the year, judging from the way they're sending in orders which the firm can't ship out because of freight embargoes.

Jeitles & Blumenthal, who have been experimenting with various kinds of paper containers for cigars, are still shipping the bulk of their product in tins. Smokers in the wild and woolly, where a large percentage of this firm's output goes, seem to like the tins bettern wood, paper or anything else.

A judgment of $2,589.94 against Channing Allen has been obtained by Sig C. Mayer.

John J. Corcoran, individually and as a member of the extinct cigar firm of A. Diaz and J. J. Corcoran, trading as the Diaz-Corcoran Cigar Store, has been adjudged a voluntary bankrupt. Liabilities, $1,405.70, assets, $295.

One of the largest contributions received in recent weeks by the North American tobacco fund for the soldiers overseas was a check for $84.75 from the Philadelphia Stamp Club. This amount was realized from an auction sale of rare old postage stamps, which shows that the fellows who have been bitten by the stamp bug are pretty good patriots.

Dan Ostrow, one of the distinguished vice-presidents of the new association here and prop. of the equally distinguished City Cigar Store, who is always confiding to us that business is rotten, has so much of it to handle that for the second time in two years he is beginning to blow in some of the surplus on alterations and improvements to the said City Cigar Store. The first time he ripped out the wood floor and put in an artistic concrete understanding. Now he's bulging out the rear to make more room for his stock.

The Sobo Cigar Co. also finding business on the increase. It has put on the market a new ten cent smoke "La Tentor" which is going exceedingly well.

A new five cent smoke, the "Original Thirteen" has been floated by the B. and A. Cigar Company. "Royal Poet" and "Bella," other brands of this firm, are heavily oversold throughout the territory to which the company caters. For some months now the office boy has had a cinch. He hasn't had to make a single trip to the front of the factory to take in the "help wanted" signs. Nearly all the office boys are saving labor in this way nowadays. In fact, some employers got rid of their boys weeks ago.

BAITING CORPORATIONS

"There is a glamor about the word corporation which inspires in the minds of many persons the idea that a corporation is merely a symbol for wealth and riches of all kinds," says *American Industry*. "To some it is suggestive of enormous salaries, tremendous profits, extra dividends and all that goes with the unlimited use of money. It is needless to say that this is not merely an incorrect, but an unfortunate idea, of most corporations. It is unfortunate because it begets antagonism which is based on nothing more tangible than a certain kind of envy. This envy distorts the attitude of individuals towards all corporations and it is the inspiration of many of the attacks which are made both in the newspapers and in legislative assemblies. If it were possible to present to the public in detail the exact situation of every so-called corporation there would be a tremendous change in the attitude of the public towards these bodies. A corporation today represents, in a way, the backbone of American industry and finance and it is not only the great corporations which have really large returns, but the small corporations which are struggling to keep their heads above water, which contribute to our prosperity. Therefore it is essential that the public should differentiate between the so-called trust,—only a few of which are in existence and most of which are necessary to the country—and the ordinary corporation which has to work as hard, to make ends meet and make a little profit, as the laborer in the machine shop, the farmer on his farm or the small shopkeeper or storekeeper. It is doubly unfortunate that this false impression makes for political attacks. Political antagonism to a corporation is very often based on the assumption that such antagonism is popular with the people. Therefore, if there can be removed from the minds of the people this false impression of corporations, the political value of antagonism to them will necessarily disappear."

WALDORF-ASTORIA SEGAR CO. NOT INCLUDED IN SALE.

The sale of The Waldorf-Astoria Hotel, which took place recently, did not include the Waldorf-Astoria Segar Co. The Geo. Boldt estate owns the Segar Co., and the sale will in no way affect the business. Everything will continue as usual, and R. Waldener will remain as manager. The same staff will be kept. Three of the firm's representatives are now on the road, C. B. Cameron in Chicago, J. C. Wolf in Pittsburg, and Geo. W. Grant in Richmond, Va. Though banquets are less frequent and the sales of imported cigars are lower, the company undeniably does a fine business.

Tooting for Chicago Not To Be Teutonic

And Hitting Some High Spots in the Cigar Trade

CHICAGO, February 8.—Bismarck Garden has passed. Or, better said, the resort is now called the Marigold Garden. Announcement of the change in name was made today by Karl Eitel, secretary of Eitel Bros., proprietors of the Garden and of the Bismarck Hotel, who said the change has been suggested frequently by patrons since the recent opening of the Marigold room. Bismarck Garden was established by Emil Eitel, Karl Eitel and Emil Demme in 1896.

Roman O. Dobler, of Park & Tilford, secured much business on his recent trip East. Roman says he is going to show a big increase in 1918, throughout his territory.

The new representative in the middle West for San Martin & Leon Co., of Tampa, is Frank Daiger, a cigar salesman well known in Chicago. He is now out on a trip.

Elliott G. Ahern has returned from a visit to New York. He is secretary of J. & B. Moos, one of Chicago's largest jobbing houses.

John W. Merriam is expected any day. He is sure to get good orders here as he has many customers in Chicago.

Howard Knowles, cigar manager of Van Noyes News Co. of Kansas City.

Ben Lesser of Havana Production Co., is here booking first orders of the year. Sidney Windmueller is also in town doing missionary work.

Space in the Tacoma Building, to be remodeled for a cigar store, has been leased to Buck & Raynor who occupy the corner as a drug store. A full line of Best & Russell's cigars which they now feature in connection with their drug trade will be handled in this exclusive sigar shop.

The sympathy of the trade is extended to Joseph Ostheimer, sales manager for Bernstein & Schey, because of the recent death of his mother at her home in Ohio.

Robert Brunton, head of the Falk Tobacco salesforce here, went to New York for a visit.

Ernest Heymen who represented the Falk Tobacco Co. in the Northwest for several years, has resigned. Ernie is well known in Chicago.

The ALAMELA brand of the G. J. Johnson Cigar Co. of Grand Rapids, Mich., is sold by several local dealers. This brand still is in the 5-cent class.

C. B. Perkins, of C. B. Perkins Co., of Boston, visited customers in this field, greeted the trade, grabbed off some good sized orders and left for "Somewhere in the U. S. A."

Howlett's Cigar Store, on the southwest corner of Clark and South Water streets, has a fine PALMA VILLA display. This brand now sells for 6 cents.

Phil Verplanck, of the Preferred Havana Tobacco Co., was "drifting" around the loop. Looks well and says the outlook is good. The new Henry the Fourth Club house size is a very pleasant smoke and is bound to sell big. It costs the dealers $65 per 1,000.

The Berhoff on Adams street, has a pretty CONDAX display.

Matthew Berriman, of Berriman Brothers, makers of "Jose Vila" and "Valkyrie" cigars, came here to visit Chicago headquarters.

A notice has been sent to all dealers by the Ryan & Raphael Cigar Co., under date of Feb. 1, stating that on Feb. 11 the LUCIUS brand will go up in price. It is one of the biggest clear Havana sellers here. The new prices will be submitted by representatives.

Morris Lesser, who represents Antonio Roig & Langsdorf in the middle West, was looping the loop with salesmanager Leo Weiss, who will job the GIRARD brand in this market.

Sam Moscow, traveling with Max Ginsburg, the owner of the Sioux City Tobacco Co., Sioux City, Iowa, was in Chicago for a short stay. They do a wholesale cigar business and feature GATOS Key Westers and Bouquet de E. H. GATO brands.

CLEAR TITLE cigars now are selling for 6 cents. They are jobbed by Iwan Ries & Co.

The tobacco kit for "our boys in training camps" is now on sale. It contains 4 sacks of BULL DURHAM and 3 packages of LUCKY STRIKE cigarettes, which are done up in a neat container ready for mailing. The carton retails for 50 cents.

The first 5-cent stogie to appear on the market is the HIGH RANK, made by Leonard Wagner of Pittsburgh.

Moe Seigel has purchased the retail store of Ed. J. Brouillette at 201 West South Water street. This is one of the busiest corners in the produce district and has always been a paying store. Seigel will devote his personal attention to this store. He has just renewed his lease at 230 North State street for five years. Seigel is a hard working young man well schooled in the retail business and besides running a retail business does quite a little wholesaling. He has his eye on another location and is liable to surprise us any day by the news that he has closed for store number three.

Rates between Chicago and Maywood have been advanced from 10 cents to 15 cents on the Aurora, Elgin and Chicago Electric Railroad.

Pipes of all kinds are selling better. Most all the dealers report big increases in sales with the buying running to the better grades.

Sales of Montgomery, Ward & Co., the big mail order house, for the year 1917 aggregated $73,512,645, compared with $62,044,336 for 1916, an increase of $11,468,309, with net profits of $5,419,668, compared to $4,550,791 for 1916.

Fred Charles, a well known cigar salesman,

(*Continued on page* 15.)



MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that permits a quick turn-over and a price that provides legitimate profit, Muriel Cigar is one of my best bets. ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

Every step in the wonderful development of Muriel—every new size, every new selling idea — considers first the Retailer's Friendly attitude.

"Quality"—"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

P. LORILLARD COMPANY, Inc.
119 West 40th Street New York

SHARE YOUR SMOKE WITH A FIGHTING MAN

WHEN you smoke Muriel Cigars think of an American fighting man in France who is longing for even a whiff of his favorite tobacco. A carton containing

Stag, Nebo, Union Leader

will be sent by the "Our Boys in France Tobacco Fund," 25 West 44th St., N. Y., on receipt of 25 cents from you! A postcard of thanks will come back to you from the soldier who receives the "joy package." Send your quarter right now.

THE TIN DECORATING CO. OF BALTIMORE

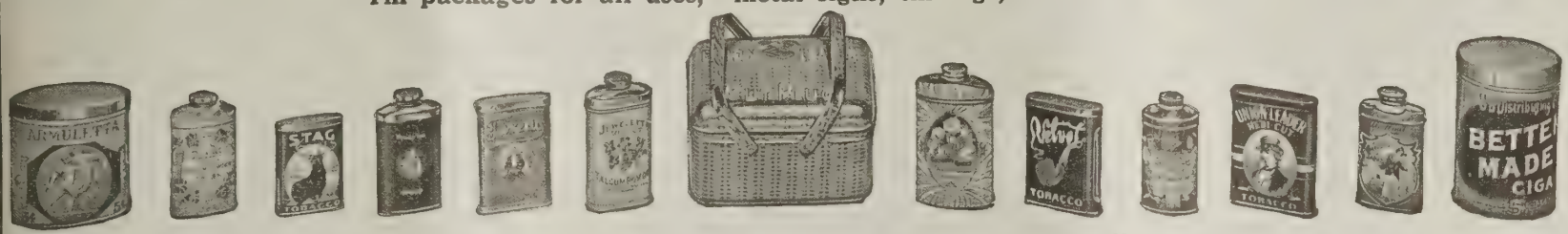
BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

"ACTIVITY AFTER THE FREEZE"

Concerning tobacco markets in Kentucky and Tennessee, the Nashville *Tennesseean* reports as follows for the past week: "The air-cured tobacco markets resumed activity this week after the freeze, and at Gallatin, Hartsville, Franklin, Bowling Green and other such markets receipts were fairly good and offerings on the loose floors of fair proportion. The loose floor here had a sale Tuesday, the offerings being near 200,000 pounds, with all the large buying interests represented, and prices generally quite satisfactory. The order of the tobacco in all the markets is poor though prices were well maintained. In fact, prices on this air-cured tobacco are higher than for many years, and the farmers are rushing other crops to market. Receipts for the Nashville market are coming with a rush and another large sale will probably be had next week.

"The dark markets are not so active, Hopkinsville being the only one making much effort to sell. The market there showed poor quality, though at firm prices. Clarksville only had small offerings, and report no trading in the country. Springfield has had no sale yet, but it is announced from there that the loose floor season will open on Tuesday, February 12, with sales at all the houses. There is said to be no trading at the barn door of any consequence, and planters and buyers are still somewhat apart as to values. With the advent of better weather and more favorable seasons for handling, it is expected the movement of dark tobacco will be brisk, but prices are not so well settled, and the type of tobacco being largely exported and consequently subject, in a manner, to the uncertainties of war, it is no doubt with some distrust that the big interests put their money in it at the high prices expected by the farmers. It is said that only 2 per cent of the shipping tonnage is available for commodities other than food, munitions and other war uses, and this don't leave much room for shipping tobacco. However, it is expected to sell at prices above that of last season."

OPTIMO MAN USES SOAP

I. I. Hess, the Optimo factory representative, while on an automobile trip through Nevada recently, was stalled by tire trouble at a small town. He was shown to his room in the hotel by the landlady and being coated with a liberal supply of oil and dust his attention was naturally attracted to a little pound cake of soap on the wash basin. Eying the tiny cake, Hess said: "I suppose I can have some more soap?" "No," replied the lady, "under the new rules we are only allowed to put one cake in each room." "All right," said Hess, "put me down for three rooms; I have to wash my face in the morning."—*San Francisco Grocer.*

THE CHICAGO BUDGET

(*Continued from page* 14.)

looked the town over. Fred is connected with three Penn factories and is doing well. Good luck, Freddie.

Al Korn appeared here in a swell new overcoat with a fine fur collar. Al stuck close to the La Salle Hotel, entertaining several of the boys.

Ben Strauss, who represents A. Santella & Co., was another notable visitor in Chicago. He was looking as fine as silk and reports business good.

A very attractive brass sign with a black background is now seen in many loop windows. It bears the ad of Romeo Garcia, the mild Havana cigar. While small in size it shows up very strong, and is declared to be one of the neatest signs distributed to the trade in many a day.

American Maid, mild Havana cigars, made in America, is what the nifty window strip sign reads that is up on the windows of Shoemaker & Co.'s store. American Maid is one of their leaders, and is repeating in great shape. Manager Harry Penny reports business good for this time of the year. Fred Oakes is about ready to depart on an extended trip. It is predicted, too, that he will get big orders.

The Brown Cigar Stores Co., Inc., operate a chain of three well equipped stores at 348, 518 and 755 North Clark St. The firm is composed of M. & H. Brown, two live cigar men who know how to merchandise cigars. In their cases is seen such well-known sellers as San Martin & Leon, El Into, Muratore, Americans, La Muna, Dulce, Perfecto Garcia, La Venga, Gonzales & Sanchez, Lucius, Ben Bay, El Roi Tan, Tom Palmer, Robert Burns, Tom Moore, San Alto, Argenta, and many others. They carry one of the largest assortments of high grade cigars found in Chicago. Their five-cent leader, Brown's Sensation, which is some seller. They will open store No. 4 during the summer at 18th St. and Michigan Ave., one of the best corners on Auto Row, having a 50-year lease on this corner. The Brown Candy Co., which they own, is also meeting with much success.

The Waukegan laundrymen announce their intention of raising prices 25 and 50 per cent. "Talk about going to the cleaners."

The bill-boards around town are showing very attractive posters featuring Helmar cigarettes.

The Independent Drug Co., store 47th and S. State Sts., was held up and $100 in currency and a quantity of cigars were stolen. Another dealer who had a visit from hold-up men was Alex. Nory, 228 E. 61st St. He lost $64 in cash.

H. L. H.

United States Tobacco Imports and Exports

Trade Returns for the Month of November

WASHINGTON, February 5.—Returns for the month of November, last, show that the importations of tobacco and manufactures thereof increased notably as compared with returns for the corresponding month of 1916. For example, importations of leaf tobacco suitable for cigar wrappers amounted to 280,304 pounds at $469,126, as against 132,972 pounds at $132,392 in November of 1916; for the eleven months there was an increase from 5,769,653 pounds at $8,403,620, to a slightly reduced quantity of 5,386,631 pounds at a value of $7,080,991. In returns for the month the Netherlands were out of the market, Canada showed a decrease from 3,163 pounds to 644 pounds; Cuba an increase from 11,971 to 17,058 pounds and all other countries from 4 to 262,602 pounds.

Under the heading of all other leaf tobaccos there was an increase for the month from 5,139,940 pounds at $1,935,309 in 1916, to 6,473,915 pounds at $2,369,931 in November of last year. For the eleven months there was an increase from 41,041,050 pounds at $17,004,103 to 43,303,485 pounds at $21,480,489 as between 1916 and 1917. Receipts from Greece during the month amounted to 1,035,486 pounds at $515,303, compared with 2,333,029 pounds at $758,764 for the corresponding month in 1916. Twenty-four pounds were received from the United Kingdom valued at $11; 183,457 pounds at $49,334 were received from Mexico; the quantity received from Cuba showed a slight reduction from 1,600,107 to 1,510,033 pounds with an increase in value from $1,036,492 to $1,186,249 as between the corresponding months; while the importations from all other countries showed an increase from 1,205,804 pounds at $140,053 to 3,744,915 pounds at $619,034.

Under the heading of manufactured tobaccos the returns showed a total value of $930,344, as against $691,602 for November, 1916; for the 11 months of 1916, the imports were valued at $4,972,755, and for the 11 months of last year at $6,724,651. These importations for the month consisted of 372,365 pounds of cigars and cheroots from the Philippines at $443,833, as against 206,913 pounds at $255,855 in November, 1916; 430 pounds of cigarettes at $550, as against 1,720 pounds at $1,423 from the same source in 1916. The importations of cigars and cheroots from all other sources show an increase from 65,908 pounds at $425,313, to 70,083 pounds at $474,862; while those of cigarettes show a decrease from 752 pounds at $2,796 to 82 pounds at $452. The importations of all other manufactured tobaccos show an increase in value from $6,215 to $10,647.

The exports still continue to show spotty and unsatisfactory conditions. For instance, while there has been a marked increase in the value of the exports of unmanufactured leaf from $3,489,108 to $5,675,591, it was for a quantity decreased from 28,663,733 to 25,971,486 pounds. For the 11 months, however, there is a decrease in both quantity and value; in 1916 the returns showed exportation of 456,117,585 pounds at $59,310,003; for 1917 there was a reduction to 225,243,634 pounds at $39,940,331. The largest exportations during the month were those to France which amounted to 5,590,910 pounds at $757,371, as against 8,478,247 pounds at $747,107 in November, 1916. The second market of importance was that of the United Kingdom to which we shipped a total of 5,542,009 pounds at $1,787,414, a marked increase over the 4,212,402 pounds at $803,321 shipped to them in November of 1916. Countries which dropped out of the market during last November and which were customers in November of 1916, included Denmark, Netherlands, Norway, Sweden and Hongkong. Those showing increased importations other than those already referred to included:

Italy with an increase from 1,005,190 to 2,002,030 pounds, and in value from $111,256 to $405,906; Portugal from 281,188 pounds at $46,567, to 1,750,047 pounds at $263,331; Spain with an increase from 831,415 pounds at $55,121, to 4,969,328 pounds at $664,902; China from 487,218 pounds at $66,882, to 1,700,539 pounds at $575,671, and Australia from 126,208 pounds at $18,885, to 2,696,457 pounds at $773,258. The countries showing the most marked decreases included Canada, Mexico, Argentina, Japan, British and French West Africa.

Our exportations of stems and trimmings increased from 34,574 pounds at $1,663, to 253,872 pounds at $18,854 for the month, but with a most remarkable decrease for the 11 months from 6,355,886 pounds at $199,050 in 1916, to 475,780 pounds at $32,740 in the corresponding 11 months of 1917.

The total quantity of cigarettes exported during the month of November, last, was 278,500,000 at $573,831, as compared with 404,442,000 at $713,831 in the corresponding month of 1916. The only country showing increased importations is Panama, an increase from 1,666,000 at $6,389, to 12,150,000 at $39,074. The exports to China fell from 199,467,000 at $380,372 in November, 1916, to 110,460,000 at $222,636 in November, last, and the Straits Settlements from 157,480,000 at $228,812, to 44,500,000 at $62,600, and Siam from 24,500,000 at $46,960, to 13,750,000 at $28,114.

The exports of cigars and cheroots amounted to 321,000 at $4,896, as against 153,000 at $3,444 in November of 1916, for the 11 months there was an increase from 1,668,000 at $34,111 in 1916, to 2,277,000 at $50,941. The exports of plug during the month were 368,746 pounds at $114,477, as against 269,037 at $81,036 in November of last year; smoking tobacco increased from 95,327 pounds at $51,954, to 215,444 pounds at $89,832 as between the month of November for 1916 and 1917. In all other manufactured tobaccos there was a decrease from $51,861 to $15,522, and for the 11 months from $457,496 to $332,882. From the foregoing figures it is seen that the exports of manufactured tobaccos reached a total value of $798,558 for the month and $13,468,736 for the 11 months of 1917, as compared with returns of $902,126 and $9,298,814 for the month and 11 months of 1916, respectively.

MAKING IMPROVEMENTS

Activity of W. H. Strauss & Co., Inc., Big Tobacco Jobbers at Johnstown, Pa.

Extensive improvements to the four-story building of W. H. Strauss & Co., Inc., are about completed, and the reorganized tobacco firm, capitalized at $100,000, has received its charter, says the Johnstown, Pa., *Tribune*.

"The Strauss building, on Washington St., between Franklin and Clinton Sts., has been remodeled on the interior. A stairway and hall in the front of the first floor have been torn out and partitions from floor to ceiling erected to make a larger office.

"In the front of the second floor a room is being constructed and will be used for displaying pipes of various grades and makes. The intention is to carry a line of pipes valued at about $5,000, although the room will be of sufficient size to display $10,000 worth. The pipe room will be dustproof, with adjustabl shelves and a large display table in the cente of the room.

"A space in the rear of the first floor wil be used as a storage for the company's nev automobile trucks, one of which has been re ceived, the other being on the way.

"Strauss & Co., Inc., will use all four floor of the building. The first will contain the en larged offices and a stockroom, with commo dious shelves on each side of the building shelves being reached by means of a ladder or a track. The second floor will be a stockroom for everything in the tobacco line, with a pipe room in the front of the building. The third floor will contain everything rolled to smoke such as cigarettes, cigars and tobies. The fourth will be used for storage purposes.

"Like everything else, tobacco is being held up along with other freight in the railroad congestion, but officials of Strauss & Co. expect that when this congestion opens up they will receive the biggest consignment of tobacco ever brought to the city. The building is being made ready for the reception of this stock.

"Strauss & Co. will expand considerably, salesmen covering a wide territory. The retail business has been discontinued and the firm will do a wholesale business exclusively. J. F. Kauffman, for more than 15 years manager of the Reid Tobacco Co., at Altoona, has assumed the management of Strauss & Co., and four of his best salesmen connected with the Altoona establishment have followed him to this city.

"C. F. MacKinney, for 11 years with the Altoona firm, who resigned there before Mr. Kauffman in order to accept a position with the Toledo Sales Co., has decided to come to Johnstown, and will cover the territory between Blairsville and Connellsville for Strauss & Co.

"G. N. Brown, also with the Altoona firm for 11 years as Altoona salesman, joined Strauss & Co., recently, and will continue to cover the Altoona territory for the Johnstown firm.

"J. J. Martin has been assigned to the Johnstown field of W. H. Strauss & Co.

"John Van Pelt, a nephew of Col. J. L. Spangler, will look after Strauss & Co. in Cambria and Somerset counties.

"Attorney Harry Doerr, of this city, is retained as solicitor for the reorganized tobacco firm.

"Manager Kauffman says he has fallen in line with other progressive business firms of the city in the matter of credit and that like all other jobbers and manufacturers, credits will be limited to 30 days. The time for long-time credits has passed."

Smoke Week for the Soldiers

Since "next week," is to be Smoke Week for the boys in France, you should talk at least one of your friends into contributing something towards the "Our Boys in France Smoke Fund." To date the fund has collected $155,000 and has made thousands of soldiers happy and contented. But if the men who are defending you and your liberty are to be kept in a good frame of mind and keyed up to fighting pitch the tobacco and cigarettes will have to fly over there faster. And you know what would happen to any of the Allies if the ammunition factories shut down for any length of time. Well, the cigarette is just as essential to the man who fires the gun as the powder is to the gun that picks off a sniping Boche. So, when you meet a smoker talk cigarettes for the boys "Over There," and after a while the country will be flooded by a smoke wave—every one will be thinking of smokes, and when that happens the soldiers won't have to worry.

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

Don't Try to Look Too Far Into the Future

Judell's Advice to Cigar Men "When Business Is Good"—San Francisco Takes More Kindly to Six and Seven Cent Prices—An Experiment in Modesto—Chinese Prefer the Gato Brands for New Year Gifts—A Bigger Demand for Briar Pipes.

San Francisco, February 6.—The retail dealers are recognizing present conditions of trade—higher prices, wholesale and retail—with a greater degree of satisfaction, as they see that the six-cent cigar is bringing them in a greater percentage of profit than the old five-center did. They are pushing it for all they are worth among their customers who are not too refractory, and are falling back on the five-cent Manilas for those who refuse to pay more. By these means the retailers are finding that their profits are not cut off, but increased. The distributors say that, while there is a readjustment in the demand for certain brands, business as a whole is steadying down to normal conditions. There is a shortage of certain brands due to the freight conditions, and some distributors are suffering for lack of goods. But these are the exception, for nearly all handle a number of brands, and when one fails to come through they push the others. California has had a remarkably dry season this winter, but good rains the past few days has had its effect on increased orders from the interior. It now looks as if the farmers are going to have an average year with their crops, which at the high prices they will receive will make the interior prosperous. This prospect showed itself almost immediately in the orders sent in by the traveling representatives of the local distributors.

H. L. Judell, in a philosophical moment, in discussing the situation in the tobacco trade of this State, remarked: "Business is good. It is better not to look too far into the future. Let us take the situation as it is now and make the most of it."

The retail dealers of Modesto in this State have gone to extremes. At a recent meeting they pledged themselves to totally abolish the five-cent price for cigars. Goods which are sold for $37.50, such as the Little Tom and William Penn, and Manila cigars which sell for the same price, will be retailed in that town for six cents alongside of the goods which cost $42.50. It is possible that they are laying up trouble for themselves, but other dealers will watch the experiment with interest.

Campbell & Atwood, well known retailers of Stockton, have formed a new firm under the name of the Stockton Tobacco Co., and will go into the jobbing business in that section of the State.

Edmund Kelly, son of the senior member of Horace Y. Kelly & Co., New York, was a San Francisco visitor this week. He is accompanied by M. Piez, formerly a manufacturer of cigars at Tampa, Fla. Horace R., of Kelly & Co., are large importers of Manila cigars, and the two San Francisco visitors are on their way to Manila where they will make a study of the situation.

Oscar Banghart, vice-president of the T. J. Dunn Co., and sales manager of all the Dunn interests, is on the Coast on his semi-annual visit. At present he is in Los Angeles, but is expected to arrive in San Francisco on the 13th inst.

Mr. Sylvester, who represents the Belmont cigar in Los Angeles and adjacent territory, has had his jurisdiction extended to include all the Bay region, and he will become a frequent visitor to this city.

The Philip Morris and the Unis cigarettes have been reduced in price, the former to $20, and the latter to $12. It is said that this action was taken to stimulate sales in these brands, which had fallen off since the price was advanced.

Sam Dannenbaum, salesman for S. Bachman & Co., distributor of the Gato cigar, says that his sales are enormous this year among the Chinese. The Gato cigar is very popular among the Celestials for gifts to their American friends at Chinese New Year's, which arrives next week. They enjoy smoking the cigar themselves, but they will have no other to give to Americans. At least that is what Sam says, and he is backed up in the statement by Sam Israel, who says Dannenbaum sells more cigars to the Chinese than any other salesman in the city.

A. B. Strauss, of Sam I. Davis & Co., recently returned from a very successful trip through the San Joaquin valley. He was as far south as Bakersfield and Fresno, and covered the points to the north of those places. Mr. Strauss expresses the opinion that clear Havana cigars are showing an increased sale in that territory.

Isador Mendelson, California representative of the Manhattan Briar Pipe Co., of Brooklyn, says that he will shortly leave for his initial 1918 trip. Mr. Mendelson is quite enthusiastic over the encouraging prospects of the pipe business. He believes that the American consumer of tobacco is becoming more Europeanized in the greater use of the pipe, especially, he says, of the higher grade lines manufactured by the Manhattan Briar Pipe Co.

Bauer Hess, of Erhman Bros. & Co., is on

(*Continued on page* 19.)

NATIONAL TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF THE U.S. TMA

JACOB WERTHEIM, 30 E. 42nd St., New York.....President
GEORGE W. HILL, New York
ASA LEMLEIN, New York
EDWARD WISE, New York
JESSE BLOCH, Wheeling, W. Va. } .....Vice-Presidents
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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 2d and 4th Thursday of each month at Terrace Garden, 145 East 58th St., New York.

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
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and

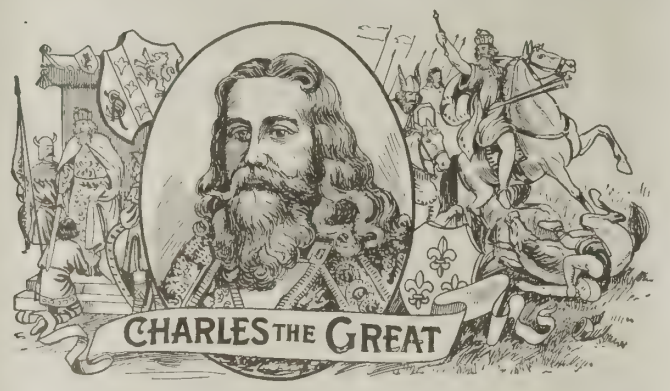
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FINE HABANA CIGARS

CHARLES THE GREAT



CHARLES THE GREAT

MADE IN BOND

Excellence of Quality and Workmanship are Combined in

CHARLES THE GREAT CIGARS

A Valuable Business Asset to Every Up-to-date Cigar Dealer

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

BY INDEPENDENT ACTION

Practically All Tampa Cigar Manufacturers Have Advanced Prices—Hopes for Another Record Year.

TAMPA, February 9.—Practically every large manufacturer in the city is now said to have made necessary price increases effective, acting independently on the question, and the increases have brought no complaint from the trade. Therefore, it is certain that the factories will not only close the year with another record for business volume, but that deserved profits will accrue.

Moises Bustillo, who was among the first to announce increases, states that he has heard no complaints, the trade receiving the announcement in a most satisfactory manner, realizing the necessity of action. Other manufacturers make similar reports.

Jose Escalente, of the Jose Escalente & Co. factory, who has been in Cuba the past three weeks, is expected to return tomorrow. Mr. Escalente has been studying crop conditions in the Island.

John Bain, Jr., owner and editor of *Tobacco Leaf*, spent the week in Tampa.

George Leghorn, president of the Morgan Cigar Co., after spending some time at the local factory readjusting prices, has returned to Seattle.

A. L. Cuesta, Sr., head of the Cuesta-Rey factory, has gone to Cuba with his family. Mr. and Mrs. Cuesta will visit their son Carl for a time, and Mr. Cuesta will investigate conditions affecting the coming crop.

Jerome Regensburg, of E. Regensburg Sons Co., who has been in New York since the Christmas holidays, is expected to return to the factory next week.

George Leon, of the San Martin & Leon Co., who has moved to Tampa to take personal charge of the company's factory, is now comfortably settled with his family. He will be assisted in the management of the factory by his brother.

The Board of Trade of Tampa, assisted by trade bodies throughout the section,is endeavoring to induce Secretary of the Treasury W. G. McAdoo, as director of the railroads under the present scheme of things, to arrange for the rerouting of all freights to and from Jacksonville, making unnecessary the passage of freights through the northeastern section of the state. Compliance with the requests of these bodies will make the haul much shorter.

The sale of $875,000 of bonds, issued for the purpose of building county-connecting and other hard-surfaced roads in Hillsborough county, having been stopped by injunction on a legal technicality, the county commissioners are again advertising the bonds for sale. They expect to dispose of them March 11 at a price above 98.

SAN FRANCISCO QUOTES

(*Continued from page* 18.)

a trip through the Sacramento valley with E. Wertheimer. They are sending in good orders for the Prince Hamlet, Havana Ribbon and Philadelphia Hand Made.

J. Dinubilo, who is a sub-distributor, with headquarters at Stockton, visited San Francisco this week, and included a good supply of Fighting Bobs in the order he left here.

Arthur Meyer, Coast representative for the Preferred Havana Tobacco Co., returned this week from a trip to the Northwest. He says they are all smoking Humboldts now.

M. A. Funk, sales manager of the "44" Cigar Co., left here this week for Portland, after spending a few days visiting Glaser Bros., distributors for the cigar in this territory. While here Mr. Funk opened through Theo. H. Davis & Co., of Honolulu, a new field for the "44," and the new distributors placed a substantial order with him.

WISCONSIN NOTES

EDGERTON, Wis., February 8.—The greater portion of the week has been such a succession of storms, snow blockades and zero temperatures, that very little has been accomplished in the movement of the tobacco crop. But better weather conditions now prevail and receiving can proceed. Up to the present date scarcely one-quarter of the crop has been delivered in the southern growing sections, with probably better than half in the up-State districts. The railroads have experienced their worst tie-up of the season during the week, and movements from receiving points have been entirely out of the question, so it is hardly worth while to set delivery dates. Enough stock has been on hand to keep the few packing houses in operation, where they were forehanded enough to have a supply of fuel on hand. The delays in warehouse handling may not prove so great a misfortune as a good share of the crop is yet hanging in the sheds awaiting casing weather. The usual January thaw failed us this year.

The embargo on shipments to eastern points out of storage is still in force..—*Edgerton Reporter.*

Reports from the Philippines say that the Cagayan Valley tobacco crop, which has been harvested, was large.

—

The Supreme Court decision sustaining the Idaho law forbidding citizens to keep alcoholic beverages in their homes confirms the right of states to place liquors on a par with dangerous weapons, harmful drugs, etc., and greatly extends the police power.

Loading Up the Dealer

Loading up a dealer and then leaving him to shift for himself is a simple trick, and about the best method to curtail the consumption of cigars and prevent smokers from willingly paying higher prices for goods. Too many salesmen shoot into a retail store, pass out a few bromides to get the dealer smiling, then stick him with a bill of goods and race off to the next victim. The dealer may sell the goods and he may not; if he does, he pockets the money and forgets, and if he doesn't, he blames it on the poor quality.

And who is to blame? The dealer in order to secure the maximum number of sales must be a window dresser, a born or trained salesman, a psychologist, and a good mixer, but in many cases he is none of these. A man in a factory or office will hear of a friend who is making plenty of money in the retail cigar line. He becomes envious of his friend's success, rents a store, stocks up with goods of which he knows absolutely nothing, and then sits back to wait for the gold to flow in.

This very thing happened to two men who opened a cigar store in Harlem. After they had failed, another man came along, rented the store, put pep into his place, made it attractive, and studied the likes and dislikes of every customer, as well as eventually finding out what each one earned. To the man who drew a fairly good salary and had been in the habit of smoking a cheap brand, he showed the additional benefits to be derived from a higher priced cigar, and by appealing to common sense in some cases, and vanity in other, he gradually induced 90 per cent of this type to contract the habit of smoking a better grade.

The stereotyped argument that you cannot induce smokers to jump their prices on smokes is puerile. The man in the street will do it just as quickly as he will pay the increased price for any other form of a luxury or a necessity, provided you can offer good reasons why he should. And remember, to-tobacco is a necessity to the inveterate smoker.

A big corporation in another line sends men all over the country to interview dealers and see how they are getting along. These representatives have heart-to-heart chats with dealers, making a complete analysis of trade possibilities in the vicinity, the type of customers there, financial and social conditions, transit facilities, and the dealers' methods and manner of mixing. In a way they become efficiency experts, and without trying to be preachy they attempt to show dealers where they are wrong, suggest remedies, and offer suggestions for general improvement.

While this plan is not practical for the average cigar manufacturer, it can easily be applied by every salesman for his own particular benefit. Help the dealer to help himself, and he will be helping you to sell more goods. Brown, the salesman, by cooperating with the dealers will be of some service to Smith from another house, and vice versa. It is up to the dealer. He can win trade or drive it away, consciously or unconsciously, and both are just as costly. And it is up to the salesman to educate the inexperienced dealer in the art of selling to a customer.

NO TIME LIKE THE PRESENT.

Despite the fact that the cost of materia greater than has been dreamed of heretof with labor's demands and the war tax adde is said that some of the local cigar manufac ers, including those who made little or no mo last year, hesitate to raise prices at presi Others are demanding that all factories join a raise, and a majority are expected to do o

At no time in history has this country bee prosperous as at present, this condition ap ing in practically every state in the union. E day laborers in many places are making sev times as much as they ever made before, every line of industry is going at top spe This condition bids fair to prevail even if war should last several years, and prosperit certain to hold its grip in case the conflict sho end at an early date.

Because of these conditions, combined w the fact that prices have been raised on co modities of all kinds, it seems to *The Times* t the present is the most opportune of all tim for the cigar manufacturers to make legitim price increases, and it hopes they will do It will be much easier to secure acceptance the increases now than at a time when the e ing of the war may begin to bring about revo tionary changes in business affairs.—*Tam Times.*

Walter Eiseman, western representative F. Miranda & Co. is spending a few days the home office in New York.

The Federal Government has added 20,0 civilian employees to the payroll since the ginning of the war.



HUMIDORS

We have added 10 new numbers to the line.

Please call and see them or write for catalogue.

Bubeck & Guerin, Inc.

161 to 163 West 18th St., New York City



No. 522. Capacity 50 Cigars and 100 Cigarettes

No. 524. Capacity Top 200 Cigarettes and ½ lb. Smoking Tobacco. Drawer 50 Cigars

LA FLOR DE INTAL CIGAR MANUFACTURING CO.

KUENZLE & STRIEFF, INC.

"LA FLOR DE INTAL"
"LA FLOR DE ASINGA"
"LA FLOR DE LAVINAB"
"LA UNION"
"LA FLOR DE CARITAN"
"LA FLOR DE MINANGA"
"EL TAMARINDO"
"LA HONRADEZ"



The cigar exceptional for Quality and Workmanship.

COMPARES FAVORABLY WITH THE WORLD'S BEST.

SIDNEY J. FREEMAN & SONS

United States Representative

123 Liberty St. New York



DEALERS

There's a big demand for

FLOR DE

MELBA

The Cigar Supreme

They're quite a bit better than others.

All popular shapes.

Sell for 3 for 25c—10c straight. 2 for 25c—3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now or write us

I. Lewis Cigar Mfg. Co. Newark, N. J.

Largest independent cigar factory in the world.

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City. Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

Desirability of a Free Port for New York

The project to establish a Free Zone in the Port of New York, like the great Free Ports which have done so much to stimulate the commerce of other countries, continues to arouse interest concerning what may be accomplished. The Daily *Mail* says:

"The New York Chamber of Commerce has entered into the lists of those who favor the establishment of a Free Port here in New York, and in such other seaports of the country as require it. It is to the credit of The Merchants' Association that, four years ago, it sent an expert abroad, investigated the subject of free ports and recommended one for the United States. That report of The Merchants' Association has been the basis for the discussion of free ports ever since.

"A free port is an area which the United States Customs Department considers to be outside the limits of the United States. Within the free port area would be piers, slips, warehouses, shipyards, other industries that found it advantageous to locate there, and a net of railroads and highways connecting these units with each other and with the interior of the country. Ships docking within the free port would discharge without any customs surveillance whatever. That means that the process of unloading would be greatly hastened.

"Goods landed in the free port could be reexported without the payment of any customs duty, or, if the conditions of the market so dictated, they could be sent into the interior and pay duty when they crossed the customs lines surrrounding the free port area. Goods stored within the free port could be branded, mixed, manufactured, without the deadening red tape which now surrounds manufacturers or merchants when they store goods in bonded warehouses or when they attempt to collect from the government, in the form of drawbacks, the customs duty paid on imported raw materials which they are exporting in the form of finished products. Within the free port industries manufacturing imported raw materials into products for foreign sale would be ideally located.

"New York should be the world's great consignment market for raw materials. For example, we use 65 per cent of the world's raw rubber, yet we buy a large part of it in European markets. A free port, with its facilities for customs-free holding of raw materials, and for their easy re-exportation, would help develop our reconsignment market.

"All these advantages are recalled in the resolutions of the Chamber of Commerce. The Federal Trade Commission has collected a large body of data on the subject of free ports. We have a War Board of the Port of New York embodying, in Irving T. Bush and Julius Cohen, the best brains and experience that the country could bring to bear upon this particular problem. We suggest a joint committee of the War Board, The Merchants' Association, the Chamber of Commerce and the Federal Trade Commission, to devise a specific plan for a free port at New York, and to see that this plan is embodied in a bill before Congress this next session."

Melville Tannenholz, of Tannenholz Bros., started back to Camp Gordon, Wednesday, having had a most pleasant time while on furlough in New York.

W. M. Hollingsworth, who has just invested over $10,000 in improvements and amplifications of his cigar store in the Woolworth Building, expects to have the place finished by the first of the week.

THE PRESIDENT'S GREETING

In answer to the citizen of Memphis who writes, asking: "How did the President greet the drafted men?" it may be said that on Sept. 4, 1917, President Wilson sent the following message:

"To the Soldiers of the National Army:

"You are undertaking a great duty. The heart of the whole country is with you. Everything that you do will be watched with the deepest interest and with the deepest solicitude not only by those who are near and dear to you, but by the whole nation besides. For this great war draws us all together, makes us all comrades and brothers, as all true Americans felt themselves to be when we first made good our national independence. The eyes of all the world will be upon you, because you are in some special sense the soldiers of freedom.

"Let it be your pride, therefore, to show all men everywhere not only what good soldiers you are, but also what good men you are, keeping yourselves fit and straight in everything and pure and clean through and through. Let us set for ourselves a standard so high that it will be a glory to live up to it and then let us live up to it and add a new laurel to the crown of America.

"My affectionate confidence goes with you in every battle and every test. God keep and guide you!

"WOODROW WILSON."



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

CHAOS IN THE LABOR MARKET.

ALBANY, N. Y., February 7.—That the present chaos in the labor market is due not to so-called labor shortage but to the lack of an adequate system for distributing the available labor supply to meet the need of rapid and sustained production of war materials, is the declaration made in the third special bulletin on "Labor Laws in War Time," just issued by the American Association for Labor Legislation.

"In some industries there is a dearth of labor; in others an over-supply," the bulletin states. "The war work of the Government is being seriously hampered because a comprehensive system of labor distribution has been lacking in this country."

President Wilson's reorganization of all labor-placing activities of the Government into a single bureau under the Secretary of Labor is termed "far-reaching emergency action which points the way to the legislation that is necessary to put such service on an adequate permanent basis," and the passage of the Robinson-Keating bill, now before Congress, is urged to extend and unify all labor exchange work of the Government and provide "the machinery and funds not only to mobilize our labor population for war strength, but also to make possible the reabsorption of the fighting men back into industry with intelligent vocational guidance and without confusion, as well as insuring the continued stabilization of the labor supply to meet the growing industrial requirements of the future."

In such a unified Federal employment service, according to the Association, lies also the necessary first step in solving the ever-recurring problem of unemployment.

WANTED—SEVEN BILLION DOLLARS.

Appropriation bills begin to make their appearance in the House early in January. Since the opening of the session the House Committee on Appropriations through various subcommittees has been engaged in consideration of the estimates submitted to Congress by the Secretary of the Treasury early in December. For the year ending June 30, 1919, it is estimated that the Government will be called upon to disburse over $12,000,000,000. The largest appropriations, of course, will be for the military and naval establishments, although the estimates for the latter indicate a slight reduction as compared with the amounts provided for the year ending June 30, 1918.

Thus, for the year ending June 30, 1919, naval estimates now in hand call for slightly more than one billion dollars, of which $833,000,000 is for the naval establishment proper, and $212,000,000 to meet the requirements of the building programme. For the military establishment, increased appropriations in all branches are indicated, but mainly in connection with the army—its equipment, and for heavy artillery. For these purposes there was appropriated for expenditures until June 30, 1918, the sums of $5,234,000,000 and $2,177,542,000, respectively. For the year ending June 30, 1919, it is estimated that $6,609,000,000 and $3,332,000,000 will be required. The needs of the Shipping Board, too, will amount to nearly $900,000,000. These amounts may be still further increased by deficiency appropriations, some of which are already being considered by the committes of the House.



Sergeant Charles W. Champ

Formerly a salesman for Wilkinson, Gaddis & Co., of Newark, but now a non-commissioned officer of Company B, 312th Infantry. This devoted young soldier is one of the many who are doing all they can to assure victory for the United States in this war.

WHEN THE ALCEDO WAS ATTACKED.

(*From the New York Sun.*)

What happened to the crew of the United States patrol boat Alcedo when she was recently torpedoed in European waters is graphically though tersely described in a letter received by Dennis Coleman, head porter of the Waldorf-Astoria, from his son Dan, former assistant head porter at the hotel. Dan's letter was mailed in Paris, where he was on leave.

"DEAR POP: We left our base Sunday night at 4 P. M., and it was 1:45 A. M. when Fritz struck that awful blow that sent us to the bottom. I was on watch and all of a sudden general quarters was sounded. We didn't have time to take our breach covers off. Those who were lost, twenty-one in all, did not have time to leave their bunks.

"After cutting the forward raft loose I left the ship when the main deck was all awash. I saw the suction so great that I had to swim for all I was worth so as not to be pulled under.

"I made for a raft that an officer and five men were on. He asked some one to get off. So I said good-by and found some wreckage which I clung to. I was in the water two hours before they picked me up. I being the last one. We were finally picked up at 6 P. M. by a French torpedo boat after being sixteen hours in open boats.

"They all can talk about bravery, but the boys of the Alcedo have to get credit. John Doyle, our chief boatswain's mate, cut the whale boat loose, which saved nearly all of us. He is a product of the West Side. Collier stopped the engines and closed the safety valve, which alone kept the ship from going down much quicker. The boys won't forget what Doyle did.

"I was laid up in the hospital with general injuries, but am all right now. Tell all the boys I was asking for them and tell them it's better than the army any day. Give love to mother, Frank and babe and the girls. I remain your loving son. DAN.

Cuban Tobacco Growers Pray for Good Weather

Timely Showers Would Be of Great Value to the Vuelta Abajo—Reports from Partido and Remedios—Cigar Shipments Deferred—The Havana Leaf Market Becomes Rather Quiet—Notable Visitors at the Factories.

HAVANA, February 8.—Crop news from the Vuelta Abajo has not improved, as the drought has been unbroken in nearly all tobacco growing districts, and if it doesn't rain soon, we shall have to rely principally upon the limited number of larger plantations, which have irrigation systems. In the Semi Vuelta region, it rained sightly, so the chances of getting a better crop have improved. In several parts of the Partido section it has rained during the past week, and while showers benefit the leaf grown in the open fields, they may cause, however, spots on the wrappers grown under cheesecloth. The Remedios crop, if rains do not come this month, may be curtailed in quantity. But there is plenty of time yet for a change for the better, so nobody need worry at present. In any event there should be enough to go around, and something left over eventually.

Exports of cigars, by the S. S. Morro Castle, totaled 266 cases, containing 1,367,580 cigars, which were consigned to the following countries, viz:—To Great Britain 515,900, to United States 514,850, to the Argentine Republic 106,-30, to British Africa 98,500, to New Zealand 3,500, and to Canada 38,250 cigars.

Exports of leaf tobacco, from the port of Havana, for the week ending January 26, 1918, totaled 3,750 bales, and which were distributed to the following countries, viz:—To all ports of the United States 3,658, and to Canada 92 bales.

The leaf firm of Jorge & P. Castañeda has been dissolved, Ignacio P. Castañeda is the liquidator of the assets, and pays all the outstanding bills. He has re-established himself under the style of Ignacio P. Castañeda & Co., at 110 Dragones Str., as grower of leaf tobacco, packer and leaf dealer. His son, Salvador P. Castañeda has an interest in the firm and is authorized to sign by power of attorney. Severiano Jorge also has re-established himself, under the style of Severiano Jorge & Co., at 2 Egido Str., the full partners being: Severiano Jorge, Bernardo Jorge and Gerardo Caracena, and the industrial partners, Juan Jorge and Felipe Jorge. This firm will pack tobacco and be dealers in leaf tobacco, sugar and starch.

The sale of Leslie Pantin to the Portuguese Government, consisted of 782 bales, and which were shipped last week by the S. S. Mexico.

The Cuban Land & Leaf Tobacco Co. has purchased 600 bales of first and second capaduras of Remedios, being the last large, and good lot, in our market.

Leslie Pantin, Jr., the Vice-Consul of Portugal, and the only son of Leslie Pantin, the Consul-General of Portugal, is engaged to a beautiful and wealthy Cuban young lady, Miss Ondina de Armas, and friends have congratulated both parties upon this perfect match. The wedding bells may not ring, however, until perhaps next summer or fall.

Romeo y Julieta purchases now total 1,500 bales. The factory shipped abroad last month 1,230,000 cigars, and sold 600,000 cigars and 15,000,000 cigarettes in the city of Havana, and in the interior of Cuba. Such figures do not require any comment, as they speak for themselves.

Partagas received the usual visit at this time of the year of their energetic representative for the United States and Canada, Robert E. Lane, who has materially increased the sale of Partagas cigars in his territory. Partagas is working strong.

Thomas F. Healy, the representative of Allones, Ltd., arrived here last week, in order to prepare for the coming campaign on Ramon Allones in the United States and Canada.

Nelson Wasserman, son of B. Wasserman, arrived here yesterday to visit our manufacturers. His father intends to come here about February 20.

Punch, for Larrañaga, Hoyo de Monterrey, Belinda, and Calixto Lopez & Co., are all working strong upon good orders. Joe Diaz, the president of the Preferred Havana Tobacco Company, is expected to arrive here any day.

Owing to the scarcity of tonnage for Europe, the Ward Line was not willing to accept any freight here for that destination. Furthermore we have no steamer for New York direct to-morrow, as the S. S. Morro Castle is making some repairs in New York, and for this reason did not come here this week. The S. S. Monterrey, which arrived here on Wednesday, was scheduled to leave for Mexico, on her customary voyage, and as the Ward Line had no other steamer provided for to take the place of the Morro Castle, shippers here have to be content to wait until next week.

The leaf market was rather dull during the past week, as far as the demand for the United States is concerned, as we have had no new arrivals of leaf buyers, although the inquiry on the part of local cigar and cigarette manufacturers has continued, and some commission merchants have received orders from their customers.

ROSAM.

THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS

333 FIFTH AVE. NEW YORK

Preserving the Original Goodness of Tobacco

YOUR product *leaves* your factory clean and fresh. It must reach the ultimate consumer in precisely the same condition. That is the mission of Diamond-F Protective Papers.

Perhaps Diamond-F Glassine is the paper best suited to certain of your products. Maybe Diamond-F Greaseproof (Imitation Parchment) would serve the purpose better. For every packing purpose, there's a Diamond-F Protective Paper that exactly meets the requirements.

Ask your jobber to show you the Diamond-F line, which includes, in addition to the two above-mentioned papers, Diamond-F Vegetable Parchment and Diamond-F Parchmoid. These Protective wrapping and packing papers preserve the original goodness of Tobacco. They are used by leading industries all over the United States.

They are made with pure spring-water under clean, sanitary conditions by paper experts. Ask your jobber about Diamond-F Protective Papers. If he cannot supply you, write us direct.

F

Diamond-F

A Mark of Quality—
A Sign of Service

Diamond State Fibre Company

Bridgeport, Pa. (Near Philadelphia)

New York's Share Was Not So Large As Formerly

The Foreign Trade of the United States in 1917

New York's share in the import trade of the country in 1917 was the lowest in many years and her share of the exports was less than in any year since the beginning of the war. A compilation by The National City Bank of New York shows that but approximately 46 per cent. of the imports entering the country in the calendar year 1917 passed through the Port of New York, against 52 per cent. in 1916, 55 per cent. in 1915, 57 per cent. in 1913, 59 per cent. in 1910 and 63 per cent. in 1900. On the export side the share which passed through the Port of New York in 1917 was but about 48 per cent., against 51 per cent. in 1916 and nearly 51 per cent. in 1915.

This reduction in New York's share of the trade of the country is, so far as relates to imports, a part of a general condition which has characterized world trade since the beginning of the war. With the Central Powers cut off entirely from over-sea trade, the Allied countries conserving their supplies for home use, and the neutral countries of Europe busy in meeting the demands of their neighbors at war, the quantity of merchandise which Europe has been able to offer to the United States has been greatly reduced. The value of merchandise from Europe entering the United States in 1917, even at the greatly advanced prices, amounts to less than $600,000,000, against $900,000,000 in 1912. On the other hand imports from other parts of the world increased from $900,000,000 in 1912, to approximately $2,400,000,000 in 1917. Imports from Europe fell off more than $300,000,000 in the period 1912 to 1917, while those from other parts of the world increased about $1,500,000,000 in the same period.

As a natural consequence of this change in the currents of trade, especially the great reduction in merchandise from Europe, the share of the imports entering by our Atlantic Coast ports in 1917 was but about 69 per cent. of the total merchandise imported, against 74 per cent. in 1913, and 77 per cent. in 1910. On the other hand imports entering by the other ports, especially the Pacific Coast and Northern Border greatly increased. The value of imports entering through the Pacific Coast and Northern Border ports has more than doubled since 1913, while that entering by the Atlantic ports increased but about 50 per cent. The share of the total imports which entered by the Pacific Coast and Northern Border ports has more than doubled since 1913, while that entering by the Atlantic ports increased but about 50 per cent. The share of the total imports which entered by the Pacific Coast and Northern Border ports increased from 17 per cent. in 1913 to 23 per cent. in 1917, while that entering by the Atlantic ports fell from practically 74 per cent. in 1913 to 69 per cent. in 1917. Oriental trade now prefers the Pacific route.

On the export side conditions are reversed as to the relative port activities. The cause which resulted in a reduced flow of merchandise from Europe to the United States, t war created a large movement of merchandi from the United States to Europe and as result the share of the Atlantic ports in t export trade has been larger than norm The share of the total exports of the count which passed out of the Atlantic ports 1917 was 70 per cent., against 56 per cent. 1913 and 54 per cent. in 1912. With the fal off in the exports of cotton the share of t Gulf ports in the exportation fell from abo 22 per cent. in 1913 to approximately 11 p cent. in 1917, and the share of the Pacific ar Northern Border ports in the total exports the country fell from about 22 per cent. 1913 to approximately 18 per cent. in 191 Exports from the Atlantic ports in 1917 e ceeded those of 1913 by nearly $3,000,000,00 while all other ports of the country show a increase of but about $750,000,000 in the sam period.

In the case of New York alone, howeve the export figures do not show as large a per centage of gain as certain other of the Atlan tic ports, due probably to the physical inabil ity of a single port, however well equippe to handle the enormous quantities of mer chandise offered for exportation, especially t Europe and the other sections of the worl specially accessible from the Atlantic front age. The total exports of the Port of Ne York in 1917 were $2,937,000,000, against $2, 791,000,000 in 1916, a gain of but about 5 pe cent. in the year 1917, while the figures of th port of Philadelphia for the nine months, fo which statistics are available, show a gain o more than 50 per cent. over 1916, those o Baltimore 30 per cent., Boston 75 per cent. those of the Atlantic ports as a whole abou 15 per cent., and those of the Northern Borde ports about 36 per cent. increase in the singl year 1917.

The trade figures of the United States fo

(*Continued on Page 26.*)



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR



T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

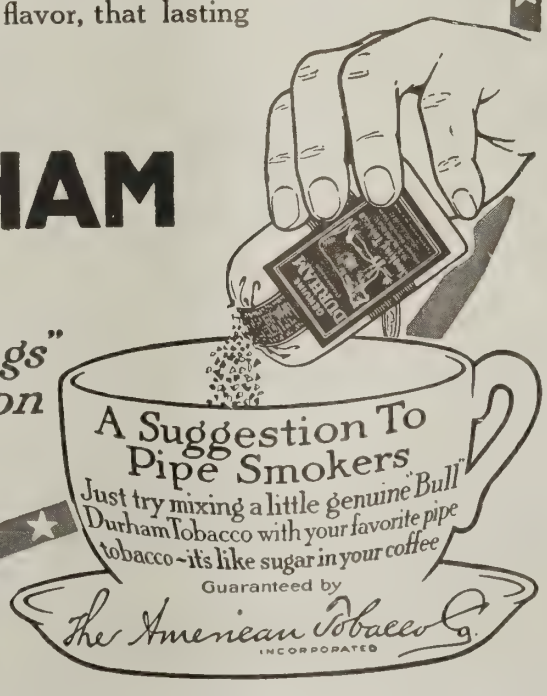
GENUINE

"BULL" DURHAM

TOBACCO



The "Makings" of a Nation



"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

SHADE-GROWN HAVANA



E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK



A. WINTER, President M. WINTER, Sec'y and Tre

PINZON HAVANA CIGARS

BONDED FACTORY

M. PEREZ CO.

168 Water Street New Yo

Factory: Key West, Fla.
Warehouse: Industria 114, Havana, Cuba

HIJA De JOSE GENER

HABANA, CUBA

Manufacturer of HAVANA CIGARS

"HOYO de MONTERREY" "LA ESCEPCION" "EL VINYET'

VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.

BINDERS FOR "TOBACCO" Common Sense Kind

Sent by Mail $1.25. Delivered at Office $1.00

Tobacco Trade Journal Co., 10 E. 39th St., New York

CIGAR BOX LABELS
BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

Percentage of Murders

Many murder cases, sensational or obscure, end in acquittals. And the fact that the 7,450 killings reported in the United States in 1916 led to but 107 legal executions seems to the Montgomery *Advertiser* to have a direct bearing on the increasing murder-rate in this country. "The State permits the individual to kill with comparative immunity; practically the individual does not permit his State to kill in return." In his review of homicide figures in *The Spectator*, Frederick L. Hoffman points out that in the thirty-one large American cities which have been under an examination for a number of years the average murder-rate for 1916 was 9.2 per 100,000 of population against an average rate of 8.4 for the preceding five years. During the period 1911-1915 the male homicide-rate for the whole country was 10.7 as against a female homicide-rate of 2.9. Eleven out of every seventeen male murderers used firearms, as did half of the murderesses. "These figures," says Mr. Hoffman, "indicate the practical value of more effective restrictions upon the use and possession of firearms and the urgency of more drastic methods of police supervision and control." The St. Louis *Republic* agrees with Mr. Hoffman on this point, declaring that "the revolver-carrying habit is something that will be taken up nationally in time, and as revolvers are brought under control, the homicide-rate will decrease." The Alabama editor already quoted calls attention to the commonly acknowledged fact that while woman kills less frequently than man, "when she does kill she goes free more readily than man does." No wonder, it is remarked, that Abe Martin's *Mrs. Lafe Bud* said there were a lot of things she wouldn't put up with, "if she was purty enough to get acquitted."

Even from the economic viewpoint it seems "certainly lamentable at a time when every adult life has a decidedly enhanced value there should be such a needless sacrifice of human life, which may be conservatively estimated at annually not less than 7,500 deaths for the continental United States." "Yes," comments the Lincoln *Nebraska State Journal*, "these statistics are a discredit to the United States as they would be to any civilized nation. People, schools, churches—above all, the courts—should look to themselves for cause and cure."

Hoffman's table showing the number of homicides in thirty-one American cities, with their rate per 100,000 population is as follows:

Cities	Homicides	Rate
Memphis, Tenn.	134	89.9
Atlanta, Ga.	59	31.0
New Orleans, La.	95	25.6
Nashville, Tenn.	29	24.8
Charleston, S. C.	14	23.1
Dayton, Ohio	26	20.4
Savannah, Ga.	13	18.9
St. Louis	124	16.4
Cincinnati	58	14.1
San Francisco	63	13.6
Chicago	330	13.2
Louisville	31	13.0
Cleveland	85	12.6
Washington, D. C.	38	10.4
Baltimore	54	9.2
Indianapolis	24	8.8
Minneapolis	31	8.5
Los Angeles	41	8.1
Pittsburgh	40	6.9
Seattle	23	6.6
Philadelphia	110	6.4
Buffalo	28	6.0
Spokane, Wash.	8	5.3
New York	256	4.6
Hartford, Conn.	5	
Boston	30	
Newark, N. J.	14	
Providence	8	
Rochester, N. Y.	5	
Milwaukee	8	
Reading, Pa.	2	
	1,786	

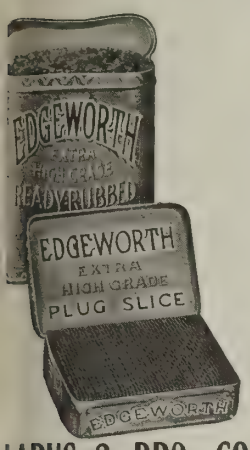
UNITED STATES FOREIGN TRADE IN 1917

(*Continued from page 24.*)

1917 show some curious contrasts when co pared with 1913, the year preceding the w Imports from Europe show, as already in cated, a fall of over $300,000,000, those fr South America an increase of about $400,00 000, from North America a gain of nea $500,000,000, from Asia and Oceania, an crease of approximately $500,000,000, and fr Africa an increase of nearly $50,000,000. the export side the increase to Europe is abo $2,500,000,000, to North America over $50 000,000, to South America about $150,000,0 and to Asia and Oceania a gain of abo $300,000,000.

A crop of tobacco was sold on market Paris, Ky., February 6, which breaks known records for average obtained an ac The crop consisted of 1,810 pounds and w grown on one and one fourth acres of mea ured ground by Burroughs Bros., near M lersburg. It was declared by all who e amined it to be the finest tobacco ever offer on the Paris market. The entire crop w purchased by a single buyer. The pric ranged from $30.50 for the lowest basket $75 for a basket of bright leaf. The cr sold for $898.12, or at the rate of $718.49 acre.

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice
TWO STANDARDS for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO CO., Richmond, Va.

Notes and Quotes

or the steenth time Frank W. Hinkley of Statler organization has been elected secre- and treasurer of the Buffalo Hotel Asso- ion.

—

I. E. Chandler is taking care of eastern itory for E. Regensburg & Sons. Meyer wed is in the middle west, and Sid. Cahen n Chicago.

—

Some tobaccos yield a smoke which con- ns free nicotine in considerable quantities, while others yield only a small proportion of nicotine to the smoke.

—

The six and eleven cent cigars are bringing pennies to the coast. Many dealers kick about making change, saying it forces them to work for a living. One big manufacturer predicts seven and twelve cent cigars for the near future.

—

In the interest of the retail grocers of the country, President Schaefer, of the National Retail Grocers' Association, will spend most of his time at Washington, D. C., with the National Food Administration at its invitation.

—

Mr. Erlich, Erlich Mfg. Co., has been in Seattle for a short time and sends in word that business there is much better than in the east. As a result of the saloons going out of business in that part of the country cigar dealers are getting quite a little new trade.

—

Increased shipments of sugar chiefly were responsible for the large gain in the total value of the articles invoiced at the American consulate general at Havana, for the United States during 1917 compared with 1916. There were also greater shipments of molasses, tobacco, and hides and bones.

—

The Georgia Chamber of Commerce of Atlanta, a state-wide organization, recently conducted a Georgia Products exhibition, and the Hotel Tosco, Thomasville, was awarded first prize for "the best dinner served in the State of Georgia in the Hotel Dinner Class."

The sheriff and prosecuting attorney of an Indiana county asked the governor to commute the sentence of a man awaiting execution, saying that thoughts of hanging him "made them sick." The doomed man joined in the plea. It seems that the idea was distasteful to him also.

—

Bert W. Freeman, who manages the Crossmon House, Alexandria Bay, N. Y., during the summer months, has been engaged as manager of the Hillsboro Hotel, Tampa, Fla., of which L. B. Skinner is the owner. Mr. Freeman formerly managed the Edgewood Hotel.

—

The hotels of Toledo, Ohio, have decided to eliminate music from their dining rooms for the present. The Boody House and the Waldorf Hotel now close their dining rooms at 9:30 in the evening. The Secor has discontinued its cabaret, but will keep its dining room open. All the hotels are conserving by temporarily discontinuing the use of illuminated signs.

—

A certain merchant wants his employees to tell him when there's anything wrong with the business. "The right things," said he, "will take care of themselves. You're afraid you'll be called a kicker if you find fault too often. But pointing out defects isn't finding fault. Standing still and letting wrong right itself is stupid. Who knows the most about the little weak spots in the business? It isn't the man that's obliged to spend four-fifths of his business hours in the office. No, sir, it's the men that have to sell the goods."

MANILA CIGARS



La Emperatriz

A New Brand in this country but well known in the Philippines.

Open Territory

Write

HENRY OTTENBERG, Importer, 146 Front St., N. Y.

New OPTIMO



BEST OF THE BEST

BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

ROCKY FORD

HAND MADE →CIGAR← DELICIOUS FLAVOR

Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c.—2 for 5c., 3c. each, and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices PITTSBURGH, PA.

Charles Denby

THE CIGAR THAT BUILDS AND HOLDS ITS TRADE



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars.

The "CHARLES DENBY" satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH Evansville, Ind.

Makers of Good Cigars for Over 67 Years

FROM THE FIRING LINE

Personals and Trade Jottings

Axel Johnson's cigar store at Brainerd, Minn., was burned recently.

—

J. Feinman, a cigar jobber of Canton, Ohio, was in New York for a few days.

—

Theo. H. Davies & Co., of Honolulu, are Hawaiian distributors of "44" cigars.

—

The chief industries of Aden are the making of salt and the manufacture of cigarettes.

—

Harry Zeidman has established a cigar stand in the Gaslight Co. building at Newport, R. I.

—

R. A. Bachia & Co., have not experienced any difficulty with the trade since raising their prices.

—

Theodore Skillinger has bought the Lafayette Larrabee cigar business in Davison, Mich.

—

The Colonial Hotel, Bangor, Me., was recently damaged by fire to the extent of $150,000.

—

Jack Adair's cigar store in Sioux City, Iowa, suffered a fire loss recently, amounting to $3,500.

—

F. V. Skeel has sold an interest in the Smoke Shop at Plainfield, Wis., to W. D. Spafford.

—

B. Wasserman of the B. Wasserman Co. leaves New York this week, for his annual visit to Havana.

—

E. C. McCollough is still in Manila. No word has been received as to just when he will return.

—

There were 13,855 failures in 1917 according to "Dun's Review," with total liabilities of $182,441,371.

—

John H. Johnson has purchased from E. A. Nelson, a cigar and confectionery store in Amherst, Wis.

—

Robt. Lane sent a cablegram to the New York office saying he had reached Havana and that all is well.

—

James Noble and J. M. Noble of the Noble Cigar Co. of Westfield, Mass., were visitors in New York this week.

—

An United Cigar Store will be located in the Snell Shops building, recently completed in Fort Dodge, Iowa.

—

"Tampa already has twenty-one men in the thousand dollar war savings stamp class, and the limit has not been reached."

John J. Flaherty, manager of the United Store in the Flatiron Building, is still trying to remove traces of the recent fire.

—

All the representatives of G. S. Nicholas & Son are in town. Business is fair, about the same as it was at this time last year.

—

W. T. Hix, representing Cien Porciento Co., is busy in Texas. C. H. Knubel is out in Montana, and both men are doing exceedingly well.

—

The Porto Rican American Tobacco Co. has made application to the New York Stock Exchange to list $1,344,100 additional capital stock.

—

Dr. Judson Laughlin has opened a "drugless drug store" at Germania, Iowa—soda water, cigars, sundries, and all the rest, but no drugs.

—

"Matt" Berriman of Berriman Bros. left town a week ago Saturday for Tampa, intending to stop over for a few days in Chicago.

—

In Dillon, Mont., Carl Bond and Fred Oliver have established a retail cigar business in the premises formerly occupied by the Montana saloon.

—

Alex Metzger, representing Berriman Bros., is on the trail of business in Philadelphia. H. A. Rosner is duplicating his colleague's efforts in the New England territory.

—

The average weekly wage in New York City in manufacturing industries was $15.51 in December, 1916, and $17.71 in December, 1917. The figure in 1914 was $12.56 and in 1915, $13.49.

—

M. Hyman, representing Lincoln & Ulmer, is covering Western territory and is doing very well. Business in general is excellent with the firm. Three factory hands have been drafted into the army.

—

Fred Schroeder, Sr., Fred Schroeder, Jr., Sophia and Alma Schroeder have incorporated the wholesale grocery business of Fred Schroeder & Son, at Evansville, Ind., with a capital of $10,000.

—

Creditors of Abraham Friedman, a cigar dealer at 427 East 74th street, New York, will effect a settlement on a 40 per cent cash basis. The "composition" has been confirmed in an order issued by Judge Mayer.

—

M. Blaskower of San Francisco is featuring successfully the Seven Center, of E. Popper & Co., which includes an individual humidor case for boxes of 50s to stand on the retailer's counter. It goes to the trade at $49.

Claude I. Phillippo, who left Wausa Wis., last spring for Stephenson, M where he purchased a farm, has open cigar factory in that village, with favo prospects of doing a good business.

—

Edgar R. Lincoln of Lincoln Bros. has flooding the New York office with orders the Pacific coast. While in Denver he T. Q. Atkins, Jesse G. Powell has pulled of Detroit and will cover New York State.

—

As a result of an investigation made by Interstate Commerce Commission, a report been made and filed and orders have been is which will result in a material advance in to and from Pacific Coast points on March 1918.

—

The Pittsburgh Stewards' Club gav Charity Ball on the evening of February the Hotel Schenley. The entertainment, w included a reception, dancing and supper, well attended, and the proceeds were don to the Pittsburgh Chapter of the American Cross.

—

What is said to be the first participatio a southern legislature in observance of Linc birthday took place at Petersburg, Va., Fe ary 12, when members of the Virginia Ge Assembly attended exercises at Camp conducted by the 319th Brigade, composed clusively of Virginians.

—

If one would know how tremendously demand for good cigars is developing in Middle West, he should converse with E Schnoor of E. V. Schnoor & Co. of Wic Kan. The hustling Kansas jobber cam New York eager to secure big shipment cigars quick from A. Santaella & Co.

—

E. M. Freeman's schedule called for starting for the west last Tuesday. He be in Chicago for a time. S. J. Freeman stay in New York to look after the tr which has been unusually active of late. bert Freeman, now wearing a khaki unif is attached to the 58 C. A. C. at Fort Tot

—

A fire occurred last week in the cigar fac and store of Gottlieb Grieb, at 213 Ca street, Syracuse, N. Y. The building, a s and a half frame structure, was damage the extent of $500, and Mr. Grieb estim the damage to his stock of tobacco at $80 more. The fire is believed to have started f an overheated stove.

—

A meeting of farmers was held at courthouse in Clarksville, Tenn., Saturda discuss some things relative to the toba situation. Two propositions were discus One was that no tobacco shall be grown year. The second proposition is to g largely of the air-cured type, if the cro not cut out entirely.

—

The board of directors of the Dears Brothers' Tobacco Co., at Albany, elected following officers: President, Edmund C. D styne; vice-president, Frank S. Dearstyne; retary, J. F. Dearstyne; treasurer, William

Dearstyne; assistant treasurer, James A. Dearstyne. The directors are Edmund C., Frank S., F. and J. E. Dearstyne.

—

The Netherland Indian Government has opened an information bureau at 11 South William street, New York, where J. H. Muurling, the general manager and publicity agent for the Netherland Government, is showing samples of coffee, tea, rubber, quinine, tobacco, and other products to visitors and the various trade representatives.

—

The American Tobacco Co. has declared a regular quarterly dividend of five per cent. on the common, payable in scrip March 1 to stock of record February 15. The scrip is convertible into class B common stock on March 1, 1921. Also the regular quarterly dividend of 1½ per cent. on the preferred, payable April 1 to stock of record February 15.

—

Shortage of structural steel, caused by the war, necessarily delays the completion of great hotels being erected in New York City. The gigantic 2,000-room Commodore Hotel, now being built by John McE. Bowman, president of the Biltmore, Manhattan and the Ansonia hotels, was to be continued last year, but the steel shortage delayed construction. The government needed the steel, so there was no alternative.

—

Timely discovery by Isaac Gottlieb of fire in the rear of his wholesale tobacco store at 123 Water street, Newburgh, N. Y., Wednesday evening about 7:15 o'clock, resulted in the curbing of the flames before they could spread to the other floors of the building. The fire was kept within a small area in the store and but little penetrated to the living apartments above. Mr. Gottlieb in speaking of the damage done by the fire and water, said the greater part of his stock, which he valued at from $30,000 to $40,000, was ruined. He carried some insurance.

—

Col. Charles A. Judkins, who had managed the Mt. Kineo House, the famous resort on Moosehead Lake, in Maine, for twenty-five years, recently resigned. In token of the esteem in which he is held by the guests that he entertained during his long tenure at the hotel he was honored by a gathering at the Hotel Biltmore, New York City, and was presented with a $1,000 Liberty Bond. Adjutant General L. W. Stotesbury of New York, made the presentation speech. Nearly 100 people, who had been going to the Mt. Kineo House for the past ten to twenty years, contributed to the fund for buying the bond.

—

Frank Trebuzio, a fruit, candy and cigar dealer, in Batavia, Ill., refused to close his store on "Garfield Monday." Fuel Administrator Hollister of Aurora found Trebuzio doing business as usual. Mr. Hollister, thinking perhaps that Trebuzio did not understand, gave him a friendly talk as to the patriotic features of the situation. Trebuzio refused to comply and Mr. Hollister notified Deputy U. S. Marshal Thomas Smith of Aurora. Marshal Smith on Tuesday, laid the case before Minton G. Clabaugh, department of justice agent in Chicago and an investigation was at once ordered. Trebuzio may have to go before Attorney Clabaugh and explain his attitude.

—

Dealers and jobbers who don't get their goods on the dot should not be too hasty in sending in complaints, since in nine times out of ten, manufacturers are not to blame for delays. Freight congestion and frequent embargoes are the cause. The other day a large manufacturer who was anxious to ship some goods telephoned to an express company to have a wagon call. The express man told him that he would do well to hire a truck and bring his own goods to the office, adding that a wagon would not be likely to call for several days. The manufacturer hired a truck, and no sooner had his goods been delivered and a receipt given for them than an express official called out: "Hey, boys, no more goods until next week."

—

Remarkably successful results were obtained by the salesmen of the American Tobacco Co. in Wisconsin in their week-long drive for the war savings stamps. O. W. Peasley, the Wisconsin representative of the company, has sent to State Chairman J. H. Puclicher a statement of the work accomplished in the South Wisconsin division, covering the campaign conducted in Milwaukee by five salesmen and one supervisor, and one salesman assisting the Kenosha county committee. The salesmen disposed of 417 of the $5 war savings stamps and 20,260 of the 25-cent stamps. They installed 157 agencies.

BUSINESS CARDS

CIGAR IMPORTERS
GROSVENOR NICHOLAS & CO.
14-16 South William St.
New York

G. S. NICHOLAS & SON, LTD.
43 Beaver St.
New York

CIGARS RIBBONS
WM. WICKE RIBBON CO.
Woodhaven Ave.
Glendale, New York

CIGARETTE PAPERS
PETER J. SCHWEITZER
Importer of French Papers
109-111 Broad St., New York

CIGARETTES
T. CHALKIADI & CO., INC.
Cigarettes—Haidee and Salaam
128 Water Street, New York

STRAND CIGARETTE CO.
Manufacturers "Strand" Cigarette
17 West 42d St., New York

CORK
BOUCHER CORK & MACHINE CO., INC.
All kinds of Cork
212 West 18th St., New York

HAVANA LEAF DEALERS
TOMAS BENITEZ Y LEON
15 Monte Street, Havana, Cuba
Cable "Tebenitez"

LEON Y. DELGADO
91-93 Consulado St., Havana, Cuba
Cable "Nautilus"

F. EZQUERRO, S EN C.
10 Luz Street, Havana, Cuba
Cable "Pradillo"

GONZALEZ HNO. & CA. S EN C.
39 Dragones St., Havana, Cuba
Cable "Goncelacio"

GUTIERREZ & FOYO
22 Reina Avenue, Havana, Cuba
Cable "Hermogenes"

MIGUEL GUTIERREZ E HIJO
53 Estrella St., Havana, Cuba
Cable "Cosechero"

SUAREZ HERMANOS, S EN C.
110 Rayo Street, Havana, Cuba
Cable "Ansuar"

PESO & CA.
97 Amistad Street, Havana, Cuba
Cable "Peso"

PASTOR SANCHEZ
225 Monte St., Havana, Cuba
Cable "Pastorama"

HUMIDORS
BUBECK & GUERIN
All kinds of Cigar and Cigarette Humidors
161 West 18th St., New York

IMPORTED CIGARS
RAMON "ALLONES"
Thomas F. Healy, Rep. U. S. & Canada
77 Broad St., New York

PARK & TILFORD
Imported Cigars
New York

JOBBERS
METROPOLITAN TOBACCO CO.
134 Grand St.
New York

CHAS. SCHAVRIEN
General Cigar, Cigarette and Tobacco Jobbers
204 West 20th St., New York

LITHOGRAPHERS
ADOLPH FRANKAU & CO., INC.
Cigar Labels and Bands
129 5th Avenue, New York

PASBACH-VOICE LITHO. CO. INC.
Cigar Labels and Bands
Corner 25th St. and 11th Ave., New York

LITTLE CIGARS
S. MONDAY & SONS
Manufacturers of Little Cigars
34-40 South 1st St., Brooklyn, N. Y.

MADE-IN-BOND HAVANA CIGARS
MARCELINO PEREZ & CO.
Clear Havana Cigar Exclusively
12 Duane St., New York

SIDNEY J. FREEMAN
United Workman Union Made 5c. Cigar
123 Liberty St., New York

HORACE R. KELLY & CO.,
Manila Cigars
89 Wall St., New York

THE PHILIPPINE CO., LTD.
American Sales Agent
Bowring & Co., Whitehall Bldg., New York

MANILA LEAF DEALERS
B. CASTELLANO & CO.
Specialty—Manila Tobacco
123 Maiden Lane, New York

MILD HAVANA CIGARS
THE KERN MANUFACTURING CO.
Mfrs. "El Stato" and "Iago" Cigars
152 East 50th St., New York

PIPES
WM. DEMUTH & CO.
"Wellington" Pipes
230 5th Ave., New York

L. & H. STERN, INC.
Manufacturers of Pipes for Jobbing Trade
432 East 10th St., New York

PROTECTIVE PAPER WRAPPING
DIAMOND STATE FIBRE CO.
Glassine Paper Wrapping
Bridgeport, Pennsylvania

SNUFFS
GEORGE W. HELME CO.
111 Fifth Avenue
New York

WEYMAN-BRUTON CO.
1107 Broadway, New York

STEAMSHIPS
PENINSULAR & OCCIDENTAL S. S. CO.
Tampa—Key West—Havana
Jacksonville, Fla.

TIN CONTAINERS
AMERICAN CAN CO.
Tin Cans
120 Broadway, New York

NATIONAL CAN CO.
Tin Cans
Detroit, Michigan

TIN DECORATING CO. OF BALTIMORE
All kinds of Tins
Boston St. and Linwood Ave., Baltimore, Md.

BONE DRY BEVERAGE CO.
NEW YORK
Is about to put on the market a most saleable Non-alcoholic Drink.

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

All Progressive Dealers Read TOBACCO

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK



Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Of
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



Trade News from Near and Far

Leaf tobacco, valued at $4,301,591 entered the port of New York, during December, 1917.

—

The City National Cigar Store at 11 South 16th street, Omaha, suffered a slight loss from fire recently.

—

The cost of running New York City during the coming year will be $20,043,321 a month and $4,616,217 a week.

—

In Philadelphia, says the *North American*, "energetic efforts are being made to educate the public to appreciation of Manila cigars."

—

E. C. Hull, Western sales manager of the General Cigar Co., was expected to arrive in San Francisco early in February to work up a bigger sales campaign for Tom Moore and Tom Keene cigars.

—

M. Matthews, manager of the Oakland branch of Glaser Brothers, San Francisco, has resigned, being succeeded by Robert Pierce, previously in charge of the San Jose business of Glaser Brothers.

—

The editor of the *Western Trade Review* suggests that war conditions offer a golden opportunity to the price cutter. He is given a chance to reform. He will experience no difficulty now in getting full prices—if he wants to. "Try it six months," the Nebraska journal admonishes.

There were 109,070 crates of citrus fruits, valued at $196,326, invoiced at the American Consular agency at Santa Fe, Isle of Pines, Cuba, for the United States during 1917. Among the other items with their value were: Pineapples, $3,372; peppers, $52,032; eggplants, $6,068, and tomatoes, $863.

—

Henry L. Plate, for the past 17 years connected with the lithographic industry, is now associated with the Pasbach-Voice Lithographing Co., Inc., as metropolitan sales representative. Mr. Plate requires no further introduction, and he, together with the Pasbach-Voice Lithographing Co., Inc., which through workmanship, service and price has made rapid strides forward, will be fully capable of taking care of all lithographic requirements of the cigar and allied trades.

—

Farm Agent Bucher, returning from a tour of Lancaster County, Pa., said that leaf tobacco dealers have passed through the worst period for business of their history. Drifted roads and zero temperatures have made stripping and delivery impossible, and the unexpected thaw several days ago caused the frozen stalks to melt and flood the tobacco cellars. He predicted that stripping, which should almost be completed, will continue late in to spring. A very small part of the new crop has been delivered.

—

John R. Quinn, a cigar manufacturer, of Albany, N. Y., has filed a petition in bankruptcy with liabilities of $2,612 and assets of $1,325, consisting of cash, $3; stock, $141; fixtures, $75, and accounts, $1,016. The Albany credi ors include Joseph I. Wiley, $60; *Times-Unio* $53; I. M. Strasser, $218; William E. O'Neil $38; Edward J. Flood, $131; National Con mercial Bank, note, $192; Albany Chamber c Commerce, $60; M. S. Quinn, $500 and Phili R. Rechter, $102.

—

Three unlicensed retail grocers of Pittsburgl M. Shapiro, B. Block and Sam Geiman, hav had their supplies of licensed food commoditie cut off by order of the United States Food Ad ministrator because of making unjust and un reasonable charges in handling and dealing i necessaries. This order has been sent to al persons in Pennsylvania, Virginia and Ohi holding licenses under the Food Control Act forbidding them "in anywise to deal with, bu from, sell to or make any sale or agreement for the sale of any licensed commodity directl or indirectly to" the parties concerned.

—

Last month the King Cole Cigar Co. sol forty per cent. more cigars than it did in Jan uary, 1917, and still had unfilled orders fo 45,000 cigars. John Moriarity, the manager says that at present he is oversold to th number of 70,000 cigars. A week ago Mr Moriarity placed a rush order with the fac tory at Tampa for 260,000 cigars. Owing t the new law which goes into effect in March he has ordered enough tin to take care o 2,000,000 cigars. For the first eight days o February the sales equalled the total for al of February in 1917. This year Mr. Moriarity expects to sell at least five million cigars.

Concrete Ship Building

is known that concrete, made from "Port- an" cement, is now being used in the construc- io of vessels in more than a dozen leading ountries of the world and that the United Stes is the world's largest producer of the nerials used in this new form of ship build- ng The type of vessels now being constructed fro concrete range from the barge and float- ng dock up to the ocean steamer of several housand tons capacity.

oncrete made from Portland or other hy- lr ulic cement, reinforced with steel, is the chief nerial of these vessels. The keel and ribs of h vessel are of steel, and quantities of wire nh are also used in retaining and reinforcing h concrete which fills the spaces between the tel ribs. This combination of concrete and tel has given to this type of work, the title of "ro concrete" and "reinforced concrete," but noth the chief requirements of the new type of vessel, concrete and steel, the United States a exceeds any other country in its ordinary er-to-year production. "Portland" cement, v ch gets its name from its resemblance in ap- pearance to Portland stone, is produced in far greater quantities in the United States than any ther country of the world and in fact probably exceeds that of all other countries combined. Dr own output of Portland cement in 1917 vas the largest in the history of our produc- ion, amounting to 93,550,000 barrels, while that of the other principal cement producing coun- rs in the latest available year was, Germany, 000,000 barrels; England, 17,000,000 barrels, nd France, 8,000,000 barrels. Our own pro- lction has grown with great rapidity from 000 barrels in 1880, to 335,000 in 1890; 8,482,000 in 1900, 68,205,000 in 1910, and 93,- 540,000 in 1917, the high record year of production, while the value has grown from $126,- 000 in 1880, to $101,000,000 in 1917. In the iron and steel required for use in conjunction with the cement in ship building, we are also by far the world's largest producer, our total output of pig iron, the basis of all iron and steel products, being more than the combined production of any other three countries in the world.

Portland cement, which is scientifically described as "an artificial mixture, based on chemical analysis, of limestone and clay, or marl and chalk, or shale and limestone," burned to incipient vitrifaction and the clinkers finely ground, hardens when exposed to water and is thus often designated "hydraulic cement," though the smaller quantities designated as "natural" and "puzzolanic" cement are also properly included in the term "hydraulic." The "natural" cement, made solely from certain classes of limestone, and the "puzzolanic" composed of blast furnace slag and lime, show a marked fall- off in production in the United States in recent years, while the "Portland" shows a rapid increase, and now forms over 95 per cent. of the output of hydraulic cement in the United States, its value amounting in 1917 to $101,000,000, and that of the "natural" and "puzzolanic" less than $1,000,000. The census of 1914 shows the capital invested in cement manufacture, $243,485,- 000.

The countries which have already utilized concrete for vessel construction in some form include Great Britain, France, Italy, Germany, Netherlands, Denmark, Norway, Argentina, Brazil, Panama, Australia, Canada and the United States, the construction in the United States of vessels of this type occurring chiefly at New York, Baltimore and San Francisco. Cement production in the United States is widely distributed, occurring in no less than twenty-eight states, while its general use for docks, piers, reservoirs, irrigation work, tunnels, bridges and pavements, is even more widely distributed, and its use rapidly increasing. The production in the United States is almost exclusively for domestic use, the exports having amounted in value to but $5,822,000 in 1913, the high record year, and $4,112,000 in 1917.

Dave Echemendia, who formerly represented the Castaneda factory, is in New York City. He is now connected with a big automobile house and travels through South America.

"There are scarcely two towns in Minnesota where the same prices prevail," was the remark made by a representative of one of the big tobacco companies. He referred to manufactured tobaccos and cigarettes. He cited the fact that in the iron range towns seven cents is charged for Bull Durham smoking tobacco.

Secretary of the Treasury McAdoo, testifying before the Senate Interstate Commerce Committee Monday a week ago on the railroad bill, said the Monday holidays established by Dr. Garfield probably would not be necessary beyond the middle of February.

Don't expect your salesmen to give all the credit to the advertising.

Make a practice of buying Thrift Stamps. Buy one whenever you can spare a quarter.

DECORATED METAL BOXES

FOR TRADE CANCO MARK CIGARS

A SURE WINNER

EL CAVALO

MILD HAVANA CIGAR

An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.

HERMAN BAUM

62-70 BARCLAY STREET NEW YORK

ERLICH MANUFACTURING CO.

241-243 West Broadway, New York TAMPA, FLA.

CARABANAS

Clear Havana Made in New York and Tampa

PANDORAS

Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.

Established 1872

MANUFACTURERS OF HIGH GRADE CIGARS

We are now using the Union Label of the Cigarmakers' International Union.

Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y C A. 75th Street & Avenue A.- New York

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

YOUNG MAN OF GOOD APPEARANCE for wholesale cigar importer to go out and solicit orders, and visit the trade. Must have experience in that line and have first class references. State age, qualifications and salary desired. Address T. E. C., care Tobacco.

YOUNG MAN, 20, knowledge of bookkeeping, also generally useful, desires position in reliable tobacco concern. Address F. C. Y., care Tobacco.

WANTED—A SECOND HAND LARGE SIZED HUMIDOR, to hold about 150,000 to 200,000 cigars. Address Humidors, care Tobacco.

SALESMAN IS OPEN FOR ENGAGEMENT for high grade line of cigars. Acquainted with jobbing trade and high class retailers, in states east of Mississippi river. Address Aggressive, care Tobacco.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

TURKISH AND AMERICAN CIGARETTE and smoking tobacco mixture superintendent, now employed, would accept a change. Best of references from former prominent concerns. Address American, care Tobacco.

YOUNG MAN, TWENTY-EIGHT, WISHES POSITION as stock, order and shipping clerk in cigar factory. Having had eight years' experience. Good knowledge of Brooklyn trade. Address Brooklyn, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Bookkeeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

STENOGRAPHER WISHES POSITION, — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

Schulte Price Changes

The Schulte Cigar Stores give notice that prices on the following merchandise will be advanced on February 21:

	From	To
Between-the-Acts.	10/11c.	10/12c.-50/60c.
Buffo Cigars	10/16c.	10/18c.
Flexo Giants	10/18c.	10/20c.
Havana Consuls	15c. pkg.	16c. pkg.
Hoffman House Magnums	10/16c.	10/18c.
LeRoy Brevas	10/16c.	10/18c.
Le Roy Majors	10/18c.	10/20c.
Royal Bengals	10/16c.	10/17c.
Buffo Grand	12/20c.	12/25c.

CIGARS.

	From	To
Admiration-After Dinner	.15	.13-25/3.13
Garcia, M Panetelas Finas	.15	2/25-50/6.25
Muriel Elegantes	3/25	.10-25/2.25-50/4.50
Muriel Rothschild	.10	.11-25/2.50-50/5.00

LITTLE CIGARS.

	From	To
Brand M	10/16c.	10/18c.
Imperialettes Brevas	10/15c.	10/17c.

TOBACCOS.

	From	To
Black & Tan	40c.	45c.
Durham, 7 oz.	35c.	40c.
Durham, 14 oz.	70c.	75c.
Honest (L. C.)	5c.	6c.
Just Suits	30c.	35c.
Just Suits	60c.	65c.
Old Gold, Wood	45c.	55c.
Old Gold, Jar	45c.	55c.
Old Gold, Wood	85c.	1.00
Old Gold, Jar	85c.	1.00
Sensation	30c.	35c.
Sensation	60c.	70c.
Stag, Tin	45c.	50c.
Stag, Tin	90c.	95c.
Tuxedo	10c.	13c. 2/25
Union Leader	30c.	35c.
Union Leader	60c.	70c.
Veteran	5c.	6c.

The advances on Little Cigars announced February 1 will also go into effect on February 21.

On February 21 the coupon value on Salisbury Foil will be one 15c. coupon instead of one 25c. certificate; Zig Zag Papers, Riz La Croix Papers, 8c. sizes, one certificate with each book instead of one 10c. coupon.

RELATING TO PROHIBITION.

A month or so ago the Supreme Court of the United States handed down a decision that definitely lays to rest the contention that a State law cannot be enforced which deprives a citizen of the right to keep a bottle of booze on the pantry shelf for personal use.

A citizen may be deprived of just that right. Justice McReynolds, in voicing the decision used these words: "A State has power absolutely to prohibit manufacture, gift, purchase, sale, or transportation of intoxicating liquors within its borders without violating the Constitution."

This is "bone dryness" from which the last wee drop of hope has been hydraulicked. For how is it possible for a man to get a bottle of his favorite blend (or straight; see page 16247, U. S. P., ninth revision) unless it is either manufactured within the borders of his particular commonwealth or transported from so less arid district outside? How can get it if he may neither purchase it accept it as a gift?

Others besides Mrs. Hubbard may f the cupboard bare.

Of course, all State laws prescrib dryness are not alike. Some are v dusty, some are less so. Nor are all forcing officers alike. Some are ri and some are politicians. But it is n established that the State has the c stitutional privilege of closing do hard if it wants to, and it is the ri that is under discussion, not goo natured sheriffs or near-sighted distr attorneys.

Of course, nothing that has been s applies to the druggist very much. is permitted to carry a small stock medicinal purposes only—provided first negotiates a separate peace with t government and gives bond to amount approximating three times t difference between the plan of salvati and the square of the hypotenuse.—*B letin of Pharmacy.*



Fifth Avenue Cigarettes

The Union-Made Cigarette of Quality Bearing Union Label

Mouthpiece, Cork Tip or Plain

EST. of I. B. KRINSKY

135 Mulberry St., New York

PARK & TILFORD

are the

LARGEST IMPORTERS

of Cigars from the Independent Factories in Havana and have the largest displays in their stores of these finest Cigars

Wholesale Price List will be sent to any dealer

Our Wholesale Department, 529 to 549 West 42nd Street, invites your personal inspection

Cable Address: Karnak, New York **Telephone 3108-3109 Broad**

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS

14-16 SOUTH WILLIAM STREET - - - - NEW YORK

Representing

Martell & Co. .....Cognac
Andrew Usher & Co.....Edinburgh
Krug & Co.....Reims
Nath'l Johnston & Sons.....Bordeaux
Bouchard Pere & Fils.....Beaune
Deinhard & Co. .....Coblenz
Gomez, Cuvillo & Co.....Port St. Mary's
Gomez & Co.....Cadiz
Donaldson & Co.....Madeira
Wynand Fockink .....Amsterdam
Roman Perpina .....Reus
Freund, Ballor & Co.....Torino
Martinez, Gassiot & Co.....Oporto
J. Wray & Nephew.....Jamaica
W. E. Eddison & Co.....London
Dublin Distillers' Co., Ltd.....Dublin
Marcel Alioth & Co.....Bordeaux
Pernod Fils .....Couvet
J. A. Mentzendorff & Co.....Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.

Cigar Dept.: 14-16 S. William St. New York

HAVANA CIGARS

ROMEO

Y

JULIETA

The Leader in All the World's Markets

U. S. REPRESENTATIVE

WM. T. TAYLOR - 140 East 34th Street, New York

Waldorf-Astoria
Segar Company, Ltd.
BOLDT'S
SPECIALS
Exceptionally
Mild Segar
IN ALL POPULAR SIZES
SEND FOR
CATALOGUE
Office and Humidors
Waldorf-Astoria Hotel, New York

PILADELPHIA FOOD PROFITEERS.

hree gentlemen named Zuckerman, Kz and Schnitzler, the last an employe o!a Philadelphia retail grocery house a: the other two gentlemen of fortune, a'anged a scheme last October by which thy were to buy several hundred cases o peas and put them by for a raise. Te purchase was made and the peas s'red in an old shack on Bainbridge s'eet, Philadelphia. They could have s'd at a profit many times, but like oers of their ilk, they wanted the last cit, and so it happened that the Food Administrator found out about it and szed the stock. The peas were bought om the Sears & Nichols Canning Co., Ohio, and they have now been sold r the benefit of the Red Cross.

The three worthies who were in on iis deal violated the food regulations three ways: they did or were pre-ring to do a wholesale grocery busi-ss without a license, they hoarded a od product and they profiteered. In ite of that, the Food Administration cided to pay them back their invest-ent and their expenses. The only enalty inflicted on them was the loss f their expected profit.—*Modern Mer-hant.*

U. S. AGRICULTURAL EXPORTS.

The following unofficial estimates of he value of our exported agricultural roducts, most of which went to Eu-ope, to the nations at war with Ger-nany, during the years of 1916 and 917, show what effect obedience by his Nation to Germany's demand in ier War-Zone decree would have had n the American farmer. The figures are for the 10 months of 1917 ending with October and for the full year of 1916:

Exports.	1917.	1916.
Cotton	$563,783,000	$502,617,000
Wheat flour	99,025,000	70,839,000
Wheat	224,444,000	172,516,000
Barley	21,156,000	18,032,000
Corn	65,115,000	41,663,000
Horses	30,225,000	52,570,000
Wool manufactures	14,150,000	34,627,000
Mules	12,972,000	22,130,000
	$1,030,870,000	$9,141,994,000

These figures do not include the lesser agricultural exports, nor all in manufactured form.

The effect on the price and value of the more than a billion dollars' worth of agricultural products of the United States which found a market in Europe in the first 10 months of 1917, had the United States tamely submitted to Germany's insolent demand, which would have denied them access to these markets, can easily be imagined. For lack of a market much of these products would have rotted on the farms or in warehouses or been used in unprofitable ways.

The crimes of Germany against the lives of American citizens and insult to our Nation's honor fully justified—in fact, made imperative—America's entry into the war. These figures only show a portion of the tremendous material loss which would have followed America's tame submission to the war-zone decree. Our whole exports to the European nations at war with Germany amounts to three and a half billion dollars a year.

Uncle Sam seems able to hold up his end, whatever happens.

Cuba on the Films

Cuba is to be photographed as never before. Through arrangements just completed between Edward M. Newman, the widely known travel lecturer, and the Cuban Government, through the Republic of Cuba News Bureau, Mr. Newman and Director J. V. Knight, of the Bureau, with a staff of photographers and assistants, will shortly sail for Havana on a month's intensive photographic survey of the whole island.

Upward of 100 reels of film will be photographed, as well as a comprehensive file of all matters relating to Cuban contemporary life, as well as the scenes on the island of historical value. These will be embodied into a permanent record by the News Bureau, and placed at the disposal of newspapers and news pictorial syndicates free of charge.

Mr. Newman's prominence in this field induced the Cuban Government to make extraordinary arrangements for the project, which is an unusual one for Latin-America.

As the chief of his staff for the Cuban enterprise, Mr. Newman has appointed H. L. Keepers, of London, who has had many years' experience as a photographer in all parts of the world.

NEW P. & O. SCHEDULE

The steamer *Miami* of the P. & O. Steamship Co., plying between Key West and Tampa, now leaves Key West at 9:30 P. M. on Sundays, Mondays Tuesdays, Thursdays and Fridays, arriving at Havana at 5:30 A. M. on Mondays, Tuesdays, Wednesdays, Fridays and Saturdays. On return trips the hour of departure from Havana is 9:30 A. M. on Mondays, Tuesdays, Wednesdays, Fridays and Saturdays. The steamer gets back to Key West at 5:30 P. M. on Mondays, Tuesdays, Wednesdays, Fridays and Saturdays.

The steamer *Mascotte,* on the Port Tampa-Key West route, makes connections with the steamer *Miami* at Key West bi-weekly. The *Mascotte* leaves Port Tampa at 9 P. M. Sundays and Thursdays, arriving at Key West at 2 P. M. Mondays and Fridays. Leaving Key West at 9 P. M., Mondays and Fridays, the *Mascotte* returns to Port Tampa at 2 P. M., Tuesdays and Saturdays.

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Our Foreign Trade

WASHINGTON, January 28.—The country's foreign trade amounted to over $9,000,000,000 in 1917, exports reaching a total of $6,226,000,000, while imports amounted to $2,952,000,000, according to a statement issued to-day by the Bureau of Foreign and Domestic Commerce, Department of Commerce. This is a gain of nearly $1,300,000,000 over 1916, when the total trade amounted to $7,874,000,000.

December exports amounted to $589,000,000, an increase of no less than $100,000,000 over November. The imports for December amounted to $228,000,000, an increase of $7,000,000 over November.

Free imports formed 76 per cent of the total in December and 72 per cent of the total for the calendar year.

The excess of exports over imports has nearly doubled in the last two years, amounting to $3,274,000,000 in 1917, against $3,091,000,000 in 1916 and $1,776,000,000 in 1915.

The imports of gold during December amounted to $2,500,000, as compared with $159,000,000 in December, 1916. For the year the gold imports amounted to $538,000,000, against $686,000,000 in 1916. The exports of gold amounted to $4,500,000 in December, 1917, against $28,000,000 in December, 1916. For the year the gold exports amounted to $372,000,000, as compared with $156,000,000 in 1916.

Silver imports amounted to $6,000,000 in December, as compared with $3,500,000 for the corresponding month in 1916, and to $53,000,000 for the year, against $32,000,000 in 1916. Exports of silver were valued at $10,000,000 in December, 1917, and $9,000,000 in December, 1916. For the year the silver exports amounted to $84,000,000 against $71,000,000 for 1916.

SMELLS

My Daddy smells like tobacco and books,
Mother, like lavender and listerine;
Uncle John carries a whiff of cigars,
Nannie smells starchy and soapy and clean.

. . .

Shandy, my dog, has a smell of his own
(When he's been out in the rain he smells most);
But Katie, the cook, is more splendid than all—
She smells exactly like hot buttered toast!

—*Christopher Morley*
in Collier's Weekly.

A LESSON FOR REFORMERS.

Out in Kansas, where every other man is a reformer, and where every third man founds a separate political party at least once in a lifetime, the Legislature passed a law forbidding newspapers to advertise cigarettes. Cigarettes are not a poison. They are smoked by thousands of men who have made and are making their mark in business, in politics and in war. The manufacturer of cigarettes is recognized by the States and by the National Government as legitimate but a few persons in the State of Kansas who do not care for nicotine, and who believe they have a vocation to supervise the morals and manners of their neighbors, forced a bill through the legislative body forbidding the publication of advertisements commending cigarettes.

Of course, it was necessary to go at their work by indirection—but indirection is the most pleasing of indoor sports to the average "reformer." The statute was made to read that newspapers carrying such advertisements should not circulate within the State. It was not the first time Kansas had manifested a willingness to assume functions properly belonging to the Federal Government. It was Kansas, some of us recall, that passed a law to insure the integrity of silver at 16 to 1 after the country at large had rejected that heresy. Now she undertook to nullify that section of the Constitution which gives Congress exclusive jurisdiction over postoffices and postroads. And Kansas might have made good but for the intervention of a Missouri editor and a Missouri publisher. Kansas seems to be willing to accept what is handed to her without demur. But the Kansas City *Post* is published in Missouri, while circulating largely in Kansas. The editor of the *Post* fought the measure as illegal and won his fight.—*New York Telegraph.*

THE GREAT AMERICAN R. R. SYSTEM.

Government operation of railroads is now an accomplished fact. On December 26, the President by proclamation announced that, effective Decemb[er] the government would take ove[r] assume control of the operation [of] railroads of the United States. A[u]ity to take this step was provided [in] Army Appropriation Act of Augu[st] 1916.

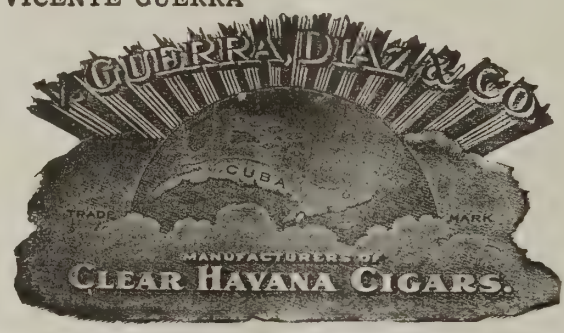
On January 4, 1917, the Preside[nt] peared before Congress to inform th[e] body of his action and to ask th[at] necessary legislation be enacted to[o] vide for the operation of the rail[roads] by the government. Bills were at[once] introduced by the chairmen of the S[enate] and House Committees on Inte[rstate] Commerce and on January 7 the C[hair]man of the House Committee set [hear]ings on the House bill for January [28].

The measure now before Con[gress] provides (1) for compensation to [the] roads for the use of their properti[es] the government on the basis of a "[fair] dard return" according to the av[erage] net operating income for the three [years] period ending June 30, 1917, (2) [for] maintenance of properties through a [reserve] ance under the head of operating [ex]penses or through a special reserve [fund] with reciprocal allowance to the ca[rriers] or the government of a fair return [on] sums advanced for additions or impr[ove]ments to railroad properties, (3) [for] control by the President of the [issue] securities necessary to meet maturin[g] obligations, necessary financing inci[dent] to reorganizations and other neces[sary] expenditures, (4) for the paymen[t of] dividends at not to exceed the rate w[hich] obtained during the three-year pe[riod] and for the payment of dividends [in] order of the President in cases whe[re] regular dividend has not been paid [or] earned during that period, (5) for [an] appropriation of $500,000,000 for the [pur]poses of the bill. The control propo[sed] is to continue during the war.

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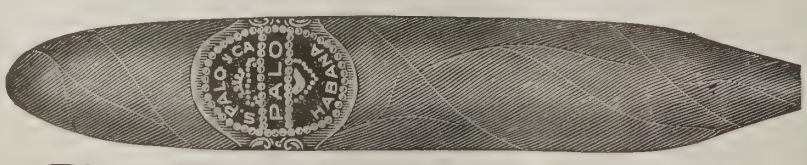
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Eisenlohr Succeeds Wertheim

Wise Becomes Chairman of the Executive Committee—Hummell Elected Vice President—Hollingsworth Made a Director—Retiring President Presents His Report—"Firm in His Determination to Engage Only in Patriotic and Philanthropic Work"—Annual Directors' Meeting of the T. M. A.—A Luncheon At Haan's—Dushkind's Presentation Speech—A Happy Reply.

The annual meeting of he Board of Directors of the Tobacco Merchants Association of the U. S., was held on February 19, at the office of the Association, 5 Beekman street, New York.

The well attended meeting was called to order promptly at 11 A. M. After the usual preliminaries President Jacob Wertheim submitted his annual report showing the activities of the Association. The report was received with a great deal of enthusiasm.

Mr. Wertheim then announced his decision to retire from office. The directors present endeavored to persuade him to continue to preside over the Association, but his determination to devote all of his time to patriotic and philanthropic work was unshakable.

To succeed Mr. Wertheim as president, Charles J. Eisenlohr, head of Otto Eisenlohr & Bros., Inc., of Philadelphia, was unanimously elected. Mr. Eisenlohr was not at the meeting as he is on a vacation in Florida.

Edward Wise, President of the United Cigar Stores Co., was elected Chairman of the Executive Committee, a new office, and George H. Hummell, a Vice-President of the P. Lorillard Co., was elected a Vice-President of the T. M. A. vice Mr. Wise. William Hollingsworth of New York was elected a member of the Board of Directors to fill an existing vacancy.

The question of the T. M. A. convention was then taken up, and after due discussion it was decided again to postpone it. It was the opinion of the entire Board that this is hardly the time to hold conventions, and that instead of spending energy, and time traveling to distant points to hold National conventions and banquets, Americans had better devote themselves actively to the work useful in the prosecution of the war. It was pointed out that traveling under present conditions could hardly be considered a joy, and since the Government is constantly appealing to the public to economize in traveling, it was well to refrain from making any trips unless absolutely necessary.

The meeting was adjourned at 12:30 and the entire board proceeded in a body to the Red Room of Haan's Restaurant, where an elaborate luncheon was served. Then, speaking most earnestly, Secretary Dushkind said:

"About two and a half years ago I called together in this very restaurant about a dozen men, who were interested in the tobacco industry, for the purpose of laying before them what I myself considered but a *Utopian* idea to form a national tobacco men's organization that should embrace every branch, every faction, every element of the industry, from the tobacco grower to the man behind the counter.

"And to-day, as a result of that little gathering, held in this very place two and one-half years ago, we are assembled here as representatives of the Tobacco Merchants' Association, the greatest and strongest organization of tobacco men in the United States, an organization ranking high among the great national commercial institutions in the country.

"On and about the cornerstone laid here on the occasion of our first gathering, there has since been erected a magnificent structure that is now the pride of the tobacco trade, standing forth as the accredited representative organization of our industry; an organization whose power and whose influence is now well recognized throughout the land; an organization that not only has to its credit the splendid achievements that you are all so well familiar with but that has forever obliterated the lines that had for so many years divided the industry into opposing elements, and cleared up the atmosphere of suspicion and antagonism and personal hostility that existed in our industry and has created in its stead an atmosphere of generosity, of accommodation and of mutual understanding.

"As secretary of the association it has, of course, been my lot to attend to the active management of the organization and to direct its activities and carry out its policies. But the infinitely more important part that had to be performed in connection with the association was not the active management of its affairs or the operation of its organized machinery or the utilization of its concentrated powers, but the very creation and the upbuilding of the association itself. For without the existence of the association even the most pressing needs for organized activity would have necessarily remained dormant and without the power and the influence of a strong organization even the most urgent necessities for united action would have necessarily remained unattended.

"For the glorious success in the formation and in the upbuilding of this association that made it possible for us to do the things that we have done and to attain the achievements that we have attained the full measure of credit is due to no other person that the man who has presided over the association from its very inception, Mr. Jacob Wertheim.

"To form a national organization of tobacco men in this country was indeed a most difficult task. Remembering as we do the disorganized condition of the industry and the spirit of bitterness, antagonism and personal hostility and the feeling of fear, suspicion and apprehension that have for many years *pervaded* the industry from one end of the land to the other, we must realize that to bring about industrial peace in the tobacco trade and to link together the various factions and different elements of our industry within the common bonds of one organization required the leadership of a man who enjoyed the confidence and could command the respect of all, a man who was absolutely and truly independent, affiliated with no faction and connected with no class, who has had no axes to grind and who could keep severely apart from all movements arising out of factional antagonism or inspired by selfish motives. It was our good fortune to find such man at the very birth of the T. M. A. in the person of Mr. Jacob Wertheim.

"In accepting the *stewardship* of this organization and in steering it through the dangerous period that all new organizations must pass from the time they emerge from their cradles until they grow into manhood, after he had retired from active business life to devote his time and his energy to philanthropic and charitable activities, Mr. Wetrheim has made a sacrifice and has rendered a public service for which this association and the entire tobacco industry owe him a debt of everlasting gratitude.

"It is only proper, therefore, that we should upon this occasion of his retirement show our appreciation and express our gratefulness for the magnificent service that Mr. Wertheim has rendered in some suitable and lasting fashion.

"To perform that function on behalf of the association, I am fortunate enough to have been assigned the honor of presenting Mr. Wertheim a set of resolutions unanimously adopted by our board on behalf of the Tobacco Merchants' Association, and I ask you, Mr. Wertheim, to accept these resolutions as a token of our high esteem and of our genuine appreciation of the great services that you have rendered us and as a manifestation of our sincerest wishes that you may continue to enjoy your career of public usefulness and public *benefaction* for many years to come."

Replying to Secretary Dushkind's speech, Mr. Wertheim protested, deprecatingly, in a humorous way, that there seemed to be a disposition to overvalue whatever service he had performed as president of T. M. A. But he appreciated the compliment paid and gratefully indeed would render thanks for the beautiful testimonial.

He was glad that the T. M. A. had developed and prospered during his administration; he felt that every officer and member of the association could look back with pride on the work that had been done, because the things accomplished at least helped to assure benefits to the entire trade now for the future.

"But the chief thought of the T. M. A. just now should be 'How best can we help to win the war?'

"In company with every other trade, civic or social organization in the United States, the T. M. A. constantly should have uppermost a patriotic desire to be of real service.

"This is no time for overconfidence. Now is the psychological moment for every American to do his utmost to aid the country to secure victory.

"Realize what this war means.

"See the consequences of inaction, neglect and delay.

"Seize each opportunity to help, financially and in every other way; not half-heartedly, but to the limit of your ability.

Buy Liberty Bonds, buy War Savings Stamps, buy Thrift Stamps, buy and keep on buying, prove your loyalty, make sacrifices, set an example, teach and encourage others to buy.

"Don't hesitate, don't falter, don't whine about losses, just think what wreckage there will be if the United States don't win in this war.

Mr. Wertheim's patriotic exhortation being tumultuously applauded, O. J. Gude was introduced as the next speaker. Felicitously, he described the appreciated services of the retiring president of the T. M. A.; he spoke of the "land of opportunity," of the land to which we all owe undivided allegiance, and he urged how necessary it was for every American, even the least fortunate, to do his bit toward winning the war.

Acclaiming Mr. Wertheim as a great leader, expressing a desire to be associated in patriotic work, Asa Lemlein, the treasurer of the T. M. A., feelingly referred to a long acquaintance with Mr. Wertheim, dating back to the time he entered the tobacco trade.

"I was a boy then," said Mr. Lemlein, "and though that was long years ago, I am youthful yet in willingness to labor for a good cause."

So soon as the cheering ceased, the meeting adjourned.

Directors of the T. M. A. present at the luncheon were: Charles B. Perkins, president Charles B. Perkins Company, Boston, Mass.; Joseph Simon, president Bennett, Sloan & Co., New York; Arthur M. Eisig, 1st vice-president Metropolitan Tobacco Company, New York; George H. Hummel, vice-president P. Lorillard Company, New York; S. P. Coe, vice-president Acker, Merrall & Condit Company, New York; Julius Lichtenstein, president American Sumatra Tobacco Company, New York; Asa Lemlein, manager E. H. Gato Cigar Company, Key West and New York; Edward Wise, president United Cigar Stores Company, New York; W. H. Winstead, president W. H. Winstead, Inc., Baltimore, Md.; G. P. Waidely, president Union American Cigar Company, Pittsburgh, Pa.; John N. Bagley, president John J. Bagley & Co., Detroit, Mich.; Alfred S. Rossin, of S. Rossin & Sons, New York; A. Bijur, of E. Rosenwald & Bro., New York; Theodore Werner, president T. J. Dunn & Co., New York; M. J. McDonnell, of Yahn & McDonnell, Philadelphia, Pa.; Jacob Wertheim, president; Charles Dushkind, secretary; Amos J. Mace, president International Planters Corp., New York, and Wm. A. Hollingsworth, New York.

President Wertheim's Report

To the Board of Directors of the Tobacco Merchants' Association of the United States:

Gentlemen: Since our last convention, we have passed through a period of far-reaching events, often of dark and sinister aspect, and without parallel in the long history of the tobacco trade in America. We of the tobacco trade have had frequent occasion during the year just ended to give thanks for our foresight in building the Tobacco Merchants' Association of the United States, the first and only national tobacco trade organization in the country, and for our good fortune in having this powerful institution at our service in the present crisis.

With due conservation, not soaring into future possibilities, but speaking solely from the record of the more important accomplishments that I shall hereinafter refer to, I may modestly present to you the Tobacco Merchants' Association as a real national institution, which stands forth as a powerful and accredited representative body of one of the first industries in the land. The tobacco trade is numerically, financially and economically among the greatest industries in the country; it deserves the finest organized representation that can possibly be created for it, and I venture to say that in the Tobacco Merchants' Association of the United States, now known throughout the country as the T. M. A., the tobacco industry has a representation worthy of its magnitude and its importance among American industries.

Before discussing in detail the more notable achievements of our association during the short period of its existence, with your permission, I will summarize some of these accomplishments in terms of their known results:

1. It has changed the atmosphere in the tobacco industry from that of suspicion, antagonism and personal hostility to that of friendly intercourse and mutual co-operation.

2. It has successfully opposed and frustrated all efforts to enact hostile legislation, both federal as well as local, among which may be mentioned:

(a) The passage of the Revenue Act of September, 1916, without imposing any additional taxes on tobacco products as originally contemplated.

(b) The enactment of the Preparedness Revenue law of March, 1917, without the threatened increase in taxes.

(c) The adoption of the tax rates advocated by the T. M. A., instead of the flat increase of 100 per cent, as recommended by the Treasury Department in connection with the War Revenue bill, the difference being about $40,000,000 per annum.

(d) The reduction of the proposed war tax upon the so-called nickel cigars from $3 to $1 per thousand, and the retention of the old tax on stogies and package goods in the same War Revenue bill.

(e) The elimination from the Chamberlain bill of the provision prohibiting the sale of tobacco products at military camps, etc. The serious consequences of such law need hardly be dwelt upon. The prohibition clause found its way into the Military bill and was passed by the Senate almost on the last day of the session. But our opposition to that measure was so strenuous and our arguments so convincing that Senator Chamberlain withdrew that clause at the following session of the Congress.

(f) The defeat of anti-tobacco legislation in a number of States.

3. It has secured a modification of the President's embargo upon the importation of leaf tobacco into the United States, permitting importation of tobacco, except from the Dutch East Indies, under a general license, instead of under individual licenses, procurable only at great cost of time and effort.

4. It has succeeded in removing the restrictions upon the supply of sugar needed in the manufacture of tobaccos.

5. It procured the prompt exemption of cigar, cigarette and tobacco factories from the Fuel Administration order by permitting the operation of factories to work up leaf tobacco already in process.

6. It conducted a gigantic national campaign of propaganda, which resulted in the readjustment of retail prices upon tobacco products all over the country in accordance with the new conditions brought on by the war.

7. To counteract anti-tobacco propaganda:

(a) It made an extensive investigation and campaign to remove the fake tobacco cure menace.

(b) It distributed thousands of pamphlets that it has had printed, demonstrating the harmlessness the use of tobacco products.

(c) It persuaded the Industrial Commission the State of New York to promulgate rules a regulations permitting smoking in factories, whe as previously it was a misdemeanor even to samp a cigar or a cigarette in a factory.

8. It succeeded in effecting a change in the ruli of the Internal Revenue Department holding th 3 for 10c. cigars must be taxed under the $4 rate, that such cigars if packed in bundles are now tax ble under the $3 rate.

9. It prevailed upon railroad companies to pern the use of fibre-board boxes for shipments, and secured other modifications of traffic rules, savi the industry untold amounts of money.

10. It minimized box-stuffing and other fraudule practices, and it has made great progress in stan ardizing the registration of trade-marks and checking infringements and simulations of branc

INDIVIDUAL SERVICE FOR MEMBERS.

The activities of the T. M. A. are by n means limited to the promotion of the gener welfare of the industry as a whole, for th association is, indeed, well equipped to rend our members such individual services as may b reasonably expected from a live commerci institution.

Thus, our Trade Mark Bureau, our Inform tion Bureau and our Traffic Bureau are ke very busy serving our members; furnishing i formation, investigating and registering trac marks, selecting shipping routes, advising a to traffic difficulties, solving technical transpo tation problems, adjusting claims against rai road companies, looking after Internal Revent or custom house matters, and attending to a such matters as properly come within th functions of a trade organization.

Moreover, we make no exceptions in servin our members, whether they be members payin only $10 a year or those contributing $1,000 year or more; both are treated on an equa basis—all are served alike.

INFORMATION BUREAU.

We are particularly proud of the service rendered by our Information Bureau, whic is being constantly called upon not only b tradesmen of our industry, but by public off cials, colleges, authors and writers from a parts of the country, and not infrequently b official representives of foreign governments.

And it is indeed a source of gratification t note from the steady stream of inquiries w are receiving from all sources, that there is a awakening realization of the incalculable valu of our Information Bureau and a due apprecia tion of the reliable and up-to-the-minute dat concerning legislation, taxation, revenue rul ings, trade marks, exports and imports, freigh and transportation, and the many other inter esting matters which it is furnishing promptl and cheerfully.

And in this connection, it may be stated tha our tobacco library, which embraces a mos elaborate collection of books and publications both ancient and new, has already receive favorable comment of the public press.

TRAFFIC BUREAU.

Special attention is called to our Traffi Bureau which cheerfully furnishes our mem bers, at all times, with such advice and in formation as they may require in regard to the many questions that frequently arise in shipping departments, the solution of which requires not only expert knowledge and technical training but a readily available library of tariffs, railway guides and other traffic publications for reference and consultation.

The Traffic Bureau also makes a special feature of handling, adjusting and collecting, for our members, claims against carriers, arising out of transportation matters, which it is needless to say require practical experience and technical knowledge.

(Continued on page 22.)

WAS A GREAT SUCCESS

Je "Get Together Luncheon" of the New York Leaf Tobacco Board of Trade—Harris the Principal Speaker.

The "Get Together Luncheon" given by the lew York Leaf Tobacco Board of Trade, at Jaan's Restaurant, Saturday, was a decided ccess. About 70 men, prominently identi-d with the leaf tobacco trade, were present id unusual interest was manifested. Jos. F. ullman, who presided, made a happy speech, informative statement regarding what could accomplished for the common good by hav-g such meetings.

The chairman announced, with regret, that on. Murray Hurlbut, being detained in Vashington on official business, was unable to tend the meeting and speak concerning the lvantages of a "free port for New York City."

Mr. Cullman, however, had the pleasure of troducing Beverly D. Harris, vice-president the National City Bank of New York, a man ho above all others in the United States, was cognized as an authority on "Trade Accept-nces."

Prefacing his address with the statement that was born in a tobacco patch and had been rought up, so to speak, in an atmosphere of bacco, Mr. Harris expressed gratification for ie privilege of speaking to tobacco men on a bject so important to the country just now, s "Trade Acceptances."

Having finished his speech, Mr. Harris con-ucted a questionnaire concerning the availa-ility and utilization of trade acceptances, as efined by the Federal Reserve Board.

Benno Rosenwald, chairman of the War Sav-ngs Stamp Sales Committee, brought before ie meeting, the present urgency for encour-ging purchases of War Savings Stamps and hrift Stamps.

Charles A. Fox, secretary of the Leaf To-acco Board of Trade, spoke of the coming onvention in New York, and in a humorous eference to "kickers," exhorted greater interest n matters pertaining to co-operation in the rade.

"ONLY ONE IN FIFTY MAKING GOOD."

Only one in every fifty retail dealers, a per-entage accentuated since the war and war taxes egan, is making good these days, according to igures divulged at a meeting of 300 Minnesota igar dealers at the St. Paul Association re-ently.

The meeting, in line with the educational cam-paign begun by the St. Paul Retail Cigar Deal-rs' Association, was presided over by Gene Gates, president of the association.

The small town dealers, with an overhead ex-pense of 21 to 26 per cent., are reaping only a 16 per cent. profit at the most, the business men said. The manufacturers, it was asserted, are 'passing the buck."

A complete price list of all kinds of tobacco to standardize the prices throughout the State is being compiled and probably will be adopted March 1.

ONE OF THE LARGEST OF THE SEASON.

One of the largest tobacco sales of the sea-son took place on the loose leaf floors in Frank-lin, Ky., Friday, when 393,000 pounds was sold on the Simpson County loose leaf floor; 180,000 pounds was sold at an average of $16.50; leaf brought from $16 to $22; lugs from $12 to $20, and trash from $7 to $9. On the Planters' loose leaf floor 110,000 pounds was sold, the average price being $15.49; leaf brought from $14 to $22.50 and lugs from $10 to $16.50. On the Farmers' loose leaf floor 93,000 pounds was sold, the average price being $16.84. Leaf brought from $14.50 to $22 and lugs from $12.50 to $16.



THE DEPARTURE OF A TRAINLOAD OF BULL DURHAM FOR OUR BOYS IN FRANCE

A special train, 30 cars, all loaded to capacity with Bull Durham tobacco for our soldiers in France, rolled out of the freight yards at Durham, N. C., Tuesday afternoon, a week ago. The big trainload, comprising 11,000,000 bags of Bull Durham, represented just half of the shipment the American Tobacco Co. will make each month to U. S. soldiers at the front. Touching each other, placed in a row, 11,000,000 bags of "the makin's of a nation" would extend 900 miles. Or the 30 carloads of tobacco would make a single cigarette lengthy enough to reach around the world.

The departure of the first Bull Durham special train was witnessed by a great crowd. All Durham turned out to show good will toward the boys who are waiting for the tobacco in France. A speaker's stand was erected and patriotic addresses were made by Mayor Newsom and President Foushee of the Chamber of Commerce of Durham. In the ceremonies, the American Tobacco Co. was represented by A. W. Treybal, George Winemiller and W. B. Penn.

STYLE VERSUS SEASICKNESS

Robert E. Lane and Nelson Wasserman made a trip to Havana expecting to have a wonderful time. Lane traveled light, but not Wasserman. In addition to a large collection of pills to ward off seasickness, on which he had been practicing for several days before leaving, Nelson was equipped with nine suits of clothes, thirty shirts, twelve pairs of shoes and ties galore.

The pills, however, refused to work, and Wasserman spent much of his time near Lane telling him just how much he felt like dying. Once he was tossed out of a chair and hurled across the room. The weather was not only rough and unsociable, but the joy of the trip was dulled by the captain's orders against lights of any kind.

Once in Havana they found living conditions somewhat more expensive than in New York. Bread was scarce and Uneeda biscuits cost thirty cents a package. After getting rid of his sea experience, Wasserman managed to have a good time, but he did not get an opportunity to wear more than three of his nine suits. They remained in Havana eleven days and then came back by rail, reaching New York Monday night.

A REALLY GRAND BALL

The Entertainment and Dance of the Independent Retail Tobacconists Promises to Be a Great Success.

The independent tobacco dealers of Greater New York, under the auspices of the Independent Retail Tobacconists' Association, will hold their fifth annual ball at Terrace Garden on Sunday evening, February 24. Dancing will begin at 8 o'clock sharp. A ticket, admitting gentleman and lady, costs fifty cents.

To all who love music and dancing this affair promises much, and in the past the Retailers' ball has been well attended by cigar men, their friends and the press. It is scarcely necessary to state that little groups of men will be seen bending over tables, discussing cigars, prices, and business in general.

But the ball, from the viewpoint of the independent retailer, is one of the social events of the year. That it will be more largely attended and even more enjoyable than previous affairs is confidently believed.

In the modern hotel the parlor seems to be a superfluity. In the good old days women seemed to have time to sit around in a hotel parlor, and men were allowed in it if they behaved real nice and took off their hat and properly used the cuspidor. But the parlor has gone, or is going with the ladies' hotel entrance and the old-fashioned bar in the most prominent corner in the hotel. The parlor is now a little reception room near the entrance and the mezzanine on the second floor. The old time parlor has become a Bridal Suite, State Suite, Committee Room, or something of that sort, and brings in real money.—*Hotel World.*

TOBACCO
· ESTABLISHED · 1886 ·

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, FEBRUARY 21, 1918.

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UTILITY OF OLDER MEN

The Tampa *Tribune* says: "There was a cry raised some few years ago that a man after he reached forty-five years was on the down grade mentally and physically, and toboganned so fast that by the time he reached sixty years old he should be chloroformed as a mercy to himself and as removing a deterrent to the progress of the world.

"And there were some who believed it. They took their foundation for the belief from some few who had never been good for much even at the supposed prime of the middle thirties, and they pointed to those miserable misfits and unfortunates with gray hair and beard—mostly beards—and declared that Dr. Osler was right.

"Today we have begun to apologize to the man who is above forty, and to take him again into the position he has always held, that of the supremest importance in the nation, in business, and in the domestic affairs of life.

"The war is responsible for bringing us back to our senses. We have not lost any of our appreciation for the high ambition and the impetuousness of youth, or of the in-his-prime man. We glory in the strength and the accomplishment of both; but we have restored the man above forty to his rightful place, that of guiding and moulding and accomplishing the affairs of life.

"This war has taught us much besides how to fight, and how to feed nations. It has taught us that while youthful energy is essential to some things, maturity brings with it a poise and equilibrium and a wisdom which also has its advantages. We have seen thousands of our young business men go, preparing to go, out of the business world into the sphere of warfare, and we are seeing daily their places filled by the elder men who are proving that the business of the country and its affairs will not suffer because again entrusted to the matured men of the time. We are discovering that, taken in the aggregate, the older men are doing more and fully as good work as the younger men whose positions they are perforce taking.

EXPORT LICENSES.

The President issued on February 15 two proclamations which subject to control by license the entire foreign commerce of the United States and no commodities may be exported from this country or imported into this country except under license.

The President heretofore has issued several proclamations controlling certain exports under the provisions of Title VII of the Espionage Act, and one proclamation controlling the importation of certain commodities under the provisions of Section II of the Trading with the Enemy Act. The military situation and the tonnage situation have made increasingly apparent the necessity of instituting a complete and thoroughgoing control of all our exports and imports.

The transportation of our armies to France and the maintenance of a continued flow of the supplies and munitions needed to maintain them in fighting trim require the use of every ton of shipping which can possibly be devoted to these purposes. This demand must be met, and if it becomes necessary to curtail our exports or imports, these are measures which are forced upon us by the critical tonnage situation and the necessity of availing ourselves of every possible means of maintaining our armies in France.

The limitation of exports is necessary also to conserve the products of this country for the use of our own people and the peoples of the nations associated with us in the war; we must dispose of this surplus in such a way as to aid, as far as possible, those countries to the south which have always depended upon us; we must also dispose of our surplus in such a way that Germany and her allies will derive no benefit therefrom; and we must secure for ourselves in return shipping and supplies urgently needed.

The promulgation of these two proclamations does not mean an embargo on exports or a prohibition of imports, but places in the hands of the President the power to regulate, which he will exercise through the War Trade Board and the Treasury Department. This power will be exercised with the single purpose of winning the war, and every effort will be made to avoid unnecessary interference with our foreign trade and to impose upon our exporters and importers no restrictions except those involved in the accomplishment of definite and necessary objects.

As heretofore, licenses for the export or import of coin, bullion, currency, evidences of debt or of ownership of property, and transfers of credit, will be issued by the Treasury Department; licenses for all other exports and imports, including merchandise, bunkers, ships' supplies, etc., will be issued by the War Trade Board.

Sixteen little war stamps
On a cardboard square,
Make a "scrap of paper"
The Kaiser cannot tear.

No doubt has ever been entertained, apparently, at the U. S. Bureau of Internal Revenue at Washington as to the entire propriety of allowing the "deduction" of bona fide expenditures for 1917 advertising in figuring an advertiser's obligation for war income and excess profits taxes. The Treasury Department is following, with only a few minor modifications, the policies obtaining heretofore in the collection of Federal income and corporation taxes. These policies have all along recognized in expenditures for advertising a legitimate and consistent element in the cost of doing business.—*Printer's Ink.*

BATTLE

By Lieut. Robert Nichols.

With a terrible delight
I hear far guns low, like oxen, at the night.
Flames disrupt the sky. The work is begun.
"Action!" My guns crash, flame, rock, and stun
Again and again. Soon the soughing night
Is loud with the clamor and leaps with their light.
The imperative chorus rises sonorous and fell;
My heart glows lighted as by fires of hell,
Sharply I pass the terse orders down:
The guns stun and rock. The hissing rain is blown
Athwart the hurtling shell that shrilling, shrilling goes
Away into the dark to burst, a cloud of rose,
Over their trenches.

"The Superior Utility of Trade Acceptances"

An Address by Beverly D. Harris, Delivered February 16, 1918, Before the New York Leaf Tobacco Board of Trade

This nation is mobilizing all its forces to effectively prosecute the war.

The present is the supreme world-crisis of all time.

Therefore, I invite your close attention to these fundamental facts.

This nation is facing the largest tasks ever assumed by any nation.

The expansion, co-ordination and centralized control of our economic, industrial and financial resources present problems of gigantic magnitude.

This centralized control must necessarily be governmental.

Under these circumstances, the supreme responsibility of the management of the general banking situation rests with the Federal Reserve Board at Washington.

The Federal Reserve Banks, operated as a unit, under the control of the Federal Reserve Board, constitute the Government Bank of the United States.

The banking and credit reserves of the nation have a close relationship to the position and to the operations of the Federal Reserve Banks. In former times, the gold reserves of the nation, which constitute the basis of credit operations, were carried by the individual banks.

Under the Federal Reserve banking system, the banking power of the nation is being co-ordinated and unified. The nation's gold reserves are carried by the Federal Reserve Banks, and their consolidated statements reflect the credit and currency position of the country. The reserves of the member banks are represented primarily by credits on the books of the Federal Reserve Bank. Their secondary reserves consist of paper eligible for rediscount with the Federal Reserve Bank.

It is evident, therefore, that the amount of credit which the banks can extend depends upon the liquidity of their assets, the availability of these assets for rediscount, and the policies of management of the Federal Reserve Board.

The Federal Reserve Banks thus form a great centralized reservoir of available commercial credit, behind which are the government and national resources. This constitutes the greatest reservoir of available credit existing in the world.

The Federal Reserve banking system has been the salvation of this country in this crisis. I may go further and say it is the salvation of the world, for upon it depends the marshalling of our resources, upon the effective administration of which depend the destinies of all mankind.

If our tasks are huge, we may feel reassured by our basic conditions to meet them. We have about one-third of the gold money of the world, absolute control of gold exports, an assured heavy balance of trade in our favor, full employment of labor, inexhaustible raw materials and natural resources to make us practically self-supporting and inestimably greater than those of any other country; agricultural products of an estimated value of nearly twenty billions of dollars annually, an annual income estimated at fifty billions of dollars and the position on a large scale of a creditor nation. Our Federal Reserve Bank position indicates present reserves of approximately $1,750,000,000 gold, or approximately 65½ per cent against circulation, and 62½ per cent against deposits, with a floating gold supply roundly of more than one billion dollars, which could be made available as a further basis of credit. These things combine to make our credit and economic position incomparably stronger than that of any other country.

Therefore, our credit base can be made to support such expansion of credit as may be necessary to the vital needs of the nation. At the same time, further expansion of credit at this time must be along lines determined by the policies of management of the Federal Reserve Board.

Bearing in mind these basic conditions, our immediate problems are those of *good methods* and *good management,* making it incumbent upon us all to effectively co-operate with the Federal Reserve Board. We need to bring our credit methods up to the highest efficiency in order to make commercial credit as liquid as possible, cut out lost motion, arrange our whole credit system for effective co-operation with our main credit reservoir through the Federal Reserve Banks, clearing credit against credit, in order to accomplish a maximum of business on a minimum of credit, to the end that legitimate commercial credit may not be curtailed, forcing unnecessary contraction and liquidation. We must bear in mind that through force of circumstances this nation is projected largely into the position of the World's Banker, the World's Work-shop, and a main reliance for food and raw materials, which, combined, will require an almost incalculable volume of credit. It is very apparent that credit must somewhere be curtailed, for the enormous borrowing needs of the Government must first be supplied, taking precedence over everything else. Next in order come the most essential industrial and commercial operations. Considerations of broad public policy will govern the Federal Reserve Board in the administration of banking credit, curtailing as fully as may be necessary credit for non-essential operations. Where and how the line will be drawn is going to depend upon the exigencies of the tremendously complicated situation ahead.

It is inevitable, under present circumstances, that the needs for corporate industrial capital requirements on a large scale must be supplied through centralized control, in which this discrimination will be exercised. If the bill creating the $500,000,000 War Bank becomes a law, with a possible credit expansion of four billion dollars, supported by the Federal Reserve banking system, it may mean an encroachment of



Beverly D. Harris, vice-president of the National City Bank of New York
A great authority on the availability and utilization of Trade Acceptances

great magnitude upon available credit reserves —how great we can only conjecture. It is inevitable also that the banks will have to absorb, from now on, government obligations to an of resources in order to be in position to adeextent which will require the utmost liquidity needs.

With this in mind, I ask you, therefore, to concentrate your attention upon these fundaquately provide for legitimate commercial mental facts.

1. *An unmatured commercial credit in negotiable form is a valid asset, convertible at once through our present banking machinery into* CASH *or* AVAILABLE CREDIT.

2. Our credit methods should be standardized to automatically produce a type of credit instrument which will represent *distinctly actual sales of merchandise going into consumption and the terms of such sales,* thus bringing into existence an immense volume of self-liquidating commercial credit instruments of a *purely commercial type,* which show upon their face exactly what they are, and as such will be the more readily absorbed by the banks and the open market, because of a type in a class by itself—distinctly self-liquidating, of short commercial maturity and acceptable above all others to the Federal Reserve Bank, either from bankers or in open market transactions. As an instrument of this kind, fulfilling all these functions, creating an elastic credit currency, expanding, and contracting automatically, corresponding to the volume of legitimate commercial business, the ideal credit instrument is the commercial "Trade Acceptance." There is no mystery about them—they stand for what they are. This, of all forms of credit, is the one against which there can be the least discrimination.

Bear this large fact firmly in mind: that the Trade Acceptance *represents goods that have been actually sold.* A plain note may represent borrowing for any purpose, and does not necessarily represent transactions of a self-liquidating character, and may be borrowed against goods that have not or may not be sold, or are unsalable, or against book accounts of an unknown character or for speculation, or for diversion into outside enterprises, or for capital or plant account, or for purposes of an unliquid or of an obscure character.

Large interests have recently been apprehensive of finding themselves handicapped for needed commercial credit, owing to their extensive requirements. They were doubtful of the future, and they sought certain instances to obtain absolute assurance of round amounts on bankers' acceptances for a period of two or three years ahead, through the medium of syndicate operations involving a high rate of interest, making their paper in 90-day periods under guarantee of renewal for the time mentioned. To establish a market for a large volume of such offerings, the underwriters have found it necessary to sound the attitude of the Federal Reserve Board as to the eligibility of such paper for rediscount, and have found it unfavorable for several sound reasons, of which it is only necessary to mention that it is regarded as really long time borrowing, not essentially self-liquidating, and of an inflexible and unscientific character as to rate, which would be a demoralizing element in the banking machinery. The necessity of such methods indicates a shortening of intermediate avenues of credit, which would be available if the paper were eligible for rediscount with the Federal Reserve Bank. Had these borrowers been in a position to negotiate with the same underwriters, on the other hand, to convert into cash the same stated volume of trade acceptances, for the same period of time, a very broad market could be developed for the latter, for reasons which I shall later endeavor to make evident.

Here let me impress upon you the fact that in our open-account system, merchants, in borrowing to carry their credit customers, are usurping the functions of bankers and carrying an unnecessarily heavy load. Is there a means at hand to remedy the situation and transfer the load where it belongs—to the bankers and through them to the Federal Reserve Bank? I think there is—the Trade Acceptance.

Let us suppose that, *as a war measure made necessary by the present crisis,* the various wholesale merchants associations of the country *should "take the bull by the horns"* and for that reason alone, utterly ignoring any discussion of the many other sound and excellent reasons which exist and are capable of demonstration, should join together forthwith and announce firmly that for this supreme reason *hereafter all sales of goods for the period of the war must be closed on the basis of cash or trade acceptance.* Competent legal authority has ruled that such concurrent action is not subject to penalties under the Sherman Law. It can only be effectively done in that way—by combined effort and backbone on the part of the merchants themselves. If you wait for the bankers to do it it will never be done, for it is altogether a matter of selling terms.

If this could be done, what would be the result?

1. Credits arising from the sale of goods would not be locked up until maturity or indefinitely, but would take the form of negotiable credit instruments of the most liquid type, commanding the broadest possible market. Locally, they would be absorbed by banks, the open market, and the Federal Reserve Bank.

2. The banks, the Federal Reserve Banks and the open markets of the whole country would furnish a broader market.

3. They would constitute an ideal means of settlement between the respective Federal Reserve Banks under the management of the Federal Reserve Board, in lieu of settlements through the gold settlement fund on occasions when the general situation requires lightening the load on one district and distributing it among the Federal Reserve Banks in the other districts.

4. It would be an ideal type of instrument for the investment of the funds of country bankers, particularly where the acceptors are merchants of standing scattered over the country, whose home banks would be glad to buy their paper when in available funds, especially so if reinforced by the additional strength of the selling firm on the paper and the knowledge that this double-name paper carries with it prima facie evidence that it represents the sale of goods out of which the debt is to be liquidated, and is not borrowing for operations of an obscure character. The banks holding a trade acceptance knows that it can be immediately converted into cash at the Federal Reserve Bank; *also, the purchasing bank is permitted, when in surplus funds, to invest in trade acceptances without reference to its loan limit, whereas it can lend not exceeding its loan limit to any one borrower.* Innumerable small banks have surplus funds out of all proportion to their loan limits.

5. Further, the Federal Reserve Banks are permitted to buy trade acceptances in the open market, and have made a preferential rediscount rate on them to member banks in recognition of their desirability. By virtue of this function the Federal Reserve Banks can directly relieve a tense local situation, and more equally distribute the burden of the country's business through the rediscount, under the general management of the Federal Reserve Board, of paper of this character between themselves. An arrangement which might prove practical would be to rediscount with the Federal Reserve Bank of each district the paper of firms in that district. In such times as the present, the country as a whole cannot participate equally in some of the larger financial operations, the burden of which concentrates at the principal centers, particularly New York, which is the country's great security market and the principal center of export and import transactions, as well as of governmental financing and domestic credit operations, intimately concerning the whole country.

There are times and seasons of extreme demands on these centers, as when we are financing the movement of the country's crops abroad or the importation of goods for national consumption, or when securities from other parts of the country or from abroad are sold in our markets and the proceeds drawn against, creating conditions in which it is desirable that the Federal Reserve System should operate, as was intended from its inception, as a unit; that is to say, as a Government Bank, distributing through the medium of the Federal Reserve Board the burden of the nation's business, assigning to each Federal Reserve Bank that portion of the task for which it is best qualified, in order that no legitimate activities may be curtailed.

6. In times of stress, the merchant could use the trade acceptance to advantage both in buying and selling. In fact, the war creates a condition where sound reasons of public policy may exist for so doing, and if all merchants alike *give* as well as *require* trade acceptances, the practice would operate to remove apprehension of any impairment of credit on the part of a firm giving a trade acceptance. The expediency of giving trade acceptances is in all cases a matter of individual determination, which would be governed by money tension, restriction of credit, relative interest rates, cash discounts, and similar conditions.

7. Assuming that the selling merchant in a given city, under such conditions finds it expedient, profitable or desirable to give an acceptance in a certain transaction in lieu of cash, to a merchant in another city, the merchant to whom the acceptance is given would ordinarily discount it with his home bank. But if it should happen that money is more plentiful or rates lower in the city of the buying merchant, it might be profitable for the latter to arrange for the discount of the paper at his end and settle in cash with the seller, subject to such a cash discount as may be reasonable and fair under the circumstances. As a war measure, the burden of financing large operations under this system may be distributed over the entire country, relieving the excessive burdens on main centers and placing the entire financial resources of the country effectively behind banking and credit transactions, thus realizing maximum efficiency and a minimum of tied-up capital and fully utilizing the functions of the Federal Reserve Banks, through which such credits would be largely cleared against each other.

When the trade acceptance is paid, there are a debt and a deposit cancelled. There is no inflation, because the acceptances are based on goods going into consumption. Imagine ten men sitting around a table. The second says to the first, "You owe me $10, pay me." Payment is made with a $10 bill. The third says to the second, "You owe me $10, pay me." And the same operation is repeated all round the table. One hundred dollars' worth of debts are cancelled with a $10 bill. The same ablebodied $10 bill can go on indefinitely cancelling debts. Substitute the Federal Reserve credit for the $10 bill; the principle is the same. The main thing is to organize your self-liquidating credits to connect up with the Federal Reserve Banks.

The Federal Reserve Bank System is something on the order of a national clearing house, and the results would be similar in some respects to clearing checks through the clearing houses. Could you imagine the amount of cash which would be necessary to effect the country's daily settlements without clearing house system? The increased efficiency through this standardization of credit might be compared to standardization of models and parts in manufacturing. The employment of the trade acceptance is the "jiu jitsu" of commercial finance.

There will be dire forebodings of overtrading, bad management, too great expansion of

iabilities, perhaps kiting, accommodation paper, ınd other objections. As a matter of fact, as in he sale of paper through brokers in the open ıarket, it will be altogether a matter of good ıanagement, scrutiny and information. Credit elationships, in the last analysis, are based ıpon this, knowing with whom you are doing ›usiness and confidence. Under experienced ›bservation, devious methods will not go far. Under this, or any system, the banker's risk is predicated upon the good management, conservatism, financial responsibility and integrity of the borrower. Without these, under any system disaster will follow. No system affords better basic conditions of commercial credit or of observation and scrutiny.

The use of trade acceptances abroad is as old as the hills, and has satisfactorily stood the test of time in banking and open market transactions in the leading European countries where credit standards are on the highest plane.

To the banker, the trade acceptance has the merit of keeping in view the character of credit operations into which his money is going, distribution of the risk, *prima facie* evidence of liquidity and immediate availability for rediscount.

The commerce or banking of a nation cannot proceed on better fundamentals. The trade acceptance and banker's acceptance are ideal units in both domestic and foreign interchanges of credit. The trade acceptance is the last and final accomplishment to bringing our credit and financial machinery to full effectiveness. It is the appointed instrument of credit regeneration, and healthier and more scientific economic and business standards.

Let there be no confusion of thought about this. I am not advocating the abolition of cash payments. The buyer should, by all means, be encouraged to finance himself and pay cash. Our system of cash discounts, with some modifications and adjustments, is probably sound in principle and likely to be continued. Single-named paper will not be driven out of existence. It has its uses. But the great government banks of the world discriminate against plain paper and invariably require two names or more. The foundation of their credit or currency operations is the Commercial Bill of Exchange—bankers acceptances or trade acceptances representing strictly liquid and clearly defined commercial transactions. The thing radically requiring a change is our open-account credit system—expensive, antiquated, unscientific, cumbersome. *The adoption of the trade acceptance is primarily a matter of trade and selling terms. It will never come into universal use until selling terms are universally changed to require that an account shall be closed either by cash less cash discount or by trade acceptance.*

In times of normal easy money conditions, we are prone to follow the line of least resistance. Radical innovations are unsettling and difficult of accomplishment. It is in a great war emergency like the present, when excessive burdens must be well distributed over a broad area, and limitations are placed upon credit, that we come to a full realization of the true value and efficiency of the trade acceptance, scientifically employed, as a means of opening latent avenues of credit which would otherwise be unavailable, and bringing the entire banking power of the country to the support of the general situation.

EVERY MEMBER HAS A LIBERTY BOND.

There are 8,000 members of Typographical Union No. 6—known as "Big Six"— in the Greater New York district, and according to President Leon H. Rouse, there is not a man of them who does not own a Liberty Bond. The union is already making arrangements to surpass its record in the previous loans, when the drive for the third issue is announced.

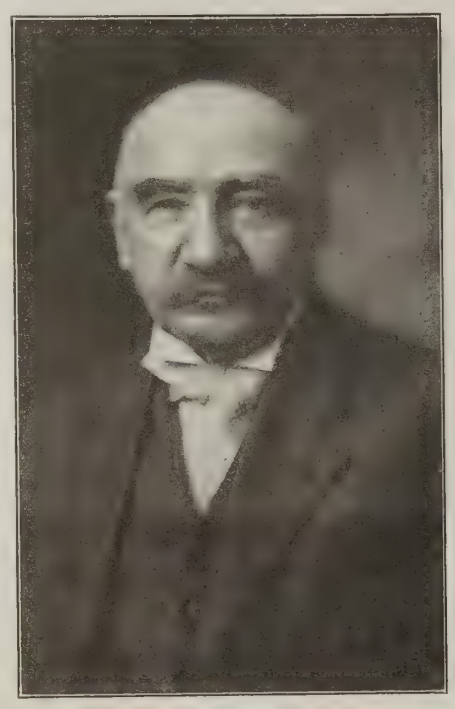
AN HONORED VETERAN

A. Winter, of the M. Perez Co., Passes Away—A Just and Upright Man Long in the Tobacco Trade and a Very Successful.

Aged 81, A. Winter, a well-known leaf tobacco merchant and principal owner of the M. Perez Company, passed away, after a brief illness, at his home, 14 Morningside avenue, New York, early Sunday morning.

In many respects Mr. Winter was an unusual man. Despite his years he remained in business, attending to important affairs almost to the last. Naturally industrious, indisposed to waste time on trifles nor caring to hear idle talk, he centered his attention on the business at hand.

Shrewd and discerning, knowing exactly what he was doing always, he proceeded carefully and he achieved more than ordinary success. His word could be depended on, absolutely. His judgment was remarkably good. His appraisals were entirely trustworthy. In the leaf tobacco business, for many years, he occupied an enviable position. He was said to be "the best judge of credits on Water street." He was a hard man to deceive. Maintaining the highest standard of honesty,



THE LATE A. WINTER

he had an uncanny knack of quickly detecting a false statement, however camouflaged. Almost instinctively, it seemed, he knew whom to trust.

More than one struggling cigar manufacturer received timely financial aid from A. Winter. On occasions he preferred "an honest man's word" to collateral declared to be "gilt edged."

If "a man in trouble" came to A. Winter with a truthful plea, the shrewd tobacco merchant didn't preach or indulge in pretensions of sympathy. He helped, frequently and generously. But even intimate friends never heard A. Winter speak of acts of charity he performed.

Casual acquaintances might fail to realize how fine a man A. Winter was. But those who knew him better were assured that he had a heart of gold.

He came to New York and entered the leaf tobacco business, in middle life, after he had achieved success as a merchant, beginning as the proprietor of a small store in Nashville, Tennessee.

Born in Westphalia on February 6, 1837, he came to this country when he was 18 years old. Settling in Nashville, he commenced merchandizing in a small way. From the very outset he gained a reputation for reliability. And people liked him. He prospered from the start. While a young man he assisted to establish a Masonic lodge in Nashville. Being held in high respect, he became Worshipful Master of the lodge.

Soon after the lodge was founded, a young lawyer joined. Associated in the work of the lodge, Winter and the youthful attorney became close and enduring friends. The lawyer, later in life known as Judge Dickinson, was made Secretary of War by President Taft.

In the Civil War, Dickinson was a Confederate soldier. Winter was inclined to the Northern side and for a time served in the Union Army. But the two men did not cease to be friends.

"During the late unpleasantness," Nashville, at times, was an unhappy place. Winter had some exciting experiences and perhaps one or two "hair-breadth escapes." But when the war ended, Winter was right there, carefully attending to business and laying the foundation firmly for greater prosperity. He remained in Nashville about 30 years.

A. Winter had a fortune when he came to New York and started the M. Perez Company. The cigar factory of the company then was located on the corner of 19th street and Second avenue.

He had planned that his sons, Maurice and Sydney, should be associated in the tobacco business with him. Maurice Winter, an apt student, took a decided interest in cigar manufacturing. Not content with generalities nor a smattering of knowledge that might enable him to manage a factory successfully, he applied himself not only to the manufacture but also to the culture of tobacco. In Cuba he studied soils and methods. He made himself thoroughly familiar with everything that was done, from preparing the seed bed to packing the cured leaf. In time, Maurice Winter gained enviable recognition as a tobacco expert. Acquiring very desirable plantations in Cuba, he proceeded to grow tobacco must successfully. Incidentally, too, he became a notably reliable tobacco buyer.

The cigar factory of the M. Perez Company, moved to Key West, increased its output and added to its good reputation. The Pinzon brand is known from coast to coast as an excellent clear Havana. The Winters knew how to make fine cigars and they wouldn't be identified with the manufacture of the poor kind.

Sydney Winter was a salesman, a first-class man, a worker and one who won wide popularity with the trade. Ill health, however, caused him to retire. He went to Southern California to live, but failing to obtain the expected benefit, he died some years ago. His death was a sad blow. For the Winters were a closely united family. Mrs. A. Winter, a remarkably intelligent woman, gifted with clear vision, endowed with sound business judgment, a wise counsellor, ever aiding her husband and sons, encouraged unity of purpose and caused the Winter home always to be very happy.

A middle-aged man when he first engaged in the tobacco trade in New York, A. Winter's ambition was to build up a business that would be prosperous and secure, a business that he justly might be proud of, a business that would increase and endure.

How well he could succeed in such an endeavor has been shown.

His investments were conservative and safe.

All that he attempted to do, he did methodically and wisely. He made himself a rich man. But, riches did not corrode his nature nor, to him, did the accumulation of money seem more desirable than having a good name. He was philosophical; he had a fund of quaint humor; when in the mood he would discourse most entertainingly.

No advertisement was attached to his charity. If he aided an unfortunate, he enjoined secrecy. He concealed acts of kindness. Though often

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Effect of a "Free Port" for New York

Indicated in Answers Supplied to Questions Propounded by the United States Tariff Commission—Consensus of Opinion, Obtained by the Merchants' Association, Seems to Be That There Is "No Justifiable Reason Why Congress Should Not Grant, Under a Comprehensive Plan, the Right to Establish a Free Zone"—What the Advantages Would Be.

The Merchants' Association of New York has furnished the United States Tariff Commission a report showing the results of an inquiry regarding the probable effect of establishing a Free Zone in the Port of New York.

A list of questions, the scope of which had been outlined by the Tariff Commission, was submitted by the Association, through its Foreign Trade Bureau to its members. A large number of replies were received, and the substance of these has been given to the Commission. The tenor of the replies is shown in the following report. The questions put to the members of the Association are printed in italics:

I

In the event of the establishment of a Free Zone policy, how would merchants handle non-dutiable goods coming into this country? Would they be landed in the Free Zone or elsewhere? Why?

Importers should be allowed to land non-dutiable goods in the Free Zone if they so desire. Naturally, such goods imported for specific purposes would at once be shipped to destination and it would not matter whether they came by vessel which discharged at the Free Zone or by vessel which discharged outside the Free Zone. The Zone could be utilized for storing such goods, pending a positive decision as to final destination. So as not to cumber the Zone with an unlimited quantity of goods to the detriment of other interests, there should be restrictions as to the period during which the goods could be stored in the Zone, a question which could be left to the managers of the Free Zone.

II

What action would be taken by the large passenger-carrying steamship companies with reference to the landing of passengers? Would they be landed in the Free Zone or elsewhere? What reasons would dictate the action taken?

It is the consensus of opinion that if a vessel is primarily a passenger vessel it will dock at whatever point is most satisfactory from the point of view of passenger traffic. If it is primarily a cargo vessel, it will dock at whatever point is most satisfactory from the point of view of handling its cargo. Probably steamship companies largely employed in passenger traffic would find it to their interest to continue the use of their own piers outside the Free Zone. Under proper restrictions it would seem feasible and desirable for cargo vessels carrying passengers to land their passengers in the Free Zone or to land them on tugs in the stream, which would at once leave the Zone, so as to raise no customs question. This again is a matter which could very properly be left to the Zone management.

III

What would be the effect of the establishment of a Free Zone on existing shipping and other facilities for handling commodities in imports and exports? Would the establishment of a Free Zone destroy the usefulness or value of existing facilities? To what extent?

At present few, if any, of the large shipping ports in the country are adequately equipped to care for the volume of foreign and domestic commerce which it is desirable to have them handle. There is, therefore, ample opportunity for the establishment of a Free Zone to care for a part of our increasing trade without in any way injuring the value of existing piers, terminals, warehouses, etc. Probably the establishment of a Free Zone would, in time, be a factor tending to increase the volume of business coming to the port, part of which could not be handled in the Free Zone. The character of use of various port facilities might be modified by the establishment and operation of a Free Zone. Such a readjustment, especially in light of the increasing pressure for port facilities which will probably follow the release of the vessels now employed by and under construction for war uses will continue to increase, and not decrease, the value and usefulness of port facilities.

IV

Should the privilege of establishing Free Zones be granted, is there any danger that too many such Zones will be established for the good of the country, owing to rivalry between the various ports?



The Cigar Store in the most lofty office building in the world

William A. Hollingsworth wanted to have a cigar store in the Woolworth Building on Broadway. He had his eye on the place long before the building was finished, and ere he secured the concession he discovered that three thousand other persons, including owners of chain stores, had coveted the location. Being a persistent individual, however, Hollingsworth won out.

For three years he conducted a cigar stand in the building on the right hand side. Then he shifted his cigar business to the opposite side and turned the old stand over to stationery. Having acquired additional space he set about extending his quarters to the street, the extension giving him two excellent display windows.

No expense has been spared in the decorations and furnishings. Fixtures of fine mahogany have been supplied and set in place by The Bedford Show Case Co., under the direction of Reuter & Kutner.

To the left as you enter the store from the corridor you encounter private boxes, then a large humidor used for storing and exhibiting cigars. The bookkeeping department comes next, and then a window for display purposes. On the right hand side are pipes from the C. E. D. factory, a show case for cigars, flanked by mahogany humidors of all kinds. With the idea of obtaining 100 per cent. service and efficiency, Mr. Hollingsworth has surrounded himself with experienced cigar men who know how to handle business, who will treat customers exactly right always. Henry Hertz is the manager, and the assistants are Thomas E. Miller, who for several years was with Godfrey S. Mahn, Albert Karp and Frank Laurie.

Some of the brands that Mr. Hollingsworth is handling are: Clear Havanas, Aragona, W. A. H., First Consul (Lincoln Bros.), Tuvals (Marcelino Perez & Co.), Invocar, Charles The Great (Salvador Rodriguez), Segars de Luxe (Merriam Segars Inc.), Old King Cole, Van Dykes (M. A. Gunst & Co.), Cuesta Rey & Co., Gato (Gato Cigar Co.), El Genio (Verplanck Bros.), R. A. Bachia & Co., Tademas (Arguellas Lopez & Bro.), Sanchez & Haya, etc. Imported cigars: Coronas, Garcias, Carolinas, Bock, Henry Clays, Edens, Romeo y Julieta, Larranaga, Partagas, Hoyo de Monterey, Punch, etc. Shadegrown wrapped: Principe de Oro, Escutcheon, Monte Cristo (Lincoln Bros.), Prince Hamlet and Mapa de Cuba (Bayuk Bros.), Lucellas (R. Gangemi & Co.), Argentas (L. Golovine), Admiration (S. Fernandez & Co), Garcia Grande (Julius Klorfein), Merchants' Delight (B. Wasserman & Co.), etc. Sumatra Wrapped: Armas de Casa, Boldt's Special, Special (Waldorf-Astoria Segar Co.), Starlight Bros., Blackstone (Waitt & Bond), etc. 8 Cents: Centrosa (Cien Porciento Co.), El Faison (A. Seigel & Sons), etc. 7 Cents: Colonial (A. Hertz), and C. & R. (Cuesta Rey). 6 Cents: Non Plus Ultra, Norwoods and Tampa (A. Seigel & Son), Specials (Hollingsworth's). 5 Cents: Cuban Babies (A. Hertz), La Sultana (Tobacco Corporation of America), and Hollingsworth Specials (A. Hertz). Porto Rican Cigars: Rubiana, Artoco Smokers, Plentius, La Turina and Don Alvar (Metropolitan Tobacco Co.) Cigarettes: All of the popular brands, including Philip Morris, Condax, Strands, Benson & Hedges, Murads, Moguls, Rameses, Milos, Schinasis, etc. Tobaccos: Hollingsworth Drury Lane and W. A. H. and all of the pupular selling brands. Pipes: The famous "Old Pal" of the G. B. D. variety will be featured. An American Air Purifier Machine has been installed in the large humidor. Everything in the line of smokers' articles has been added and nothing has been left undone to make this store one of the very finest in the United States.

Congress should undoubtedly provide proper restrictions to prevent the creation of Free Zones except under conditions which would warrant their existence. With the proper restrictions and regulations, there is no danger of the establishment of too many Zones.

V

If any enabling act be passed by Congress: (a) Should a minimum limit be placed on the volume of commerce after a certain number of preceding years as a condition precedent to the establishment of the Free Zone?

No. It would be difficult to fix an absolute minimum limit which would be universally serviceable, and other deciding factors would probably produce the result desired in a different way.

(b) What physical conditions or facilities, if any, should be required by the act?

The act should provide for reasonable facilities to be furnished in the Zone, such as dry-docks, repair shops, adequate wharfage, including piers, warehouses, etc.

(c) Should there be a statement of the minimum length of waterfront, present and prospective, which must be included in the Free Zone?

It might be well to have some justifiable restrictions as to the waterfront, either on river or harbor, including the proper basins for ships to lie idle in and discharge in lighters, without having to go to piers.

(d) Should there be a statement of the minimum depth of water along such waterfront?

There is no objection to minimum depth of water being stated, but it inevitably follows that any Free Port to be of value must have a sufficient depth of water to enable vessels of the largest capacity to enter readily and lie afloat at all stages of the tide, even when fully loaded.

(e) Should there be a statement as to the minimum or maximum acreage to be included in the land and water area of the Free Zone?

The matter of acreage is important. A Free Zone properly handled should grow in importance, as would any normal enterprise, and it should be started with a proper acreage, with the privilege secured to take over further adjacent acreage as requirements demand. The water acreage of the Free Zone is of the greatest importance, and must be ample beyond question.

(f) Should there be any statement as to minimum or maximum investment which shall be made in the equipment and other facilities of the Free Zone?

The question of investment and the cost of a Free Zone is naturally based upon how ambitious the scheme may be. A large amount of money, undoubtedly, will be required. Once the enterprise is established, additional capital could be obtained as the need for additional facilities become apparent.

(g) Should there be any statement as to the railroad terminals and other connections required to be established in or to the Free Zone?

Because it is self-evident that such are needed, detailed specifications need not be included in the enabling act. Direct railroad terminals are most important, and such connections should be made if possible. If not feasible, spurs or branch connections should be built to take merchandise from the Zone to the main terminals outside.

(h) Should the Government officer having charge of the administration of the act have the option to reject or approve applications for establishment of free zones, or should the act require him to approve applications, on showing that certain conditions precedent have been complied with?

It is immaterial whether Congress itself passes in each case on the allowing of a Zone to be established at any port, or whether such authority be delegated to a Government official or commission, so long as the act allowing Free Zones to be established specifies the basis of foundation on which the grant shall be made.

(i) Should the act authorize manufacturing to be carried on within the limits of the Free Zone?

Yes, manufacturing should be allowed, but under proper restrictions, the details of which might well be left to the authorities having charge of the Zone.

(j) Should the act require standardized construction of docks and warehouses within the Free Zone?

Undoubtedly those who manage the Free Zone would require proper standardizing of docks, warehouses, repair shops, etc., but it would be unwise to have those specified in detail in the act, it being far better to leave it to those who would handle the property.

(k) Should any mention be made as to financing the Free Zone?

Yes. Any method of financing the Zone should be subject to the approval of the Governmental official or commission who has charge of the Free Zones.

It is to be noted throughout the answers to No. V that it has been considered best not to cumber any enabling act that may be passed with numerous requirements which might be embarrassing. The handling of all matters pertaining to the Zone would undoubtedly rest with the commission or person in charge of Free

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Juvenile Celebrities Entertain at the Vanderbilt and Aid Smoke Fund

Elizabeth Pauline Gulick, the most photographed child in the country today, has been entertaining the children at the Vanderbilt Hotel every Saturday afternoon for the past month. Her repertoire consists of stories and recitations, and although she is but five years old, the grown folks who bring the kiddies to hear her enjoy Miss Gulick as much as the children do. During a visit to Boston last week the Hearst-Pathé Weekly made several hundred feet of film of her on the Boston Common. Miss Gulick helps her dad with his office smoke fund.

Last Saturday at the Vanderbilt, Miss Gulick had as fellow entertainers, Lillian Emerson, the wonder dancer; Horace Stowe Marshall, son of Walton Marshall, and great great grandson of Chief Justice John Marshall, the first American Emissary to France; George Custer Dewey, grandson of Admiral Dewey, and Genevieve Wells, who by dancing interprets poetry.

The Vanderbilt stages these shows for the benefit of the guests' children and they have proved to be very popular.

Reading from left to right—Lillian Emerson, Elizabeth Pauline Gulick, Horace Stowe Marshall, George Custer Dewey, Genevieve Wells.



Unloading Cargo At San Francisco, 1850

In 1849, Captain Charles Allen Thacher of the ship Pleiadies sailed from San Francisco across the Pacific to Manila to obtain a cargo of supplies. He returned in 1850 with provisions and some luxuries, among them Manila cigars. The voyage netted him a fortune.

Full cargoes of Manila cigars are now bringing fortunes to importers and dealers in the United States.

Are You Getting Yours?

Boost Manila Business
There Is Money In It

Complete list of Manila manufacturers and importers on application

THE MANILA AD AGENCY 546 West 124th St., New York

Talking a Lot But Not Telling Too Much

About Business Up State There May Be Two Opinions—Yet Nearly Everybody Is Getting By—When Bellinger Dozed in a Palace Car—"This Is the Time to Fight"—The General Cigar Co. Will Advertise Extensively—Revised Colors on Peter Schuyler Signs—"Melachrino" Davis Indulges in Aviation—Dealers Buying Edgeworth Freely—"Mike" Dunn Makes a Hit with Anagyros No. 25—He Could See the Exit—G. W. Thompson Will Celebrate.

New York State Capitol District,
February 18, 1918.

"Say," challenged Benny, flirting a hand of lustbane o'er the store floor, then brooming the accumulation of stubs, ashes and bands to the cellar catch-all—"say, didcha roll 'round ter th' Hall last nite, an' spot a quarter an' th' tea-ax on Walt Catnip in that new show of his, Chasin' th' Chippie'?"

"Yeh, I admit it, I did so," nodded Benny. 'An' yer kin take it f'om muh, Walt an' his close fren's, Georgie Bickle an' Bill Howland, don't cut no comedy, neither!"

"Why, Walt jess shows yer what a Nervy Nat puts over wit' a unregistered green-an'-gilt roll, solely an' person'ly conducted by a single-shot silent sleeper, flashed 'casionally ter th' tune of 'Vive le Roi,' said ter be 'Gott Save Der Mark!'

"Anyway, Walt makes a clean get away wit' vera, vera li'l cash, chargin' up his cig'rets an' odder daily desires in a neat-ly bound vest pocket red book, loaned by himself ter th' Cap'n of th' Gong-Gang!

"Yassir, Walt has a system of credits an' debits which as should be 'mediately 'dopted by th' Amalgamated Association of American Accountants! He puts in a season at a swell resort, an' th' only actual cost ter him is som' slight loss of repertashun.

"Even Georgie Bickel, th' sida-Swiss cheese, an' who owns, manages an' operates th' Komon Inn, a hotel wit' a real jazz band, even he som'-how jes' can't sep'rate Walt f'om th' $7 owin' ter Georgie since th' day Dewey did it!

"While Bill Danforth, who's both bank an' broke, simply keeps Walt in Partagas cigars an' king's size Pell Mells, much as he dislikes ter do it! Fac' is, it gits so bad, Missus Bill 'most frets her head off, worryin' how ter satisfy Walt an' still keep th' wolf away f'om th' garage!

"An' Walt, jess ter jolly her, an', at th' same time, direct a li'l' 'tenshun to Missus Bill's fine feathers, which is pruned down th' back ter th' belt, says as how olemonia is pagin' Missus Bill on th' Trail of th' Lonesome Spine!

"All this chatter gits Walt a heap of menshun in th' mawnin pap-pers, an' that's why he kin 'ford to travel wit' Ray Hitchykoo, smokin' better cig'rets an' things than he buys at th' Ten Eyck Hotel Canadayesque!"

He's got 'em! Right there on the counter, there they are! And they're just one more innovation to the cigar stand of the Hotel Ten Eyck.

Pipes! That's what! Some of those briars in the black wood finish, made by Kaufman Brothers & Bondy, New York. So Proprietor Myron J. Canaday, of the House-on-the-Hill, is now prepared to supply just what the smokers desire in addition to his previous enormous line of sincere segars!

And Walter Branche has got 'em, too! No, no, not pipes! But founting pens! That's what they are!

Not satisfied with having more coal than anybody in the Capitol District, Walter has likewise cornered the pen supply!

You see, Walter is some bowler, in addition to holding the record for salesmanship on Hansel & Gretel and R-B cigars. Yes, Walter has captured he-doesn't-know-how-many prizes for being a champ bowler.

So, quite naturally, he's also pretty slick on punch boards. That sinewy arm of his is extremely strong in the punch. Throwing balls at the pins has made it just right for board punching!

And that's why Walter has three fountain pens, lots of pencils, and goodness knows how many other punch board prizes suitable for order writing in the H. & G. book with the name on the cover, "Branche Brothers Cigar Co., New York."

Which reminds jolly Joe McElveney that Walter once overheard a bowling ball say: "For *ten pins* I'd knock you down!"

He knows! Ask him! In any New York Central R. R. Station you'll find black, brown and yellow gen'men wearing brilliant French red caps. Some of these red caps are not so brilliant, too. In fact, some are smoky. Same, also, with the mind under the cap. Ask Bellinger!

For, you see, Carnation Bellinger hustled down to the Syracuse station in an awful hurry! Wanted to get that 8:25 A. M. for Albany! And he had to skip the egg-poach an' toast to do it!

Then off he went in one of those twenty-ton Pullmans which the Chicago car builders furnish to the 137 railroads which sometimes have 'em! Yes, sir, it was one of the Pullman's 7,400 palace cars, with a name like a new cigar!

And it was supposed to land in Albany some three hours later! That's what the brown-boy in the red-roof said. Surely he was nearly right, for Mister Pease's red guide likewise said the same!

So Bellinger settled down in the pleasant plush of the palace Pullman to pass the placid perspective! Yes, yes, he gave the conductor the mileage; then he slept! He dreamt he was in the factory of the Prince Cigar Co., down there in Trenton, New Jersey. And he looked out of the window in the factory to see a grand review of the entire mobilization of soldiers from the nearby Camp Dix, at Wrightstown! Yea, and every man jack of 'em carried—no, not a gun—but a mammoth Hall of Honor cigar!

Pleasant dreams! And Bellinger yawned, rubbed his eyes, looked at his watch—wow!—4:13 P. M.—eight hours from Syracuse, and just getting in the upper train yard of the Albany station! *That red-cap!*

From Glens Falls word is passed that Pearsall & Gray filed a bankruptcy petition in the Federal Court at Utica last Thursday. Assets are placed at $43,000. Liabilities at $76,872. One Albany creditor is I. M. Strasser for $122.

"This is a time to fight, not funk," remarked Paul Wessels. "So, to carry out the idea, the General Cigar Co. will advertise Owls, White Owls, and other brand leaders, in 48 newspapers and magazines covering the country. This copy will reach twelve million readers, just at a time, too, when most manufacturers are cancelling advertising contracts."

Such a policy, however, is not the present program of G. W. Van Slyke & Horton, Albany and Kingston. They are renewing painted sign contracts throughout the Capitol District. These spaces will continue to advise smokers to "Get Back of a Peter Schuyler Cigar." And the revised colors of the famous trade-mark and slogan will throw the familiar head out in black, with red and white letters and background.

"I've just come in from Western New York," announced Eddie Englebrecht, "and I tell you my valentine was now and lots of it! Business is good in Buffalo and Rochester, even down to Syracuse and Utica. Cigars are selling well wherever men are employed in munition and supply plants in that section. And, I may say, Fitzpatrick & Draper have no kick comin' on the progress of F. & D. cigars in such territory."

Six days an' a Sunday ago Melachrino Davis had a hunch that this here Hispano-Suiza was a box-title for another competitive cigarette.

Whether it had a cork or straw tip Davis knew not. Neither did he know if it was a Number Four or a Nine. But he was sure of one thing. And that certain-surety was that it didn't originate in the plants of the Tobacco Products Corporation!

But now, in a week, he knows the klever-kid called Spanish Suzie is no cigarette. For he knows it's an engine, the same sort as the English Rolls-Royce, which sounds like a two-ounce breakfast, an' ain't!

Other illusions about these identical engines have been dissipated by the investigation of Mel Davis. For instance, Mel understood these machines were reg'lar soaks! Dissipated, all right, drinking in all the juice they could get!

And now it turns out these engines require no intoxicant, no near-beer. No; all they desire to make 'em go is castoroil!

Lots an' lots of facts an' fancies like that Davis has acquired on the subject of Liberty Motors an' their allied cousins. For he knows now that Professor Langley never dreamed of such a motor as the Liberty! Never in all the world! Because, if he had, the first Langley machine would have stayed right there in the Potomac River, where it fell. While the Smithsonian Institution coulda whistled for the exhibit to place, as a contrast, alongside of even the very first Liberty machine, made in 28 days by over 200 corkin' good draftsmen, completed July 4th, 1917, an' now such an ancient model that the Packard Company, who turned it out, have made 11 better improved styles since!

Yes, Mel Davis has learned a lot about this flyin' game since last week! Even tho he has no rubberoid or leatherette aviator's coat-an'-pants, he knows where to get 'em!

Perhaps the Signal Corps Headquarters didn't know where to obtain a complete outfit itself when war was declared on April 6th, a year since!

Still, with the assistance of Hammondsport and Dayton, Glenn Curtiss and the Wright folk, they've learned! Why, even the Gold Dust Twins are helpin'. Look at the cards in any street car, an' you'll see the niggah nymphs sittin' there in an aeroplane, with the accompanying slogan, "Let the Right Bros. Do It!"

So what could Mel Davis do but pitch in, too? Six hundred an' forty millions of long green dollars are to be spent in the advancement of the air work. And it takes at least 10 men to care for each machine.

Acetone must be secured for the taut wings. Spruce has got to be selected for the frames. Pure Irish linen or some excellent substitute is also necessary for the kite effect. And all this means work; much of it!

Right there, then, you have the reason Melachrino Davis has resigned from Tobacco Products. For he has gone to help his Uncle Sammy put that red, white an' blue-circled star in the great blue sky as the service insignia guarantee that the world is *Free!*

To help the war fund of the Knights of Columbus, the various stores of the United Cigar Stores Co. all over the Capitol District gave 5 per cent. of their Thursday sales last week to the organization.

"Way stations are my work for the present," said J. H. Hardsworth. "Today I managed to increase the Larus & Brother business in such famous towns as Coeymans and Ravenna, in Albany County. Dealers are buying rather freely of Edgeworth just now because the new 15-cent price at retail will soon be effective on all stock. It should be sold at 15 cents, or two for a quarter in the one and one-half ounce tin, ready rubbed. In the slice form many retailers now obtain 30 cents for the package of the cur-

rent weight, which agrees with recent lists on the subject."

What are they doing? Are they holding their hands in the air as a token of surrender? Is it a puzzle picture? Is it necessary to find a title for the illustration, like *Life's* contest for the $800 in prizes?

Else why are the apparent American soldier boys in the half-page newspaper Murad ad., now running, standing by the tank with pleasant smiles, hands raised to the clouds, with the accompanying words, "Men! They Win!"?

But perhaps they are railroad men, signaling the engineer it's all right to proceed at the new 18-cent price. Or to compare them "with any 25-cent cigaret," as the big space requests.

With his Scotch Mist o'ercoat tightly buttoned to the throat, head down, hands thrust in capacious pockets, his long legs in military quickstep, Mike Dunn was observed a day or two ago on the slip-an'-slide of Albany's State street hill, toward the gayer life of Pearl street.

Mike formerly sold plain, ordinary cigarettes. But now he sells the Anargyros Number 25. That is, he urges the high spots in club and hotel circles to buy Egyptian Deities. Then, as a little extry-consideration, perhaps the buyer will put in a carton of Number 25s? He will. And he does. Otherwise, the Iroquois trail from Albany to Buffalo would hardly be covered so thickly with those fancy flat forms so closely resembling Anargyros affinities in the choice-an'-classy cigarette of celebrated charm!

Circulars from the P. Lorillard Co., New York, inform Capitol District jobbers of another advance in Anargyros cigarettes. Under the new schedules former 15-cent brands like Luxuries, Moguls, and Murads will now retail for 18 cents, or two for 35 cents. Trophies, Helmars, and the like, will be 13 cents, or two for 25 cents. An advertising campaign in the newspapers will advise the consumers of the change.

Accepted! "Beg to advise we have accepted your *draft* of this day and date," etc. Some such formal notice as this came to Chris Bittel the other day as he opened his parcel post.

Since then Chris has been opening dealers' doors in the Capitol District, standing at attenshun, heels clicking, right fore arm, fingers extended at the appropriate 45 angle of degree, in salute, awaiting the recognition of the busy buyer.

So when Chris gets to camp, trying that stunt on the general in command, they'll take 'im for an old trooper, promoting 'im right away to the post of cigarette corporal.

And Chris knows his revised regulations, too! For he knows very well that you can't salute with the left hand any more, even though so close to the boss-officer that you may biff 'im in the eye as you smartly withdraw your strong right arm at considerably less than the prescribed ten paces!

While smoking a Ziry, awaiting his call for a Bernarr MacFadden examination, Chris had a giggle on a mutt who preceded him in the doctor's draft board.

This chappie who came ahead was one of those big, outstanding young men—shoulders, torso and the like—right up to Government specifications!

But, like all good men, he had a fault. Yes, sir; this otherwise perfect person had a serious fault. For he was myopic. You know what that means! Goggles with lenses like the spyglass in the Lick Observatory.

Even at that, with the assistance of all that optical aid, the Sandow couldn't read a single line of the ABC dope over there on the opposite wall!

No, sir! Glasses or no glasses, Sir William Crookes, Goerz, or any other magnifying system, would never make Young Swoboda read again!

So the M.D.'s canned 'im. They told him to put on his clothes an' beat it! With a broad smile, satisfactory evidence of a happy conclusion, the blind athlete made for the door.

And he made long strides for the door, one of several with various labels, which was lettered in type 'bout so large as newspaper lost-an'-found notices, with the welcome-word "Exit."

That was all right. Exit means just about the same as Phineas Barnum's "Egress." And the crowd, expectin' to find 'nother one of Mister Barnum's circus-freaks, would hasten through the "Egress" gate—an' suddenly find themselves on the street!

But that was just the spot the helpless hero hoped to make in a hurry—egress or exit, he didn't care a whoop, so long as he got out of that terrubul draft room!

Still, there's many a slip, as the coin turns in a flip! Here, too, it proved even so! For the Captain-Doc, lookin' after th' retreatin' form of yonder youth, suddenly shouted:

"Hey, you! Come back 'ere! How could you see that there miniature 'exit' on that phony door leadin' to my office? Why didn't you go out th' right door, without the sign? You're a fake, young feller, but we'll take you just th' same for a little trainin'."

"Sight Draft cigars are selling very nicely indeed at the 6-cent figure," stated Salesman Evans. "This is not my territory, as it is in the division of Larry Carroll, of Troy. But, nevertheless, I may say Sight Draft cigars are going in surrounding cities and towns with the same vim they have always had as a nickel offering."

Preliminary meetings of the tobaco growers in the Connecticut Valley have been held recently with the idea of incorporating a concern to market tobacco and buy supplies.

This new scheme will include stockholders who are farmers only. And it will be capitalized for $500,000 under the name of the Connecticut Valley Tobacco Growers.

This plan has been under way for a year or more, and it will ultimately embrace all the planters of the Massachusetts-Connecticut terrain.

"Not a single case of Quaker Oats in the local market," sighed Lord Hiscoe, "and it reminds me of the days, not so long ago, that I sold Royal Nestor cigarettes. Maybe it's this Cossack-fur cap which sells the goods, for there is certainly something about the Bolsheviki effect of the dome which makes people happy to look at it. Hence, while still grinning, they sign the order. But now, with the approaching warmer weather, I'll have to buy another hat that may not be so lucky!"

Now, then! See if this is right: On February 22d, 1732, there was a heap of 'citement in the Colony of Virginia. It was located at last in Westmoreland County, near Bridges Creek.

And Gus, the father, who was out on the plantation som'ere, bossin' a string of niggers gettin' ready to plant a pile of tobacco, came a-hurryin' up to the house to shake mits with son George, who'd just come.

Well, things went on as they should 'round an ole Varginny farm 'till Georgie got to be about six. That was just nigh on to 180 years ago—quite a spell back.

So what they say now in regard to that there peach or cherry tree mayn't be true—it's so long since.

Still, there's the hatchet, with the nick in it! And there ain't no cherry nor grape fruit growin' on th' farm any more. So it really does look as though there certainly was some ground for the story which circulated through the slave-shacks, and eventually to the sportin' editor of the Weekly Wag, that Georgie had accepted Teddy's advice to cut down at least one tree daily, just for his robust health!

All right. But who the deuce would have thought Pa would be so mad about it? By the shade of a Tory, who'd a-thought Pa would pin a feller right down to facts?

Fibs is fibs. Lies is lies. And truth is veracity! So, when a kid gits cotched with a nicked hatchet, a tree stump, an' a big blister under his thumb, what could he do?

Nawthin'. That's exactly what flashed through the film-file of Georgie, son of Gu father of U. S. So he up an' tole th' truth, tl hull truth, an' nothin' but th' truth, s'help m John Adams!

And there you have it, just as George himse told it when he came later, much later, to th Capitol District to see Gen'r'l Schuyler at th Schuyler Mansion, down there on Schuyle street, Albany. They laughed a lot about i sittin' there a-smokin' those Peter Schuyle cigars, an' drinkin' water from th' well!

However, this is *his* birthday party a-comin And, to patriotically celebrate it, George's di rect descendant, who is none other than Georg Washington Thompson, will go down there o Schuyler street an' cut a notch in the fence merely to commemorate the day an' date!

Then, afterward, when he has the time George Washington Thompson will sit himsel down in a Piedmont County chair, an' write a letter to Liggett & Myers about takin' som steps to make this annual event a dual holiday For it seems to G. W. T. that a big concern lik L. & M. oughta realize that any man who ha an ancestor who never—no, never—framed a falsehood, should have the day off to contem plate the advantages of the situation, unique i the affairs of a cigarette division manager, wh is frequently obliged to justify the commercia intercourse of a large staff of active salesmen!

"With safety matches at $1 the gross," re marked Pete Groot, manager of Pike & Capron Albany, "there'll be no more free boxes at th cigar counter. They'll soon sell for 2 cent the box, instead."

THE SMOKER.

Buyers in Connecticut

Says the Hartford *Courant*: "The tobacco buyers have been visiting this section of the tobacco belt more frequently since the beginning of the year and several sales have been reported, some of them at very good prices One man is reported to have sold his crop at 45 cents per pound "through," which means that all grades will be taken at that price. There are other signs of revival of business as there are a number of new buyers in the market eager to buy any kind of tobacco direct from the growers within reasonable prices.

"Several of the buyers are reported to be short of tobacco on hand and some of them have very little in their warehouses. They are beginning to be anxious for the future and they do not care to open new accounts but will try to satisfy all the old customers. There is considerable tobacco hanging in the sheds and the growers are anxiously awaiting a warm damp spell of weather so that they can take down the remaining crop. Generally at this season of the year all of the crop is down, but this year the extremely cold weather and the absence of the customary "January thaw" left the crop harvested last fall still hanging in the sheds."

The Federal Food Board has started to check up the hotels and restaurants of New York City that are said to be violating the food rules. Following a conference with J. McE. Bowman, of the Hotel Biltmore, and Thomas E. Green, president of the Hotel Association of New York City, all hotels and restaurants observing the rules will be given a placard to be placed in a conspicuous place. The Greeters of New York have volunteered to patrol all the hotels and restaurants of the city at night and report all violations to the board.

—

With something more than conscious pride, the Tampa *Tribune* remarks: "Last year Tampa made nearly a million cigars a day, but the other nine million American smokers had to content themselves with an imitation of the real thing."

A Dozen Facts and Suggestions From a Successful Cigarette Manufacturer to the Progressive Retailer:

1. As the Turkish cigarette has now become one of your principal assets in the retail business, always feature *Quality.*
2. Be convinced that QUALITY has proved itself in the brand you intend to feature.
3. After you have selected a winning brand, concentrate on that brand, and talk it to your customer.
4. By satisfying your customers with QUALITY, you not only please them, but also hold their trade.
5. Cigarette sales are not "secure business" for the retailer when based only upon the medium of advertising.
6. Every package of MELACHRINO cigarettes sold by you, **sells many more for you**—gratis.
7. MELACHRINO cigarettes have the acknowledged approval of QUALITY from **all** experts of Turkish tobacco.
8. MELACHRINO quality will always live—when advertised brands cease to sell.
9. MELACHRINO cigarettes, unlike any other brands, are **big** sellers in **all** the markets of the world.
10. Measure your profits by QUALITY—the same as you will measure your volume of cigarette sales by featuring MELACHRINO.
11. Keep your MELACHRINO cigarettes attractively displayed at all times on your shelves and counters and in your windows and watch your cigarette sales grow.
12. All retailers crave high class custom. MELACHRINO cigarettes will bring it to your store.

M. MELACHRINO & CO.

1790 BROADWAY NEW YORK

"Breaking Even" or Better in Philadelphia

Fire on Southeast Corner of Chestnut and Eighth Streets Damages United Cigar Store—Advance Made on Stratford Brand—Mark Kaufman Does Notably Well as Manager of a Schulte Store—Baum Will Distribute Blackstones—Cigar and Tobacco Association Commences to Accomplish Things—H. Magen Begins Business for Himself

PHILADELPHIA, February 18.—Just to break even and let the struggling young smoke seller in on the general feeling of relief now that the Mondays minus coal are with us no more, everybody who smokes in this burg seemed to be buying a double supply on the first day of this week. But in spite of that it can be said on good authority that the aforesaid frozen Mondays still owe money to most of the local dealers. As a matter of fact, they put a severe crimp into the February business records of every big store in the city, not to mention the little fellows. In most instances it is a wallop that cannot be returned, too, but now that it's over everybody's 'appy.

At the same time, if it wasn't for that handy modern institution known as fire insurance Tuesday of last week would have been more of a shock to the profits of the United Cigar Stores Company in this city than any old saleless day. For along comes what the newspapers have figured out was a close personal friend of Bill Hohenzollern, who emps over in Prussia and environs, and starts a free little blaze in the old Times Building at the southwest corner of Eighth and Chestnut streets. Fire begun up in the second or third floor, but bimeby it got a fair young start and spread itself. Down on the first floor is one of the United's busy corners. The loss has not yet been figured out. It was estimated at first at about $16,000, which is quite a lot of iron men. They didn't all go up in smoke, however, virtually all the damage in the first floor being due to the young Niagara eased into the place by the feverish firemen. To make matters exciting for the United clerks who stood across the street and watched the fire, the cute little cupola on the top of the building took a bad list to port and teetered around on one leg as if it was going to give up cupoling and come right down in the street. When it was all over the cupola was still up there, looking like a late morning after, and every bit of the weed in the cigar store on the first floor was oozing with high-pressure water, while some of the stock had been washed out and into the culverts. It will be several weeks before repairs can be completed.

Retailers here who have been shuddering for some time in expectation of having another five spot or thereabouts tacked on to the $41 to $43 they are now surrendering for each thousand of nickel smokes, of the better known brands, are still shuddering. So far none of the manufacturers have come up to scratch on it. But in order to keep up the suspense and, what is more important, to bring up receipts to a more comfortable point, the El Draco Cigar Manufacturing Company, of 104 North Front street, has sent out a notice to jobbers, retailers and other distributors that henceforth and hereafter this firm's well-known "Stratford Havana Cigar" will cost from $69.50 to $85 per thousand, according to size and shape. The Stratford Babies have been moved up to $37.50 in 1/20 packages. And with this notice went this informataion:

"Gentlemen: The increasing cost of Havana tobacco which we use in the manufacture of our Stratford Havana Cigars, and the higher prices for labor, boxes, labels, etc., has compelled us in order to keep up the high standard of excellence to raise prices on different sizes. We enclose the new price list, which includes the excess war tax of $3 per thousand."

We have this week a stirring tale to tell of what can be done by a guy who makes up his mind that he's there with the goods and starts out to prove it. The ambitious young individual we have in mind has just taken over the Schulte stand at 911 Market street, which was given up a little less than a year ago by a local distributing concern running a small string, because they figured the rent was too high to make a cigar store profitable. The Schulte store has been making money, but recently it was determined to try out a new man who had been learning the business since last Thanksgiving at the Eighth and Chestnut street store. In his first week on the job he has been increasing receipts at a daily rate that would make all the big retailers in the country sit up and take notice. The man in the case is Mark Kaufman. He got into the cigar game a few months back at the solicitation of A. Lewis Jacobs, manager of the main Schulte store here.

L. W. Erlichman, formerly district manager for the Schulte stores here, has resigned to accept a position with Pent Brothers Company, manufacturers of Don Digo and other widely known brands. This concern is inaugurating a drive which includes a newspaper advertising campaign. It is going at the thing in the right spirit, being so sure of success that additional men are being put on to handle the increased sales which the firm is confident will result. A successor to Mr. Erlichman has not yet been appointed.

Horace H. Leach, of Leach & Co., who also is president of the Philadelphia Cigar and Tobacco Merchants Association, has been laid up for some time at his home in Baltimore with a severe cold. He has been convalescing in the last few days and is expected at his desk at the main Leach store, Tenth and Chestnut streets, before the end of the week.

In the absence of Mr. Leach, vice-president Charles B. Lloyd presided at the fifth regular meeting of the association, which is now beginning to settle down into its stride and get busy. The Membership Committee reported that it had been on the job and proved it by trotting out T. J. Sullivan, A. T. Schmid, Morris Schoenfeld, L. P. Kimmig, J. L. Abramson, L. W. Erlichman and Sidney Cohen, of E. Regensberg & Sons, as new members. It was decided to print immediately the constitution and by-laws of the club. N. W. Mead reported that the Emblem Committee will be ready at the next session to report on a model for the sign, or trade-mark, or insignia of the association. The Charter Committee is also making progress. Several speakers got into the price situation with both feet, as the man in the street has it, and handed out some straight stuff about the futility of trying to do business on a margin of profit that is too narrow to squeeze through at the present state of the well-known H. C. of L.

Keunstner Brothers, now doing business at 714 Arch street, have leased the property at 812 Arch, and are making extensive alterations preparatory to the opening of a first-class cigar store and billiard room on or about March 1.

Recent visitors to the trade here included: "Chick" Morris of Pendas y Alvarez; Eli L. Missly, of Florin, Pa.; Seymour Bookman, of New York, who was selling Porto Rico leaf; Hi Hammer, Joseph Goldberg, a leaf dealer and packer, of Lancaster, Pa., and Al Falk, of the Falk Tobacco Company.

"Blackstone" cigars will be distributed in the territory hereafter by I. Baum, head of the cigar department of the firm of Reeves, Parvin & Co., 116 South Delaware avenue. The appointment is being announced to the trade by Waitt & Bond, of Boston, makers of this brand.

The "Drag of the Draft" is still playing in the business houses of this city. It is not exactly as unpopular with the employer who loses a good man as it may turn out to be with the Kaiser, but at the same time——. George E. Lewis, of Yahn & McDonnell, will go to Camp Meade to answer the call of Uncle Sam the latter part of this month. M. J. McDonnell, of the same firm, has just returned from a short vacation in Michigan.

The Rivola Cigar Company has removed from 918 Filbert street to new and larger quarters at 932 Buttonwood street. At the new plant the company has greatly enlarged floor space and facilities for increasing its output to meet the growth of business.

John G. Kreher has been named by George Schlegel, lithographer, of New York, to succeed Henry Harrison. Mr. Kreher, formerly handled the eastern Pennsylvania and Baltimore and Washington territory.

Although scores of small manufacturers have been knocked out of the cigar business in the last year by the rising prices of leaf, labor and everything euse, the industry moves on and the demand must be met. Along comes H. Magen resigns from the Pass Cigar Company, and is about to open a combination retail store and factory at the northest corner of 11th and Sansom streets, where he will sell his own lines and the other fellows'.

Chief among the enlargements being made to the store of Dan Ostrow, at Seventh and Chestnut street, is a humidor that Dan says will hold 200,000—count 'em—cigars.

At the annual stockholders' meeting of the Bement & Seitz Co., wholesale grocers in Evansville, Ind., the capital stock of the company was increased to $200,000, this increase being fully paid. The following officers were elected: H. O. Amos, president; W. F. Viehe, vice president; C. W. Fuhrer, secretary; August E. Glister, treasurer. The increase in the capital stock will be used to increase the business and widen the territory covered. At least five more salesmen will be added. The Bement & Seitz Co. had in 1917 the largest and most successful year in the history of its business.

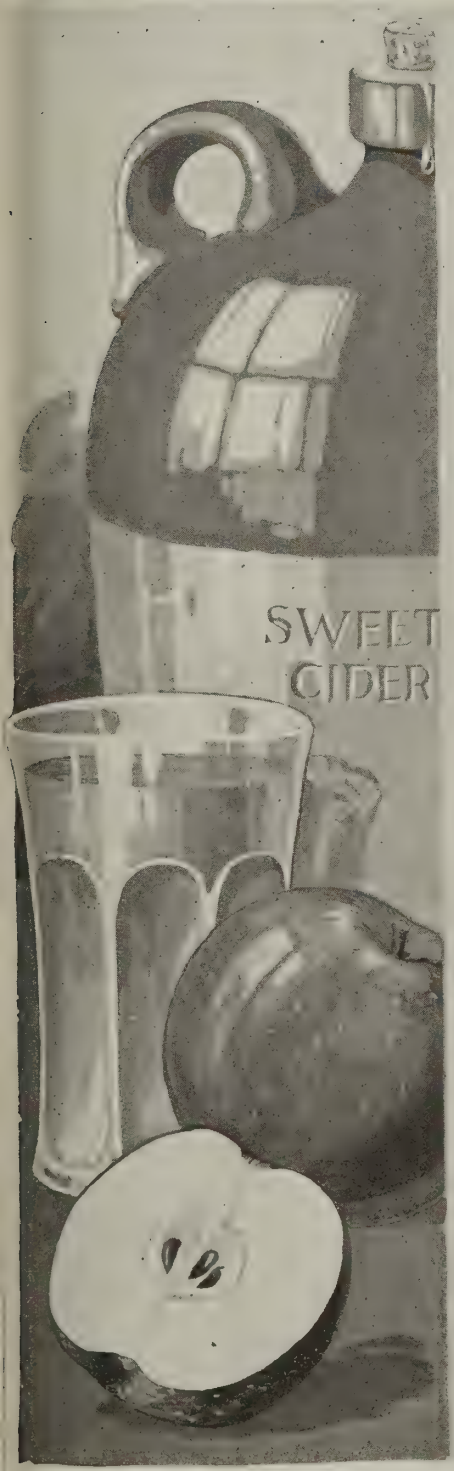
North Carolina Sales

W. A. Graham, State Commissioner of Agriculture, reports tobacco sales in North Carolina, during January, 1918, as follows:

Towns.	First Hand.	Dealers.	Resold.	Total.
Burlington	177,261	446	8,132	125,839
Creedmoor	6,090	.....	.....	6,090
Durham	209,124	16,436	60,852	286,412
Elkin	11,260	.....	.....	11,260
Farmville	67,352	.....	7,814	75,166
Greensboro	25,829	.....	145	25,974
Greenville	302,572	27,426	25,404	355,402
Henderson	210,210	5,465	20,180	235,855
Kinston	11,402	.....	496	11,898
Mebane	149,659	224	1,695	151,578
Mt. Airy	48,052	4,588	7,907	60,547
Madison	5,424	.....	1,661	7,085
Oxford	298,900	24,146	26,845	349,891
Roxboro	119,409	.....	4,748	124,157
Robersonville	44,109	.....	.....	44,109
Reidsville	189,922	252	752	190,926
Rocky Mount	961,540	42,844	66,234	1,070,618
Smithfield	5,068	.....	.....	5,068
Spring Hope	7,278	.....	.....	7,278
Stoneville	28,230	.....	496	28,726
Washington	2,838	.....	.....	2,838
Wendell	42,900	6,558	4,692	54,150
Warrenton	136,029	3,246	6,923	146,198
Winston-Salem	299,820	76,390	54,704	430,914
Wilson	900,061	65,550	145,543	1,111,064
Youngsville	98,737	.....	34,715	133,452
Zebulon	14,060	1,990	14,514	30,564
	4,313,136	275,561	494,362	5,083,059

North Carolina sales, in January, 1917, amounted to 8,090,061 pounds.





HOW do you know it's apple season ?

"Your Nose Knows"

By the appealing *Fragrance* of ripened fruit. Nature labels her most particular products with *pure fragrance*—to guide you to her best. Sight, sound, taste, touch, often deceive—pure fragrance *never*. Depend upon it. Trust it—"Your Nose Knows." The *pure fragrance* of a fine tobacco is Nature's infallible guarantee of smoke satisfaction—a guarantee to *you* personally, and—"Your Nose Knows."

Such a guarantee you will find in

Tuxedo

The Perfect Tobacco

Blue Grass sunshine and the soil of old Kentucky give the blended Burley leaves of Tuxedo that rich, *pure fragrance* which is so appealing, so satisfying. There is no fragrance like it—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.
INCORPORATED



Shifts and Changes Occurring in Chicago

Always There Is "Something Doing" in the Cigar Trade

CHICAGO, February 14.—Clark C. Cutler is no longer connected with the Preferred Havana Tobacco Co. Sales Manager Phil Verplanck in the future will take care of the territory formerly covered by "Cut." Verplanck's many friends in Chicago are glad that he will make his headquarters here. During his stay with the Preferred Havana Tobacco Co., Clark Cutler secured some of the finest accounts in the middle west for his firm and has made a lot of friends in Chicago, Milwaukee, St. Paul and Minneapolis. He is about to close for one of the fines clear Havana lines made in Tampa. He will continue to make Chicago his headquarters and will cover a large portion of the United States with his new line.

Chas. Frey who sold the "Arthur Donaldson" cigar passed away this week.

Humbug is a new plug tobacco sold in all the stores of Albert Breitung. It retails for 10 cents a plug.

Reid Murdock & Co., will shortly put on the market the La Rosa Espanola brand of cigars made in Key West; 10 sizes will be carried as a starter. The goods are expected any day and Ernest Mac Kenzie and his crew of "Roi Taner's" will get busy placing them when they get in. This is one of Mac Kenzie's best deals this year.

La Venda londres grandes are now 11 cents with the house of Breitung. A new size called Londres is sold for 10 cents in this well known brand of Havanas.

The 10 for 15 cent cigarettes of Lorillard have advanced $1 per thousand this week and the 10 for 10 cent brand advanced 90 cents per thousand.

Royal Bengal and Telonnettes little cigars have advanced to 18 cents retail and Egyptian Straights 10's to 13 cents and 20's to 25 cents.

Ever seen Ed. Fish? Well, he's the fellow that has been placing Traveller 5 cent cigars with the retail trade. He has secured a lot of accounts for the jobbing house of McNeil & Higgins. He is a hustler and hustles his Maxwell car around securing orders.

Ben Bey cigars in the Corona shape are now retailing for 11 cents. This brand is made by Grommes & Elson.

Jack Planco of Ruy Suarez & Co., New York, visited the trade. Jack is also placing the Strand cigarette of which he is the general representative. Planco cigarros packed 10 in a box now retail for 30 cents. All sizes of Planco and Apropo brands have advanced in price.

The Western Cigar Box Manufacturers Association held their convention at the Auditorium Hotel, February 11, 1918.

Doing the loop was H. L. Morris, the L. Sanchez & Co. representative in this market. Several good dealers carry his brands here.

John Dolan, Jr., son of John J., the owner of Dolan's Segar Shop "blew" in from training quarters at Jacksonville, Florida. He's in the army now with his brother, Clarence. Likes the life and hopes that they will soon go "over there." Looks fine and asked to be remembered by all the boys.

Wm. Krizan for many years located at 42nd and Halsted streets has bought the old established drug store of E. L. Stahl Drug Co., at the corner of Van Buren and Sherman streets, in the loop. He retains his former location but will devote his time to the new store.

The Germer Drug Co., at Lincoln avenue and Wrightwood street suffered a bad loss by fire recently. They are open again for business.

R. H. Wilson, at 400 South Ashland avenue, suffered from a raid of burglars. Goods valued at $100 were taken.

The Illinois Pharmacy, located in the Illinois Hotel, Bloomington, was sold at auction recently. Lee Taylor of Peoria is the new owner. This store is one of the largest in Bloomington and always did a good cigar trade.

Neubauer & Weber are the owners of four good paying retail stores located at 623 and 1202 North Clark street, 800 North State street and 1600 West Madison street, Casa Rosa, a local made cigar, is their leader. They also feature Jose Vila, Mozart, El Roi Tan, Lucius, Rey Oma, and M. Bustillo, in fine sixes. Neuwebs, a 6 cent cigar wrapped in foil packages of 5 is a big seller with this firm. They are made by Heineman Brothers of Baltimore. John Weber of the firm is treasurer of the newly formed Chicago Cigar Dealers Association and a hustling retail cigar man.

Sprague Warner & Co., handle the Maravillas Blunt 6 cent cigar of Pendas & Alvarez. They have it placed around Chicago.

The store of Neubauer & Weber at 1600 West Madison street, was held up and robbed twice last week. Holdups are coming strong these days in the cigar and drug line.

The Merchants Record and Show Window, an illustrated monthly journal for the merchant, manager and advertising man commends itself to every cigar man. It shows many window trims that are of benefit to the cigar and tobacco trade. The February issue just out has two pages featuring several window displays of one of our most prominent chain store owners. The Chicago offices of this publication are at 431 South Dearborn street.

Naturals are now on sale in their new dress, 16 for 25 cents.

Harry "Milo" Adams has connected with Merriam Segars, Inc. Adams is well known here and is sure to line up a bunch of accounts. He will shortly pay Chicago a visit working his way west. Harry will now drop the "Milo" nom de plume and will henceforth be known as Harry "Bull Dog" Adams.

Joseph Banker, representing M. Sacks & Co., New York, called on the trade. Armas Del Casa is carried here by a number of good dealers. Armas Del Casa is a fine Sumatra wrapped Havana filled cigar and comes only in the finer sizes.

Leopold Levy who sells stogies and little cigars, is cleaning up the trade and is figuring on an extended western trip shortly. His Chicago office is 1200 Tribune building, and while here he lives at the Hotel Sherman. Nothing small about Leo. even though he sells "Small Smokes."

An order closing down all "non-essentials" for an indefinite period was issued by the Rockford Fuel Administration Committee on February 9. The order includes churches, schools, clubs, lodges, theatres and billiard halls.

The smoke ban has been placed on the players of the Chicago White Sox, New York Yankees and the Pittsburgh Pirates by the managers of these teams. "Don't smoke during the training trip—cigarettes, cigars or pipes," reads the order just issued.

D. A. Schulte has renewed the lease on the corner store located in the Lombard Hotel, Quincy and Wells street, for a term of ten years at an aggregate term rental of $48,000. The lease includes the cigar privilege of the entire building.

Some people who are worrying about lawlessness in Russia would do well to turn their thoughts to the Chicago bandit problem. Here the "Yeggs" are holding up cigar and drug stores regularly. Hardly a day goes by without some one is "touched."

The Anti-Cigarette League of America held its annual dinner and election Thursday, Lucy Page Gaston, Wm. Francis, Ass't. States attorney Jas. C. O'Brien, Judge John A. Swanson and others, spoke.

Overheard this conversation at Widduck's Cigar, 118 North La Salle street. George Knight, Jr., says, "It's tough when you have to pay 45 cents a pound for beefsteak." Lou Widduck says "Yes, but it's a good deal tougher when you only pay 18."

The creator of "It's a Bear" is out with a new winner, It's called "Sod Busters" good from start to finish, a four for ten cent stogie made by Edwards & Kildow of Alexandria, Ind. Who is the creator? I beg your pardon, it's no other than our old friend Harry Totten. It's a full size cigar shaped stogie packed 100 in a box and it's going to be a big seller.

A member of our cigar fraternity seated just in front of me at the theatre the other evening with some friends. He leaned over during the absence of one in the party and asked, "John, does your friend go out to smoke between acts?" "No," answered John simply, "He comes in to see the play between drinks."

Ice cream parlors and drug stores that operate soda fountains may be called on to contribute license fees to the city treasury. Alderman Krumdick said many of the ice cream parlors need almost as much police supervision as is given saloons, and that they should pay the same license. A sub-committee of the license committee requested the law department to draw up an ordinance fixing a graded license fee for the parlors, based on seating capacity.

The Condax variety package showing sevreal sizes of this well known cigarette with straw tips is shown by many dealers. The outside box is of mahogany. It is one of the handsomest packages to be seen in the cigarette line.

Frank Johnson, vice president of the Havana American Co., paid Chicago a visit recently.

The brands manufactured by Heimann Brothers of Baltimore, have advanced in price. They have fourteen jobbing connections here on their various brands, the largest seller being the Salome, made for Wm. A. Vorhauer & Co.

John King, representing the Havana American Co., has returned to his Chicago office after a most successful selling campaign. He states they are several million cigars oversold on their La Preferencia brand.

Romeo Garcia mild Havana cigars are now on sale in all the loop cigar stores. The Boite Nature 10 in a box selling at $1 is shown in many window displays. While this brand has only been on the Chicago market since March they have already become a popular seller. They are carried in sizes ranging from 5 cents to 3 for a half.

Chapin & Gore have rented their store and office floor at 65 to 67 East Adams street to John Keane for fifteen years from May 1, at a term rental of $250,000. Keane has organized a company with a capital of $2,000,000 for the purpose of operating a chain of lunch rooms throughout the city. John Keane is a "movie" theatre owner and operates several large houses in Chicago. Chapin & Gore will move their offices and salesrooms to one of the upper floors of the building which is owned by the firm at this address.

(Continued on page 20.)

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

Cigar Trade in St. Louis Is Recovering Rapidly

Recent Setback Caused Notable Losses—Price Adjustment Not Entirely Satisfactory—Dr. Hoelscher Endeavors to Obtain Co-operation—Gilpin Sells Union Station Privileges to Fred Harvey System—Assessment of Liggett & Myers Tobacco Co. Increased—A Big Contribution to Knights of Columbus War Fund Given by United Cigar Stores Co.

St. Louis, Mo., February 16.—The retail cigar and tobacco trade of St. Louis has fully recovered from the severe setback it received as a result of the strike of conductors and motormen of the United Railways Company, which completely tied up the street car system of St. Louis and St. Louis County for a period of five days, ending February 8, and business once more is normal, or as normal as possible under war conditions. All lines of retail business suffered greatly, and the production of all factories was cut at least 60 per cent. because of the inability of workers to reach the various plants with any degree of regularity or promptness. As an evidence of what it did to the cigar business, the manager of a chain of six stores said that his sales had fallen off $300 a day during the strike.

All restrictions imposed on business by the Missouri Fuel Administrator have been removed. They were not nearly so strict as those which applied to the eastern half of the United States by the ruling of Dr. Garfield. All stores were ordered at first to close at 7 P. M., an exception being made to drug stores. The latter were permitted to sell cigars, although there was some confusion as to that order. Later the order was modified to permit the opening of all stores until 10 P. M., and more than a week ago, even this restriction was removed. There was very little complaint, the cigar trade, as usual, showing a patriotic spirit.

The retail price situation has not been thoroughly adjusted, although it is in process of adjustment. Jobbers have not hesitated to advance prices when conditions justified it, but the retailers have been backward. A number of retailers are still charging 5 cents for goods that should be sold at 6 cents to net them a fair profit under existing conditions. Many are doing this because they bought heavily before the advances, and are basing their profits on the old prices, rather than what they would have to pay for the goods at present. Some jobbers think that this condition will prevail and that things will not right themselves until all of the old stock has been disposed of. Retailers admit that there is need of co-operation.

Because of embargoes and a general congestion of freight the business of the jobbers has suffered somewhat. The shipment of goods into and out of St. Louis has been unsatisfactory, but some improvement in the situation is expected shortly. Stocks of jobbers on most sizes are very low, and shipments by express are being made inorder to relieve the situation. Dr. William A. Hoelscher, vice-president of the Stickney-Hoelscher Cigar Company, who has been made chairman of the division of cigars and tobacco of the St. Louis Chamber of Commerce, expects to work to the end of obtaining closer co-operation between members of the wholesale trade in St. Louis and also between the trade and other business interests of the city. Dr. Hoelscher believes that only through such co-operation can the best results be obtained both from the development of St. Louis and its business interests. H. B. Gilley, manager of the St. Louis store of the Parker-Gordon Cigar Company, is vice-chairman of the division, and other members are S. B. Sheldon, of the F. R. Rice Mercantile Cigar Company; John Davis, of Peter Hauptmann Cigar Company, and Charles P. Stanley.

Charles S. Gilpin, who has owned the cigar and tobacco concessions at Union Station since it was built 24 years ago, has disposed of the privilege to the Fred Harvey System, and Howard Knowles, manager of the cigar department of that system, is now in charge. Gilpin has been operating three stands—one in the Midway and two inside the station. He has been very successful, and will retire from business to live on his farm in Florida. Gilpin has always been one of St. Louis' most enterprising dealers, and he was the first here to sell the 6 cent cigar. He has a large acquaintance, especially among travelers, and is extremely popular.

The work of liquidating the business of the T. Wright Cigar Company is now going on, and will require several months. This concern was established in 1866 by T. Wright, long since retired, and has been located during all that time at Third and Olive streets. W. R. Wright has been president of the company. Of their staff, F. A. Barthels has joined the traveling force of the Parker-Gordon Cigar Co.'s St. Louis Office; George E. Jones will go with the Meyer Brothers Drug Company, and Edward Dillon will go with the Moss & Lowenhaupt Cigar Company March 1. The R. B. brand (Rosenthal Brothers) has been taken over by Moss & Lowenhaupt, and Havana Inn (Reish Mfg. Co.) by Brinkman, Meisel & Recker Cigar Company.

J. Lennington has repurchased from Charles Hallenberg the retail store at 210 North Fourth street he sold to Hallenberg. The latter intends to go into the automobile tire business soon.

No successor has as yet been named to Charles P. Taylor, who resigned as manager of the cigar department of the Judge & Dolph drug stores.

Bob Mosher, formerly with Lemp's Brewery, has been added to the city sales force of the Stickney-Hoelscher Cigar Company, making the sixth city man of that concern. Mosher will call on the saloon and cafe trade.

The United Cigar Stores Company have closed their store at the northeast corner of Seventh and Pine streets, and E. R. Schaefer, who had been manager, has been transferred to the store at Seventh and Olive streets, one block north, where R. W. Godfrey is manager.

The Knights of Columbus received 5 per cent. of the sales at the seven United stores in St. Louis and one in East St. Louis, which are under the management of M. H. West.

The State Tax Commission has accepted the recommendation of its special agent that the assessment of the property in St. Louis owned by the Liggett & Myers Tobacco Company be increased from $4,517,145, the assessment in 1916, to $7,634,006 in 1917. Wholesale increases have been made in all industries, averaging 131 per cent.

La Resta and Kelly's Boquet are being featured this week at the 12 retail stores of the W. A. Stickney Cigar Company, and are having quite a run according to A. V. Henderson, manager of the chain.

George Stocking, representing Marcellino Perez & Co., has been boosting Tuval.

B. Hamberger, representing the Falk Tobacco Company has gone on a two weeks' trip through the South.

R. H. Ellis and C. W. Coe of the Tobacco Products Corporation have been busy here.

CHANGES IN CHICAGO

(Continued from page 18.)

Some one threw an odor bomb in the lobby of the Hotel Sherman the other night. What Sherman said about war isn't in it with what the Sherman thought about this affair.

One good way to stick together in a great cause is to use thrift stamps.

Brown's Cigar Stores, Inc., have added the Club Quality and Romeo Garcia Club Life little cigars made by Harris-Schwarz Co., New York.

The Tasso line, controlled here by Leopold & Mergentheim and made by the Verplanck branch of the Preferred Havana Tobacco Co., has increased in price. All sizes have gone up.

The C. R. D. A. News, published by the Chicago Retail Druggists Association now carries ads on Tom Palmer cigars made by Wengler & Mandell and Le Panto made by the La Kurba Cigar Co. H. L. H.

No mardi gras merrymaking in New Orleans and Mobile this year.

TEL. 7997 CHELSEA ESTABLISHED 1902

Heywood, Strasser & Voight Litho Co.

CIGAR BOX LABELS, BANDS AND ADVERTISING

ADOLPH FRANKAU & CO., Inc.

Selling Agents for Heywood, Strasser & Voight Litho. Co.
Cigar Box Labels, Bands and Trimmings of the highest quality.

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Western Office: 30 N. La Salle St., Chicago, Ill.

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EL ARABE

The Reliable Leader

MADE IN
3 POPULAR SIZES

Wentworths . . . 3 for 25 cts.
Coronas . . . . 10 cts. straight
Perfectos . . . . . 2 for 25 cts.

SHADE-GROWN WRAPPED

CUBAN WORKMANSHIP

EL ARABE justifies confidence
EL ARABE accelerates sales
EL ARABE assures dealers' profits

Benito Rovira Co.

311-321 E. 62nd St., New York
Manufacturer of "Good Cigars"



A VETERAN CELEBRATES

Captain Albert R. Austin, of Suffield, Conn., Passes His Eightieth Birthday—An Old-Time Cigar Man Who Served in the Civil War.

Capt. Albert R. Austin, well-known Civil War veteran, celebrated his 80th birthday on February 13, at his home in Hastings Hill, near Suffield, Conn. He has lived to see six generations in the Austin family.

He was born in Suffield, February 13, 1838, the son of Thomas H. and Sarah (King) Austin. He was born in a South street tenement house, which is still standing, now owned by Ernest N. Austin. He attended the South street and Hastings Hill Grammar Schools and the Suffield School. While a student there he walked to school and back home, six miles a day. The tuition at that time was $4.50 a term, while to-day it is considerably more. At the age of 17 years he decided to leave school and went to Ravenna, O., where he lived with his uncle, Albert Austin, for two years and went to school. He came back to Suffield in 1856 and went to farming on his father's farm, where he now lives.

In 1860 he again went West, settling in Newark, O., and entered the cigar business. Soon after this the Civil War broke out and after the call for troops a company was organized in Newark, O. He enlisted in C Company, 27th Ohio Infantry, of which one entire company was made up of Newark boys.

Capt. Austin tells with interest his experiences in the war, describing battles in Springfield, Mo.; New Madrid, Mo., and Fort Pillow. He was promoted to a lieutenancy July 19, 1861, and brevet captain later. Austin was mustered out in Mississippi in May, 1865, and immediately returned to Newark, O.

On June 16, 1862, he married Rose Norton, of Newark, O., and remained there in the cigar business until 1870, when he returned to Suffield with his family, and has lived here ever since. His wife died January 7, 1897.

Mr. Austin has five children living, Thomas Homer Austin and Julia Louise Austin of Suffield; Mary Josephine, wife of Bernie Graves, of Longmeadow; Albert J. Austin, of Feeding Hills, and Miss Grace S. Austin, of Springfield. There are also five grandchildren and four great-grandchildren. He also has six brothers and sisters living, Sarah, wife of Edwin Humason, of Suffield; Carrie E., wife of the late Charles Stiles, of Suffield; Charles T. Austin, of Suffield; George D. Austin, of Suffield; Horace B. Austin, of Hartford, and Newton M. Austin, of Mechanicsville, N. Y.

The annual report of the General Cigar Company, Inc., formerly the United Cigar Manufacturing Company, for the year ended December 31, 1917, shows net profits of $1,342,021, compared with $1,313,965 in 1916.

THE LATE A. WINTER

(Continued from page 9.)

he extended a friendly hand during a long lifetime, his modesty forbade mention of a deed of mercy or a work of relief.

He accepted the teachings of Masonry.

And when he passed away, he went to the grave, honored according to the rites of Masonry.

Though the funeral on Monday was semi-private, in deference to the wishes of the family, Masonic ceremonies were associated with his burial. Right Wor. Bro. Albert Klein, who conducted the services, being a Past Master of Darcy Lodge, of which A. Winter long was an honored member.

Mr. Winter left a wife and a son, Maurice Winter.

The business which he established, will be conducted, as formerly.

REWARD FOR GOOD WORK

Oscar Boettiger Is Promoted from Spokane to Manager of M. A. Gunst Business in Western Washington and Alaska.

Oscar Boettiger, manager of the M. A. Gunst cigar stores, including the wholesale branch, in Spokane, leaves February 20 for Seattle to make his headquarters, having received the appointment of manager of all of the western Washington territory, including the stores in Seattle, the Camp Lewis business and Alaska business.

The appointment, which comes in the form of a promotion, both in territory and salary, will give Boettiger one of the most important cigar positions in the Northwest. Boettiger has been Spokane manager for two years. He has been in the cigar game for fourteen years, and was formerly in San Francisco. He came to Spokane from Seattle. Besides having charge of the Spokane stores, he managed all of the territory in eastern Washington, northern Idaho and western Montana.

Lou Cheney, of Portland, who has been in charge of the city territory in Portland for M. A. Gunst, is in Spokane, and will take over Boettiger's duties. Boettiger takes Harry Jonas' place in Seattle, Jonas being promoted to manager of the San Francisco branch.

"Under Boettiger's management the Spokane branch has shown a big increase in business, and it was due to his success that the Gunst officials decided to give him the promotion," says the Spokane *Chronicle*.

Speaking of Egmont H. Arens, who has a store at 17 West 8th street, New York, *The Quill* says: "We might have forgiven Arens if he had stopped at trying to sell us Russian novels, and Russian poetry, and Russian histories, but now he sells Russian cigarettes."

WERTHEIM'S REPORT

(Continued from page 4.)

WAR REVENUE ACT.

The passage of the War Revenue Act through the Congress was, as we all remember, tedious and protracted. Times beyond mention there was a seemingly unalterable disposition on the part of the Congressional committees having the measure in charge to inflict a burden aggregating $100,000,000 in additional taxes upon this trade. Apparently realizing the inevitable consequence of such a penalty, which would have automatically cut tobacco production in half the day it took effect, those charged with the duty of meeting an unprecedented war budget heard lengthy representations from our trade.

And it was the voice of the T. M. A. that gave expression to the existing facts and irrefutable conclusions of the entire industry. How this was done was most interesting, illustrating as it does the unbiased and impartial conduct of our association. As our respective committees arrived at war tax schedules which they conceived to be consistent with the grave need of our Government, and an adequate contribution on the part of our industry towards the cost of the war, copies of these recommendations were sent post-haste and broadcast throughout the trade, to big manufacturers and little manufacturers, large distributors and small distributors, members and non-members of the T. M. A., soliciting their support and urging them to advise their respective Senators and Congressmen of their endorsement of our proposed schedule of tax rates.

It is supremely significant that for the first time in our fifty years' existence as a trade, the tobacco men throughout the United States presented a united front before Congress, and for the first time, speaking as one man, the trade secured the adoption of a revenue schedule endorsed by all branches and by all factions of the industry.

PRICE READJUSTMENT.

Our exceedingly cordial and mutually beneficial relation with the trade throughout the country touches very closely to what may fairly be considered the most impressive achievement of the Tobacco Merchants' Association during the year just past. That was the successful conduct by the association of a national movement for the readjustment of prices upon tobacco products made necessary by the war conditions.

In that campaign, which was commenced the middle of July and continued upon a scale that rocked the trade to its farthest foundations for a period of six weeks, over 600,000 pieces of mail matter were sent out, reaching directly and indirectly over 400,000 retail tobacconists throughout the country; twelve hundred leading tradesmen in sixty of the principal cities of the country volunteered to work with the T. M. A. as local committeemen; and not less than eight hundred local organizations of the tobacco and allied trades were brought into active participation in that movement. It was a sweeping, a conclusive and a permanent success.

It is scarcely necessary to attempt to describe what enormous benefit that campaign has brought to the trade. Not one other industry in the country was so sadly, so perilously and so irretrievably riddled by price-cutting as ours. The costs of production in every branch of our business were up to a high elevation; the prices governing the gross income of every one in the trade were apparently down to the lowest level, and on top of these conditions we were called upon to pay $60,000,000 of additional taxes. The success of that campaign probably spelled the salvation of our trade.

OUR CONVENTION.

The success of our first convention held in Washington, D. C., in May, 1916, has aroused such interest in our annual gathering, which was to have been held in the month of May last year, that the entire tobacco industry of the country has been looking forward to that event with pleasurable anticipation and with considerable impatience.

It was, therefore, with sincere regret that, owing to the crisis in our country, our executive committee deemed it advisable to postpone the holding of our annual convention to an indefinite date.

The T. M. A. being a national association, with its membership spread broadcast throughout the country, our conventions must necessarily be attended by representatives from all parts of the land, and hence it is a serious question whether it would be wise to call such a convention at this time under existing conditions, and in face of the extraordinary difficulties that we must now endure in traveling, particularly over long distances. It is respectfully recommended that this matter be given due consideration.

PROMPT ACTION AND EFFICIENT SERVICE.

Passing over, for a moment, the enormous financial economies that our association has effected for the industry and the individual services rendered our members, I believe that the institutional character of the T. M. A. has been abundantly and impressively illustrated. In this organization we have a vast semi-public, semi-industrial utility, the recognized authority of the trade both internally and in its multiplex relations with the Government and with the public.

The alertness with which this finely-balanced mechanism silently watches after the interests of the tobacco industry and the promptness and directness with which it acts, are literally cause for those who may not be intimately acquainted with its work to marvel. The progress of every measure, every influence, the most insignificant inquiry, whether from within the trade or without, is tended most solicitously and with almost unvaryingly beneficial result for our trade.

When leaf tobacco was inadvertently included in the Presidential import embargo, that very day our headquarters were advised, and for hours that afternoon our office was in almost constant communication with Washington by long-distance telephone, with the result that before the trade had any knowledge even of the existence of the embargo our special bulletins were in the hands of the members of this association affected thereby, advising them of the modification of the embargo, dispensing with the requirements to obtain a separate and individual license for each consignment of tobacco.

Similarly, when the sugar embargo was about to reach out to paralyze the production of smoking or chewing tobacco, etc., the T. M. A. was promptly on the job, so to speak, and before the very tobacco manufactures themselves knew of what was about to come all restrictions as to the supply of sugar needed for tobacco had been removed. As still another instance of the immediate response which any member of this association may anticipate in the most perplexing problem, let me cite a case where precise and authentic scientific knowledge was put at the command of an inquirer.

A large cigar manufacturer telegraphed to the T. M. A. to ascertain whether cigars would be harmed by being stored in a warehouse containing large quantities of salt. As that inquiry necessarily called for scientific information, immediate communication was established by us with the Bureau of Plant Industry, Department of Agriculture, Washington, D. C., and the same afternoon a definite reply was telegraphed to the manufacturer. Not one tradesman in ten thousand, I will venture to say, knows what effect sodium chloride will have upon tobacco, but the T. M. A. found out promptly and completely from unimpeachable authority, and so advised its members.

One of the most gratifying illustrations of the timely service of our association was provided in the special Treasury Department order, formally issued February 7, 1918, modifying a former decision to the effect that 3 for 10 cent cigars must be taxed at $4 per thousand by agreeing with the views submitted by the T. M. A., that such cigars if done up in packages or bundles are taxable at $3 per thousand as heretofore. Our representations to that end were made to the Internal Revenue Department last December, and a favorable regulation was granted. On December 24th, the members of this association were advised of this new interpretation of the law. It was not, however, until *seven weeks later* that the official regulation was first published. Within that period approximately three hundred million cigars of this class were made and $300,000 was thus saved through the prompt action of this association.

In a large number of other instances, through the alert watchfulness of our organization, we have been able to anticipate for the trade both legislative action and administrative decisions affecting its interest. We have fully posted our members concerning new Internal Revenue rulings before the department itself had opportunity (in the great crush of business with which it has been burdened during the war) to notify the district collectors. We have warned the trade in distant states of legislation then pending in their general assemblies, covering tobacco topics, that the tradesmen themselves in those commonwealths had not the slightest inkling of.

MEMBERSHIP AND RESOURCES.

The growth of our institution from the point of numerical and moral support is indeed more than gratifying. From a membership of 312 at our last convention, with nine affiliated associations, the T. M. A. has grown up to an organization of 506 members, with a Retailers' Council of over 1,000 members, and with 17 affiliated associations.

The increase in our income is, however, by no means as pleasing as the growth of the association in point of membership.

The T. M. A. from its very inception has been conducted along democratic lines, and the amount of dues to be paid has been left entirely to the discretion of the individual members. Unfortunately, however, quite a number of our members, apparently appreciating the value of our association, but not realizing the expense of maintaining such an institution, have fixed their dues at a purely nominal amount hardly sufficient to cover the postage on the bulletins, etc., forwarded to them in the course of a year.

While perhaps such a policy might have been justified during the period of "watchful waiting," this has long since past, and we believe that the time has come when we may justly ask our members to contribute substantially to the support and maintenance of our association.

Needless to say, to do the work that we are doing and to be in a position to furnish our members with reliable and up-to-the-minute information in regard to all matters affecting the industry, requires the maintenance of an elaborate and well equipped office with an adequate and proficient staff, and the employment of various agencies in all parts of the country engaged in the gathering and furnishing of information, all of which is indeed costly.

However, step by step our members who have originally subscribed for nominal dues are voluntarily increasing their contributions to more adequate amounts, and there is reason to hope that with the continuation of the splendid services that the T. M. A. is rendering and the due appreciation of this by its members, as well as by the trade in general, adequate financial support will come.

CONCLUSION.

In making this report I terminate two

(*Continued on page 25.*)



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO



"The Makings of a Nation" — Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" — Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

Cuba Produced 370,904,485 Cigars in 1917

No Good Crop News Comes Now from Vuelta Abajo

According to *El Tabaco,* Cuba's output, during the year 1917, amounted to 370,904,485 cigars, 367,990,385 packs of cigarettes, and 442,625 kilos of picadura, or cut tobacco. As Cuba exported only 111,909,685 cigars, home consumption reached the sum of 258,994,800 cigars. Which shows, so far as volume is concerned, that Havana manufacturers haven't much cause for complaint, but the trouble is, that the cost of production has been, and is, disproportionate to the selling price. There will be a considerable advance, and it is said that several manufacturers say that on all sizes below $60 per thousand, they are actually losing money. Now they are persuaded that it is preferable to produce less, but at a profit, than to have a larger output without any profit. The raise on the higher priced sizes may be small, or not at all, as the pinch comes chiefly on the lower priced sizes. One manufacturer said that he had orders pending, from the United States, for several hundred thousand cigars, which he could not or would not execute, as the filling of such orders would mean an actual loss. If the order called for an assortment of sufficient regalia shapes, he would be willing to include some cheaper sizes. In other words, he wants orders balanced so he will not lose money.

Because of bad crop news from Vuelta Abajo, the leaf market has become more active. Some of the Tampa manufacturers have added to their holdings of Vuelta Abajo fillers, and large factories in Havana have not stopped buying yet, so that the stocks for sale are further reduced, and may disappear before the new crop can reach our market. Prices are very firm, and there isn't much chance for the buyer to get a reduction on the asking figures. "One has to accept the offered prices, or not buy at all, as the dealers still hold the trump card."

Sales totaled about 6,000 bales, divided into 5,000 bales of Vuelta and 1,000 bales of Remedios.

Buyers were: Americans, 3,000 bales and local manufacturers, the same quantity.

Receipts of leaf tobacco from the country.

	From January 25 to February 7, 1918.	Since January 1, 1918.
Vuelta Abajo	3,363 bales	8,113 bales
Semi Vuelta	311 "	649 "
Partido	23 "	23 "
Remedios	668 "	1,452 "
Oriente	6 "	6 "
Total	4,371 "	10,243 "

Exports per S/S Mexico on February 2, were 328 cases, containing 1,395,079 cigars, and which were consigned to the following countries, viz.: To United States, 623,500; to Great Britain, 531,985; to Portugal, 72,600; to British Africa, 50,584; to Canada, 38,250; to Argentine, 34,000; to Australia, 30,000; to Brazil, 11,660; and to Venezuela, 2,500 cigars.

Exports of leaf tobacco, during the week ending February 4, 1918, totaled 6,506 bales, which were distributed to the following countries, viz.: to ports of the United States, 4,363; to Canada, 161; to Portugal, 782; to Honduras, 2; to Argentina, 342; to Chile, 831; and to Australia, 25 bales.

There is little news about the crop to report at this time, as we are still sighing for rain in the Vuelta Abajo and Semi Vuelta districts. In the Partido and in Santa Clara province, they had light rains in some places. Enough of the Remedios growth has been cut already to equal the quantity harvested last year.

Among leaf buyers arriving this week were: Allie Sylvester, the President of the American Cigar Company, and the Vice-President of the Henry Clay & Bock & Co., Ltd.; Joseph Holzman, of Joseph Holzman; and Antonio Gutierrez, of the Gene-Val Cigar Company, all of New York. There also arrived José M. Diaz, the President of the Preferred Havana Tobacco Company, and Louis Avenel, the representative for Great Britain, of the Por Larrañaga Co.

Manuel Corral purchased, while here, 900 bales of Vuelta Abajo, for Corral, Wodiska & Co., of Tampa.

Bernabé Diaz bought for F. Lozano, Son & Co., 867 bales of Vuelta Abajo fillers, during his stay here.

José Escalante & Co., added some 300 bales of Vuelta Abajo to their holdings.

Romeo y Julieta purchased 1,500 bales of Vuelta Abajo, choice vegas, and for which high prices were paid. This factory is turning out 85,000 cigars daily, and which requires no further comment, as it speaks for itself.

Partagas added 1,264 bales of Vuelta Abajo, during the past week, to their stocks of leaf. This factory is working strenuously. Robert E. Lane expects to leave for New York on Saturday next.

Punch has also acquired several choice vegas of Vuelta Abajo lately, and is working in good shape.

ROSAM.



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ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

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333 FIFTH AVE. NEW YORK

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

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REAL ITALIAN
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A Drop in Importations of Luxuries

The people of the United States have indicated their willingness to economize by a marked reduction in their importation of luxuries. A compilation by the National City Bank of New York shows that in many articles of luxury imported, the 1917 imports are from 20 per cent. to 50 per cent. below those of the earlier years of the war, despite the fact that in most cases prices per unit of quantity are higher than in earlier years.

The list of luxuries which the people of the country have formerly imported is a long one and includes many articles of food, clothing and personal adornment, and the 1917 economies in most of these lines are quite apparent on a comparison of the figures of imports of the year 1917 with those of 1916, 1915 and even 1914. While in a few instances, the fall-off may be due to the lack of transportation or the reduction of available supplies in the countries at war, the reduction in quantities imported has been so general as to indicate a growing disposition to minimize unnecessary expenditures in the classes of articles of this character brought into the country.

Diamonds, pearls, laces, plushes, ribbons, hats, bonnets, feathers, jewelry, glove leather, fruits, olives, olive oil, cheese, macaroni, cream and confectionery show a marked fall-off in 1917. Precious stones show a reduction of 8 million dollars when compared with the importations of last year, pearls alone over 6 million dollars reduction, diamonds, cut but not set, a reduction of about 4 millions. Art works show a fall of about 3 million dollars when compared with 1916 and approximately 4 millions when compared with 1914. Cotton laces imported in 1917 are nearly 7 million dollars below those of 1916 and 14 million dollars below those of 1914. In silk laces, the value of imports of 1917 is but little more than one-half that of 1916, silk plushes less than one-half that of 1914, and silk ribbons in 1917 only about 10 per cent. of the 1915 imports. Hats and bonnets imported in 1917 are slightly less in value than in earlier years, despite the higher prices, and this is true of jewelry, platinum, musical instruments, automobiles, glove leather, tanned goatskins and many other articles of this class. Feathers imported in 1917 amount to about 3 million dollars in value against over 5 millions in 1915 and more than 6 millions in 1914, while in ostrich feathers alone, the imports of 1917 were less than a half million dollars against 2½ millions in 1915. Dressed furs and manufactures of fur show a decline, but undressed fur an increase.

In foods of the character usually considered luxuries, the fall-off is distinctly marked. Cheese, chiefly brought from France, Italy and Switzerland shows for 1917 but 6 million pounds against 28 millions in 1916, 39 millions in 1915 and 55 millions in 1914. Cream imported in 1917 chiefly from Canada was but 770,000 gallons against 1,321,000 gallons in 1915 and 2,230,000 in 1914. Olives chiefly from Italy and Spain are in 1917 only 4½ million gallons against over 6½ millions in 1915, while olive oil shows a fall of over a million dollars in value in the 1917 imports when compared with 1915. Macaroni, of which the foreign product may perhaps be classed as a luxury in view of the fact that the United States now turns out twelve million dollars worth per annum, shows an importation in 1917 of but 1 million pounds against over 16 millions in 1916 and more than 33 millions in 1915. Malt liquors imported in 1917 were but 1½ million gallons against 2½ millions in 1916 and over 5½ millions in 1914. Gin imports in 1917 were only 230,000 gallons against 536,000 in 1916 and nearly 1 million in 1914. Champagne importetd in 1917 was 167,000 dozen quarts against 239,000 dozen in 1916, and mineral waters in 1917 214,000 dozen quarts against 574,000 dozen in 1916 and 951,000 dozen in 1914. Even the gum chewers seem to have yielded to the general impulse for a reduction of expenditures, since the quantity of chicle, the chief constituent of chewing gum shows a fall-off of about 1 million pounds in 1917 when compared with 1916 and over two million pounds when compared with 1915.

WERTHEIM'S REPORT

(Continued from page 22.)

administrations as your president, regretfully but unavoidably. After determining some years age never to resume my long-time activity in the tobacco trade, I eventually saw the merit of this great undertaking in which we all have been so unselfishly engaged, to give the tobacco industry a national, living, active organization for all the future, and I was prevailed upon to become its president.

My terms in office have been a source of enduring pride and pleasure; I have come to know all who were once my competitors as man to man; and so each of us has known and learned to respect and admire his fellow members. I resign the presidency of the Tobacco Merchants' Association of the United States in full confidence that you cannot do more and will not do less than accord my successor that full measure of loyalty and complete confidence it has been my pleasure to receive.

All of which is respectfully submitted.

PRESIDENT.

Tampa Cigar Shipments Have been Badly Delayed

Freight Embargoes the Cause of Many Complaints—Tampa Cuba Cigar Co. Holds Election—Berger Entertains—"Jim" Burns Ill—Jerome Regensburg Busy Accelerating the Output of Admirations — Garrett H. Smith Meets Success.

TAMPA, February 16.—Local manufacturers have been considerably handicapped since January 1 on account of the transportation embargo effective in the district east of the Mississippi and north of the Ohio, which prevents the making of shipments from Tampa to points affected other than by the regular package car to Chicago and by water to New York and other eastern points. Many complaints have been made on the subject, but these have been of no avail, and the manufacturers are accepting the conditions as patriots. Early relief is hoped and prayed for, however.

The manufacturers are also embarrassed by the necessity of transferring all freight to and from Havana at Key West. This practice has been in vogue since the P. & O. steamship Olivette went down off the Cuban coast, and as the company is unable, owing to the war-created demand for vessels, to secure a substitute for the Olivette, it is not known when relief can be given. The vessels now in use by the P. & O. Line are the Mascotte and Miami.

At the annual meeting of the Tampa-Cuba Cigar Company, held yesterday, the following officers were elected: J. A. Treasurer, Salt Lake City, president; Ira B. Clark, Nashville, first vice-president; D. G. Wise, Atlanta, second vice-president; Charles H. Huhn, Minneapolis, chairman executive committee; Ernest Berger, Tampa, secretary, treasurer and general manager. Mr. Berger entertained the visiting directors and stockholders at dinner at the Pasaje.

Jerome Regensberg, of E. Regensberg & Sons, has returned from a long stay in New York, and is now directing "speeding up" tactics at the factory.

Jose Escalante, head of the old-established Escalante factory, has returned from a trip to Cuba.

Manuel Corrall, of the Corrall-Wodiska Company, returns Sunday from a trip to Havana.

Garrett H. Smith, of the Havana Lithographic Company, which is doing fine work, is calling on the local trade.

John Bain, Jr., editor of *Tobacco Leaf,* who was in the city recently, was called to Miami on account of the illness of his wife.

Jim Burns, for years a traveling salesman for F. Lozano & Co., but more recently a manufacturer "on his own hook," is ill in his apartments at the Elk's Club.

WHY HARRIS RESIGNS

Chairman of Federal Trade Commission Would Be a U. S. Senator from Georgia, Succeeding Hardwick.

WASHINGTON, February 19.—William J. Harris, chairman of the Federal Trade Commission, has tendered his resignation to President Wilson to take effect May 31. It is Mr. Harris's intention to run for the Senate in Georgia against Senator Hardwick, and he is resigning from the Commission for that purpose.

Chairman Harris has been connected with the Trade Commission ever since its organization about three years ago. This will leave Commissioner Joseph Davies the only one of the original commissioners appointed when the commission was organized. All of the other members of the Commission are second appointments made necessary because of deaths and resignations.

Wisconsin Notes

EDGERTON, Wis., February 15.—The delayed January thaw has been with us the greater portion of the week, commencing with a thunder storm and continuing with mild temperature that brought the hanging tobacco into very fair case. Almost any time during the week growers might take down from the sheds at their leisure and as much as they pleased. The report comes to us that the uncured and shed frozen leaf is now pretty well dried out, and the percentage of wet butts in the balance of the crop will be comparatively small. Farmers can now proceed with their stripping, and as soon as the snow banks recede deliveries will become more general. Receiving is going on at packing points moderately, but the difficulty in getting cars at interior stations is still holding back the shipments for warehouse handling. This situation, however, is improving, for the railroads are gradually pulling themselves out of the congestion.

The market for old leaf is barren of news due largely to the scarcity of stock in packers' hands.

Scarcely any shipments out of storage are yet permitted to eastern points, though plenty of orders for factory shipments are still unfilled.—*Edgerton Reporter.*



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St

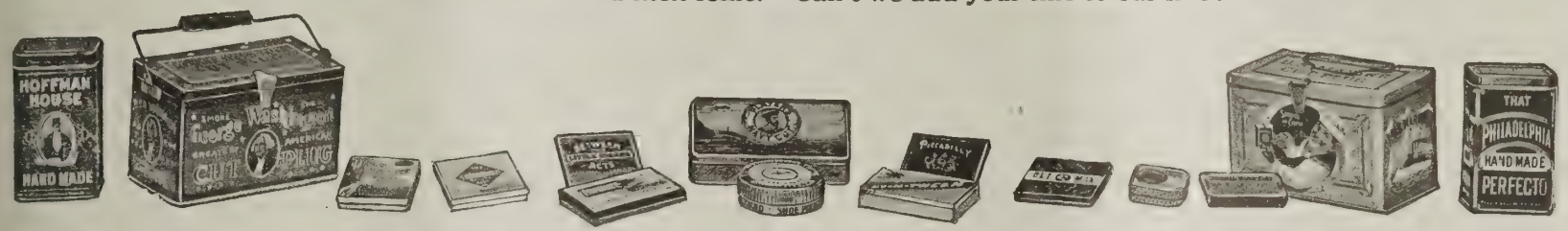
TAMPA, FLA.
BONDED

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

M. A. Gunst Branch Obtains Much Desired Corner

Magnificent New Store to Be Located on the Old Richelieu Site at the Junction of Market, Geary and Kearney Streets, San Francisco—Price Adjustment Proceeds Harmoniously—The Retailers Are Actuated by a More Friendly Feeling—Mark Snover Has an Automobile Accident in the Yosemite Valley—A King City Combination

San Francisco, February 13.—Harmony now pervades the retail cigar business of San Francisco, and the dealers, big and little, are acting together for the best interests of the trade. The chain stores were the first to harmonize their differences growing out of the increased price of cigars, cigarettes and tobacco. Now the smaller individual dealers are falling into line, and the new prices are pretty well established all over town. Of course there are a few dealers who had stocked up on cigars before the increased prices were put into effect who are insisting on their rights to sell at the old figure so long as their stocks last. But they are growing fewer every day and in the aggregate their influence is no longer felt. This has brought about a very friendly feeling, and the consumer, who is becoming accustomed to paying his extra cent or two, feels the optimism that peace instead of strife engenders. This feature of the situation is psychological, perhaps, but notwithstanding that fact and in all likelihood because of it, better feeling among the dealers has brought about a better feeling among the customers. Certain brands of cigars, especially those put up in small packages, and certain brands of tobacco have just been advanced in price somewhat by the dealers, and it is safe to say that the latter will not have to make any more advances now until the manufacturers take another step. In that sense the trade of San Francisco has at last become adjusted to the new price lists, and as said above all is harmony.

It is reported that the M. A. Gunst Company has leased the site back of its small stand at the corner of Market, Geary and Kearney streets. This is one of the most important corners in the city, and has been regarded as such for over thirty years. Gunst has had a small open stand there almost as long as he has been in business. Back of him was located the Richelieu saloon, one of the most popular in the city. A few months ago the proprietor of the Richelieu got into trouble with the Federal authorities on the charge of selling liquor to soldiers, and was compelled to close his doors. He fought the case as best he could, but his business was ruined and the saloon was not reopened. Report now has it that Gunst has secured the lease of the whole place and will put in the most pretentious cigar store that San Francisco has yet seen. The window display, it is said, will be unique and attractive and the interior luxurious.

M. Bercovich has recently received a considerable shipment of Mi Consuelo cigar, one of his late acquisitions, and reports a splendid sale on the same.

Emil Judell of H. L. Judell & Co., is in Vallejo visiting the navy yard authorities. The Judell company has had some very fine orders from the army, navy and quartermaster's department.

Bouquet Cohn is making a fine window display of the Fighting Bob, the first extensive display of the kind that has been made with this cigar.

H. L. Judell, who served as one of the executive committee of the Panama-Pacific International Exposition, has just received an invitation to attend a banquet given by C. C. Moore, the president of the Exposition, in celebration of "Three Years After" the great fair's opening.

Mark Snover, who for a great many years traveled out of Fresno for Samuels and about a year ago suffered a very serious accident in Yosemite Valley, when his automobile turned over and rolled down a steep grade, is at last out of the hospital. He was a San Francisco visitor this week, and while he still walks with a cane he says he will be back in the game again in another month or so.

Ehrman Bros. & Co. announce that they have just received a large shipment of Optimo cigars and what was proving to be an embarrassing shortage has been relieved. They are still short on Roi Tans, but the goods have been shipped and are expectetd any time now.

The Isabella is proving one of the most popular Manila cigars in this market and is going strong in the section east of here, according to Ehrman Bros., who are acting as distributors.

V. Warren, of Kemmit, near Los Angeles, was visiting the trade in San Francisco this week.

The retail department of the M. A. Gunst Branch on California and Front, has been removed from the reconstructetd headquarters of the company to California and Montgomery streets.

They do things in a peculiar way in Southern California, at least from the San Franciscan's viewpoint. A dispatch recently received from King City says that the Star Candy Kitchen found that it was making too little

(Continued on page 31.)

FROM THE FIRING LINE

Personals and Trade Jottings

M. N. Wambach again is engaged in the retail cigar business at Moorhead, Minn.

—

Charles Landau returned from Havana with Robert E. Lane and Nelson Wasserman.

—

E. Heilbut & Co., Havana, have been added to the names on the "Enemy Trading List."

—

Thomas Smith, a cigar manufacturer, died recently in Coney Township, Lancaster Co., Pa.

—

Galanus & Langus will open a cigar store and pool room at 121 East Main street, Danville, Ill.

—

The Columbia Hotel at Fredonia, N. Y., was recently destroyed by fire. The loss was $85,000.

—

In Guines, Cuba, Cifuentes, Pego & Co. have a cigar factory that compares with the best in the country.

—

Julius Klorfein left last week for Havana. Business with the Garcia Grande factory is unusually good.

—

Charles L. Crawford has bought from W. A. Kennedy the cigar store at 528 Gay street, Knoxville, Tenn.

—

The Wayne Tobacco Co., at Fort Wayne, Ind., has increased its common stock from $50,000 to $100,000.

—

Business records for Porto Rico show that the year just closed was the banner twelve months for that island.

—

In the State of Iowa, salesmen for the American Tobacco Co. sold war-savings stamps to 5,016 people in a week.

—

Ralph Cartoof, a small cigar manufacturer in Boston, has filed a petition in bankruptcy. Liabilities $6,156; no assets.

—

Samuel L. Bufler, Lillian F. Bufler and Gus Bufler have incorporated the Bufler Cigar Co. in Indianapolis, with a capital of $10,000.

—

A tobacco barn, belonging to John A. King on North street, Suffield, Conn., was burned recently, causing a loss of "fully $4,000."

—

The Greek-American Cigar Co. has been incorporated in Detroit with a capital of $15,000 by Theodore Cerasiaco, John Coutas and Gus Nitas.

—

H. Cohen, representing Simon Batt Company, is in Portland. Tom Torbert is headed for Kansas City, and F. Rian has left St. Louis for Detroit.

—

L. D. Ward Co., cigar manufacturers at Lexington, Ky., has changed its name. Hereafter the enterprise will be identified as the John G. Guy Co.

—

Campbell & Atwood, retail cigar dealers in Stockton, Cal., have become sub-jobbers, the style of the jobbing business being the Stockton Tobacco Co.

—

Cien Porciento's representatives are all on the move and are sending in plenty of orders, showing a greater total than those of last year at this time.

—

Mr. Stearn, owner of the elite cigar store in Wall street, is expected back from Havana any day. He went there some time ago to lay in new stock.

—

The Liggett & Meyers Tobacco Co. has let to Joseph Black C. & M. Co. a contract to erect an addition to the office building at 4231-49 Folsom street, St. Louis.

—

Charles Christman, who had been a cigar dealer on York street, Newport, Ky. for 25 years, died recently at his home, 415 East Third street, Newport. He left a wife and one son.

—

M. D. Cochrane, M. S. Reardon 3rd and E. M. Beohl, of 63 Wall street, New York, have incorporated the Scoban Co., with a capital of $100,000 to engage in the cigarette business, etc.

—

W. E. Bidingmeyer, cigar dealer, 706 Prospect avenue S. E., Cleveland, has leased from the Ohio State Telephone Co. store room space at that number for three years at a rental of $6,200 a year.

—

The city and county of El Paso, Texas, will remain "wet" for the present as the result of the election held there recently. The majority in the city against prohibition was 293 and in the county 285.

—

Jack Rabin and S. Loef, of Spartanburg, and M. Green, of Asheville, N. C., with a capital of $2,000, will engage in the retail cigar business, incidental to the operation of the Princess Palace at Spartanburg.

—

On Monday, John Moriarity, manager for the King Cole Cigar Company, filled orders calling for 50,000 cigars. Tuesday he received one order for 10,000 cigars, coming from Yahn & McDonnell, Philadelphia.

—

O. B. Herrington has bought the cigar store and factory owned and operated for many years by L. J. Lange & Son, at 5622 Chicago avenue, Austin, Ill. Mr. Herrington will continue at the old stand with the old brands.

—

Adelbert E. Pettie, a cigar manufacturer of New York city and brother of Edna May, the actress, now Mrs. Oscar Lewisohn, died Thursday in the West Hill Sanitarium, Riverdale, in his forty-second year. His home was at 2(West Eighty-sixth Street.

—

Rawlins D. Best, secretary of the Lovel Buffington Toacco Co., is a delegate of the I dependent Tobacco Manufacturers' Associatic invited by the Security League to the Congre of National Service to be held at the La Sal Hotel in Chicago, February 21, 22 and 23.

—

The Willis Grocery Co. opened a wholesa grocery house in Tifton, Ga., Monday wit B. D. Harden as manager. This compan which has headquarters at Pelham, Ga., h branch houses in Moultrie and Meigs. T. Willis of Pelham is president and T. A. Cull Moultrie is vice president.

—

Justin A. Seubert, Inc., has sold 1,000,00 cigars to the Government. The order con prises 750,000 Optimates and 250,000 Pickwic Club. The selling price approximates $75,00(Most of the cigars will be supplied by the Ne York factory, within 30 days, although som will come from the factory in Syracuse.

—

Representatives of the cigarmakers' union of Greater New York, on February 18, dis cussed general demands for wage increas of $4 and $5 a week. The demands will b presented soon, it was said, and refusal woul mean a strike. The conference was held i Manhattan Lyecum, 66 East Fourth street

—

Joel Kimball, aged 86, died last week in hi home at 36 Wallis street, Beverly, Mass. H was in the cigar business for a while, but h retired about 20 years ago. He served in th civil war as a member of company F, 3d Massa chusetts heavy artillery and was a member o post 89, G. A. R. One son, Edward I. Kimball survives.

—

The new tobacco factory that has been unde construction at Dover, Tenn., for some month is now complete and ready to receive tobacco The management announces that as soon a prices are established that a full field of buyer will be put out. It is expected that this hous will secure much tobacco that has gone either to Clarksville or Hopkinsville in former years.

—

Harry F. Adams, formerly connected with the Cameron Tobacco Company, now repre sents Merriam Segars, Inc., and has just lef for the Pacific Coast, to be gone seven or eigh weeks. Merriam is feeling the effects of th freight congestion. A package he expressed t Brooklyn took five days to reach its destination Mr. Merriam has planned to leave for the Wes about the 1st of March.

—

Louis H. Opperman has leased from Dr. L H. Mayer the first floor and basement of th Mayer apartments on Locust street, Johnstown Pa., which he will use for a storage room fo his wholesale tobacco business. Mr. Opper man's present warehouse is located on Wash ington street. The new establishment will b featured by an innovation in the tobacco trad in Johnstown in the form of a large humido for imported cigars.

—

State Comptroller Newton A. K. Bugbee o

ew Jersey, has closed negotiations for the urchased of the southwest corner of State and road streets, Trenton, known as the Sadler roperty and occupied by the United Cigar tores Co. and its sub-tenants. The considera-on, which was not announced, is said to have een more than $100,000, and the sale was made y W. M. Dickinson and Vincent P. Bradley, renton realty brokers.

—

The announcement that Walton H. Marshall, ho has been managing director of the Vander-lt Hotel, New York City, since its opening 1912, was to be manager of the Waldorf-storia Hotel has been recalled. It seems that Ir. Marshall has a long-time contract with the anderbilt and the directors of that hotel do ot wish to release him from the contract. As consequence, he is unable to accept the offer take charge of the Waldorf-Astoria.

—

The M. E. Maher Co., distributors of cigars, and after March 1 will occupy new and well quipped wholesale quarters at 124 North Rose reet, Kalamazoo, Mich. This store is now eing fitted over for their express needs. The eneral offices will be in the front. Just to the ear will be the stock room and humidor. At ne rear is the garage for motor cars and de-very trucks. It is Mr. Maher's intention to se truck deliveries to facilitate the speedy andling of goods in the territory adjacent to Kalamazoo.

—

The hotel men of New Jersey held a meeting ecently and effected a reorganization of the New Jersey State Hotel Association. The meeting was held at the Hotel Sterling, in Trenton. The officers elected for the coming year are: President, Charles A. Carrigan, Robert Treat Hotel, Newark; vice president, John R. Jackson, Westville; recording secretary, J. C. Benson, Atlantic City; assistant secretary, Mary A. Gleason, Newark; financial secretary, Isaac N. Stetser, Woodstown; treasurer, Frederick C. Hall, Montclair.

—

E. M. Freeman is rounding up business in Buffalo, while Sidney J. Freeman looks after things in the New York office. Freight embargoes are giving Sidney J. something to worry about. Two carloads of goods that had been shipped from Manila and should have arrived in New York about January 10 went astray, and after a great deal of tracing were discovered in St. Louis. Then they were forwarded by fast freight, but as yet they have not reached New York. Mr. Freeman has hopes of seeing them some time before the 4th of July.

—

Five husky men entered a cigar store at Flatbush and Church avenues, Brooklyn, at midnight, Saturday, as Fred Schutts, the clerk, was counting up his day's receipts. Two of the men flourished revolvers while a third went to the cash register. Schutts was carefully bound and gagged with a towel, then secreted behind the counter. The men took $230 from the cash register. The clerk worked himself free later and called the police. He was so frightened that he could give no description of the thieves.

Says the New Haven *Union*: "At the headquarters of the New Haven Cigarmakers' union the 350 strikers who still remain in this city, received their allotment of $9 a week in benefits. There has been received the sum of $1,600 this week from subordinate branches of the order, in addition of the regular sum sent out from Chicago by the national headquarters. About 200 cigarmakers have gone away and secured work elsewhere, it is reported. It is also stated that 24 local shops are now in operation. Among subordinate unions that have sent financial aid this week are New York, Bridgeport, Boston and Manchester."

—

The Liggett & Myers Tobacco Co. in the year ended December 31 last, earned profits equal to $28 a share, compared with $25 a share in 1916. After allowing for charges of all kinds, together with dividends on the common and preferred shares paid during the year, the company showed a surplus for the twelve months of $2,722,662, against $2,-106,031 the previous year. The huge expansion in the cost of inventories in the hands of tobacco companies is shown by an increase of more than $10,000,000 in this item. On December 31 last the company had cash of $7,261,824, compared with $2,923,933 at the close of 1916.

—

Max Rosenthal, aged 82 years and six months, veteran cigar manufacturer, and a resident of Fort Wayne, Ind., for more than a half century, died Friday afternoon at his home, 424 West Main street.

THE
NEW BACHELOR



T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
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Distributors for
Greater New York
B. WASSERMAN CO.
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No. 525. Capacity, Top 50 Cigars, Drawer 300 Cigarettes.

HUMIDORS

Please place your orders now for immediate shipment

Your Railroad may place an embargo on freight for a few weeks

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161-163 W. 18th St. -:- New York City

All Progressive Dealers Read TOBACCO

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

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"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

E. C. McCullough & Co.

IMPORTERS OF

MANILA TOBACCO and CIGARS

20 Broad Street
New York, N. Y.

EFFECT OF A FREE PORT

(Continued from page 11.)

Zones, and it would be wise not to restrict them, but to leave to their discretion many important considerations.

VI

Should private persons or corporations be permitted to erect warehouses or other structures within the Free Zone according to their own plans? Should such plans be first approved by the Free Zone authorities, if such private operations are allowed? Should such private parties be required to use the facilities provided by the Zone itself?

Under proper restrictions, private persons or corporations might justifiably be permitted to erect warehouses or other structures within the Zone, but undoubtedly the plans and the location of these would have to be established by the Zone authorities, and no land in fee should be held by outsiders. Only lease-hold rights should be granted, with the authority always resting with the Zone management to take over any such plants at valuation of the buildings, with reasonable notice, and grants of this character should only be allowed after the fact was thoroughly established that the facilities of the Zone were not sufficient to allow the required space to be hired from the management. Private parties or corporations should not be allowed to monopolize any of the water-front of the Free Zone.

VII

Should warehouses or docks erected by Free Zone authorities be leased to private parties? If not, how should their use be provided for?

Yes, warehouses in part or whole should undoubtedly be leased as required by private parties, proper care being first taken, however, to see that there was always ample facility in the Zone for outside parties who might apply for space. The leasing of docks in the Zone should only be for restricted periods and immediate requirements.

VIII

Should the construction and operation of the Free Zone be financed (a) by local communities alone? (b) by local communities, with assistance of Federal, State or Municipal governments? If so, how much and in what proportion?

There is no fundamental principle involved that should prevent the participation of Federal, State or local funds in the financing of a Free Zone.

IX

How much delay in the loading and unloading of vessels, savings in demurrage charges, etc., would be eliminated by the establishment of a Free Zone?

It is impossible to answer this question with any definiteness. Undoubtedly, there should be considerable time saved in loading and unloading vessels. The quick handling of cargoes must be one of the essential features of a Free Zone, and beyond doubt vessels would benefit greatly in this particular.

X

How much delay in handling cargo would be eliminated?

It is impossible to answer this question with any definiteness.

XI

If possible, ascertain from masters, or others familiar with Customs practices, statements as to delays caused by present Customs regulations and laws.

XII

How much of such delay would be eliminated by the establishment of a Free Zone?

XIII

What reforms could be made in the requirements of the Customs regulations which would eliminate unnecessary red tape and facilitate the handling of goods: (a) from ship to dock, (b) on the dock, (c) from dock to warehouse, (d) in warehouse, (e) from dock to consignee?

XIV

What is the cause of delay in obtaining drawbacks claimed on re-exported articles? How could this delay be eliminated?

Satisfactory answers to these questions could not be obtained. There is apparently much difference of opinion among persons in touch with these matters, as to the extent and causes of delay under present procedure, so that the amount of delay which would be eliminated by the operation of a Free Zone cannot be estimated.

XV

How much statistical information as to exports and imports is desirable? Would the securing of such information delay in any way the handling of goods through the Free Zone? Make suggestions as to how such data would best be obtained with least interference with business and at least expense.

Very little change from the present method and regulations would be necessary in order to give all data needed. The nominal value of goods entering the Zone should be recorded with the class of goods and the trade. If they are re-exported without change, a simple record would then be sufficient. If they are mixed or handled in any other way, a statement should then be filed by the exporter. If brought within the Customs jurisdiction of the United States, the usual entries would, of course, be made.

The management of the Zone should be under a commission, and, no matter how the money be

(Continude on page 31).

EIGHTEEN BILLIONS

the Tidy Sum Uncle Sam Will Need During the Coming Year—According to Treasury Estimates.

WASHINGTON, February 18.—The greatest nancial drive in this country's history is under ay today to obtain over $18,000,000,000 for overnment expenses this year.

According to the estimates of the Treasury epartment the United States will spend over 53,000,000 every day during 1918, the greatest ortion to be spent to run the war.

It is expected that the third Liberty Loan will et the Government far above $4,000,000,000.

Internal revenue returns for 1918 will show 3,400,000.000 as compared with the $809,393,-40 collected during 1917, according to Treasry Department estimates.

The total internal revenue returns for 1918 ill equal one-third of the total revenue of the ntire world two years ago.

Excess profits will bring in $1,200,000,000. he next largest amount, $650,000,000, will ome from the personal income tax. The penies that are paid with nickels and dimes for admission to movies and from dues paid to club easurers will net $50,000,000. The picturesque Virgin Islands, lately acquired, will furish their share of the revenue, $20,000.

Out of this vast sum to be raised by internal evenue only $750,000,000 represents the revnue of the commodities taxed under the old aw. The remainder will be the tangible reults of the revenue act of October 3, 1917.

EFFECT OF A FREE PORT.

(Continued from page) 30.

aised, or whether the Federal Government contributed or not, the Government should have some members on the commission. For example, with a commission of nine, the Federal Government might properly have two commissioners; the State, two commissioners; the Port, two commissioners, with three commissioners to be selected from the merchants of the city in which the port is located. This would provide for co-operation in the interest of the entire country.

There is a considerable variation in the packing requirements of various nations, due to the physical condition of various countries, or the usages of many years which it is desirable to comply with, and while this work of course can be done at any factory, a Free Zone will afford the exporter who is not a manufacturer an opportunity to assemble goods and pack them in a way which will satisfy the requests of their foreign customers, and undoubtedly the Zone will be considerably used for such purposes.

The question of the extent to which goods will be mixed and packed in a Free Zone is very difficult to answer, as no statistics are available or accurate, but undoubtedly the Zone would be used to mix, assort and partly manufacture in a considerable volume.

Passenger or other steamers discharging outside the Free Zone should have the privilege of discharging goods into lighters and transferring said goods to the Free Zone, whether the goods were free or dutiable, to be held there subject to the wishes of the owner, and, equally, vessels discharging in the Free Zone should be allowed to discharge goods, whether free of duty or dutiable, into lighters and send the same into the United States. The management of the Zone would, of course, formulate proper regulations to cover transactions of this kind, especially in connection with duitable goods, so that the duties might be promptly adiusted and collected.

The question of smuggling has also been brought forward, but that seems to be merely a matter of detail. There is no doubt whatever that safeguards of a satisfactory character can be established, and the danger of smuggling to any appreciable extent is hardly worthy of consideration.

There seems no justifiable reason why Congress should not grant New York City, under a comprehensive plan, the right to establish a Free Zone.

SAN FRANCISCO NOTES

(Continued from page 27.)

money on a side line of cigars and cigarettes. So the proprietor decided to abandon the tobacco trade and take on a side line of pianos and talking machines. It may be a winning combination for King City, but San Francisco would have stayed with the weed, even if it had to abandon the product of the cane. "Cigars and Pianos," would have made a unique sign.

E. J. Stoltz, Western representative of the Palo Cigar, is in San Francisco. He is making his headquarters with Joe Rinaldo, his local representative.

Jose Diaz, president of the Preferred Havanna Tobacco Company, who recently returned from a trip East has left for a trip to Portland and Seattle.

"Dahlman, the Pipe Man," representing the William Demul Company, is scheduled to arrive in San Francisco. He is popular with the trade and will receive a hearty welcome.

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y C A. 75th Street & Avenue A.- New York

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.

CARABANAS

Clear Havana Made in New York and Tampa

PANDORAS

Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.

Established 1872

MANUFACTURERS OF HIGH GRADE CIGARS

We are now using the Union Label of the Cigarmakers' International Union.

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FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

By Special Appointment



To the Late King Edward VII

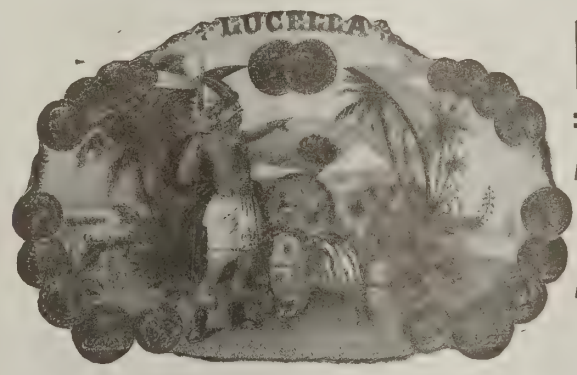
Philip Morris

The World's Oldest High-grade Turkish Cigarettes

Plain End or Cork-Tipped.

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York



LUCELLA

A Mild Havana

Made in

ALL SALABLE SIZES

A Winner Wherever Placed

JOBBERS' ACCOUNTS SOLICITED

R. GANGEMI & CO.
20 Fulton St. -:- New York

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

YOUNG MAN OF GOOD APPEARANCE for wholesale cigar importer to go out and solicit orders, and visit the trade. Must have experience in that line and have first class references. State age, qualifications and salary desired. Address T. E. C., care Tobacco.

YOUNG MAN, 20, knowledge of bookkeeping, also generally useful, desires position in reliable tobacco concern. Address F. C. Y., care Tobacco.

WANTED—A SECOND HAND LARGE SIZED HUMIDOR, to hold about 150,000 to 200,000 cigars. Address Humidors, care Tobacco.

SALESMAN IS OPEN FOR ENGAGEMENT for high grade line of cigars. Acquainted with jobbing trade and high class retailers, in states east of Mississippi river. Address Aggressive, care Tobacco.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

TURKISH AND AMERICAN CIGARETTE and smoking tobacco mixture superintendent, now employed, would accept a change. Best of references from former prominent concerns. Address American, care Tobacco.

YOUNG MAN, TWENTY-EIGHT, WISHES POSITION as stock, order and shipping clerk in cigar factory. Having had eight years' experience. Good knowledge of Brooklyn trade. Address Brooklyn, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER (MARRIED MAN), double entry, first class, desires position. Good penman, neat worker. Best reference. Address Book keeper, care Tobacco.

FOREMAN wants position, understands the cigar trade thoroughly, not afraid of work, can accomplish results, also blending and packing. Address Accomplish, care Tobacco.

STENOGRAPHER WISHES POSITION. — Thoroughly experienced and reliable. Very accurate, rapid, and neat. Can furnish best of references. Address Miss Integrity, care Tobacco.

Havana Cigar Exports

Exports of cigars from Havana during the second half of January, 1918, compared with the same period of 1917, were as follows:

	Cigars
Great Britain	1,126,845
United States	1,087,790
Spain	549,375
Australia	192,025
Argentina	129,580
Canada	91,750
French Africa	61,500
Chile	49,000
Uruguay	48,750
Egypt	37,500
Japan	25,000
Brazil	12,750
British Africa	10,000
Sweden	5,000
San Salvador	3,000
Costa Rica	2,500
Nicaragua	1,500
France	1,500
United States of Colombia	1,000

Total from January 16 to January 31, 1918	3,436,365
Total from January 16 to January 31, 1917	7,060,651
Decrease during the second half of January, 1918	3,624,286
Total from January 1 to January 31, 1918	8,831,181
Total from January 1 to January 31, 1917	8,524,231
Increase during the month of January, 1918	306,950

Increases by countries in the second half of January, 1918, as compared with 1917:

	Cigars
Great Britain	239,765
French Africa	61,500
Egypt	37,500
Japan	25,000
Brazil	12,750
Total	376,515

Decreases by countries in the second half of January, 1918, as compared with 1917:

	Cigars
France	1,568,5
United States	1,530,5
Spain	232,4
Netherlands	163,0
Norway	155,1
Sweden	95,0
Portugal	61,8
Russia	50,0
Australia	37,9
Gibralter	31,3
Peru	26,5
Canada	25,0
Argentina	14,6
Chile	9,8
Total	4,001,6



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

GRAVELY'S
CELEBRATED
Chewing Plug

BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.

P. B. Gravely Tobacco Co. Danville, Va. ESTABLISHED 1831

The Flower of Tobacco

well cured and skilfully used has maintained





MI FAVORITA

at the forefront of all brands





The Park and Tilford Standard is the warrant of their excellent quality

MI FAVORITA CIGAR CO., Inc.

KEY WEST, FLA. 529-549 West 42nd St., NEW YORK

Cable Address: Karnak, New York Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS

14-16 SOUTH WILLIAM STREET - - - - NEW YORK

Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew.	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St. New York

Sweet and Aromatic

INDEPENDENT CIGAR FACTORY



M. L. FERNANDEZ, Proprietor

Cable: *"Belinda"*

96-98 GERVASIO STREET, HAVANA, CUBA

H. J. M. GREEN

United States Representative

ROOM 630, SINGER BLDG. NEW YORK

Telephone: Cortlandt 2462

Waldorf-Astoria
WA
Segar Company, Ltd.

LA MAGNITA

Clear Havana Segar

Tampa Made in Bonded Factory

in All Popular Sizes

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York



Fifth Avenue Cigarettes
The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
135 Mulberry St., New York

El Principe de Gales

THE OLD STANDARD IN PURE HAVANA CIGARS

SINCE 1854

KENTUCKY TOBACCO MARKETS.

PARIS, Ky., Feb. 14.—Receipts of tobacco were very heavy on the Carlisle market today and prices continue strong. One house sold 245,000 pounds, at prices ranging from $6 to $51. Another house sold 186,700 pounds at $5 to $60, an average of $25.54.

HIGHER TENDENCY SHOWN.

GLASGOW, Ky., Feb. 14.—The Glasgow tobacco market showed a general higher tendency today, both dark and Burley being up about $2 a hundred pounds. All the warehouses are full. A total of 250,000 pounds of Burley was sold today and 300,000 pounds of dark. One house reports a total sale for the day in money of $66,000.

PARIS MARKET ACTIVE.

PARIS, Ky., Feb. 14.—The Paris tobacco market today was strong and active. All grades were in demand and bidding was brisk. The quality of the offerings was an improvement over yesterday. Only one house held a sale, disposing of 334,035 pounds for $101,196.97, an average of $30.26.

HENDERSON MARKET OFF.

HENDERSON, Ky., Feb. 14.—The largest rush of tobacco this season today caused the price to drop from $1 to $2. Leaf sold up to $24, but trash and lugs showed the first slump since the holidays, some trash selling as low as $9, and lugs from $10.50 to $16.

FRANKFORT AVERAGE $24.61.

FRANKFORT, Ky., Feb. 14.—The Frankfort tobacco market sold 150,090 pounds of tobacco today that averaged $24.61. Prices ranged from 9 to 52 cents. Grade prices unchanged.

MARKET IMPROVES.

MAYSVILLE, Ky., Feb. 14.—The loose leaf tobacco market here today showed considerable improvement with sales amounting to 425,000 pounds. Prices ranged from $9 to $52.

LOW GRADES SHOW STRENGTH.

SHELBYVILLE, Ky., Feb. 14.—The tobacco market was stronger today, especially on low grades, which showed an advance of $2. Prices ranged from $10 to $47, 325,620 pounds selling at an average of $26.75.—*Louisville Courier-Journal.*

GETTING AHEAD OF THE BOSS.

A young man came to me yesterday to tell me his boss had been fired.

I was sorry for the boss; glad for the young man; and glad for myself. It proved me, for once, a good prophet.

For the same young man had met me three months ago and complained of his lot. His boss was loafing on the job, he said, leaving all the work of the department to him. "He gets the money, and I do the work," the young man exclaimed. "What shall I do?"

I told him to do more work.

"But I'm doing so much already!" he cried.

"I know it," I said. "Do more. Do so much more that everybody in the office will notice it. Then see what happens."

Well, it happened. The boss is fired; and he has the boss's job.—*Bruce Barton in Every Week.*

HAVANA CIGARS
ROMEO
Y
JULIETA
The Leader in All the World's Markets
U. S. REPRESENTATIVE
WM. T. TAYLOR - 140 East 34th Street, New York

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

FINEST IN QUALITY— MILDEST IN TASTE
DUBONNET CIGARS
Some Territory Open—Correspondence Solicited
AMERICAN EXCHANGE CIGAR CO., Makers
1059-1061 Third Ave., New York

METROPOLITAN TOBACCO CO.
OFFICES AND MAIN DEPOT, 134-136 GRAND ST., NEW YORK
Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
Jamaica Branch—22-28 Bergen Avenue, Jamaica, N. Y.
Patchogue Branch—28 Ocean Ave., Patchogue, N. Y.
Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

All Progressive Dealers Read TOBACCO

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SUGGESTED BY SOLOMON

Peoria Cigar Dealer Proposes a Plan for Jewish War Relief in Russia—How It Works.

N. Solomon, wholesale cigar and tobacco man, 512 Columbia terrace, Peoria, Ill., and treasurer of the congregation of Agudas Achem, has set in motion a practical plan of war relief that is gaining vogue as "The Peoria Idea." It is a business-like plan by which the sons and daughters of various Russian communities organize for the war relief of their own old home and neighbors.

Showing how Solomon's proposal works out, the Peoria *Star* says: "For instance, Mr. Solomon himself came, years ago, from the little town of Pliskoff in the province of Kiev. He knew that in Chicago and several other cities of the country were colonies of people who came from the same neighborhood—just as a Peorian going to Los Angeles naturally gravitates to the Peoria colony of that city. He went to Chicago, hunted up these people of Pliskoff and vicinity so far as he was able, and through those he found others. The movement got into the Chicago papers and this brought more. One of these was a salesman who left Pliskoff 18 years ago. They held a meeting and made Mr. Solomon chairman, then organized the Pliskoff war relief fund. Each pledged himself or herself to a weekly or monthly payment to continue so long as the need exists.

"The officers of the fund will arrange, probably through government agencies, to transmit the funds thus contributed in regular instalments to a committee in Pliskoff. This committee is made up of people they know and through them aid is extended to such families at home who need it most—and practically every family there is suffering. Thus, instead of a spasmodic donation, all well and good in its place, is established a regular relief agency with a constant and dependable income, large or small.

"The idea is spreading to other cities, for Mr. Solomon's plan appeals strongly, each contributor knowing his money goes to aid people he knows, or at least people in his own community in the war-torn, revolution excited country, blundering blindly in circles just now, but ultimately toward its own salvation unless German chicanery rivet autocracy still more firmly than when a czar ruled the land."

ACCOMPLISHING MUCH IN PHILADELPHIA.

Miss Sidney B. Wilson is making a splendid showing for Philadelphia by collecting contributions to the Our Boys in France Tobacco Fund. She has secured the co-operation of a score of professional and club women who are working among the hotels, clubs and factories.

Every American in Philadelphia appears to be anxious to do his bit for the soldiers in the trenches, and if Miss Wilson maintains the present pace she will finish with a record of which she may feel justly proud. The fund for which she has been working night and day has a total of $157,000.

ASKS HOOVER TO REVOKE LICENSES.

Following an investigation of several weeks, the Federal Trade Commission has asked Federal Food Administrator Herbert Hoover to revoke the licenses of two firms and to withhold the licenses from two other companies. The firms are R. D. Otter & Co., Louisville, Ky.; The Wiener Fruit & Produce Company, Ft. Wayne, Ind.; the Purity Preserving Company and the R. J. Meguiar Company, both of Greenville, Ohio. The cases acted on are four of fifty or more which Commissioner Murdock has under advisement and investigation. R. D. Otter & Co. were charged with rejecting a shipment of two carloads of beans shipped them by the Western Grain Company, of Denver. Commissioner Murdock informed the Food Administrator that "their only reason in rejecting the shipment was that the market dropped suddenly and that accordingly they were not able to sell the beans at a price which they anticipated." The Wiener Fruit & Produce Company was charged with refusing without just cause tw carloads of bulk potatoes shipped from Lachin Mich., by the Twining Elevator Company.

As reported by the *Modern Merchant,* "the ev dence showed that the Wiener company waite so long before rejecting shipment that some o the potatoes spoiled. An additional factor i this case was that the cars containing the pota toes were held up, thus preventing use of thei for other purposes. Evidence in the other tw cases showed that the Purity Preserving Com pany and the R. J. Meguiar Company ar owned by the same people; that the Purity Pre serving Company contracted to sell tomato ca sup to Seeman Brothers, of New York; tha when the time came to deliver this catsup th Purity Preserving Company claimed that be cause of crop conditions they were unable t deliver their contracts. Commissioner Mur dock's investigation disclosed that the R. J Meguiar Company pasted their labels over th labels of the Purity company and sold the cat sup to Seeman Brothers at $1.30 per doze bottles, the Purity Preserving Company havin contracted to sell the catsup at $1 per dozen Evidence also showed that the R. J. Meguia Company is a manufacturer of prepared mus tard and peanut butter and not equipped to pac catsup."

The War Trade Board desires to make clea to all exporters the meaning of the clause "fiv per cent more or less" appearing on all expor licenses under the space provided for the state ment of the amount of merchandise to b shipped. This clause is intended to provide fo slight excess in weight or measurement whe the actual weight or measurement could not b actually determined at the time of applying fo the license. This clause is not intended, an the Collectors of Customs have been instructe not to permit it to be availed of, to allow shipper to make a practice of deliberately shipping i excess of the amount stated in the license.

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CLEAR HAVANA CIGAR
LINCOLN BROS., Manufacturers
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MONTE CRISTO
SOLD SINCE 1865 CONTINUOUSLY
MILD HAVANA

VICENTE GUERRA
FRANK R. DIAZ
GUERRA, DIAZ & CO.
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HAVANA CIGARS
F. LOZANO
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TRADE MARK
WALLS COURT
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N. Y. OFFICE, 437 FIFTH AVE., N. Y.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatia, Etc.
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El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality
PERFECTO MARK
HAVANA CIGARS
LA AMITA
Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

WM. STEINER, SONS & CO.
LITHOGRAPHERS
257-265 WEST 17TH STREET, NEW YORK.
(STEINER BUILDING)
SPECIALTIES { CIGAR LABELS, CARTON BOXES AND EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS
Western Representative, O. J. ROSENBERGER, 214 West Ontario St., Chicago

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXV. No. 20. NEW YORK, FEBRUARY 28, 1918. PER ANNUM, $2.00 SIX MONTHS, $1.00

Western Retailers in Convention Assembled at Tacoma

More Than 80 Delegates Attend—Enthusiasm for the Cause—Earnest Inquiry Concerning Practical Measures—Greater Co-operation Promised—Dwyer of San Francisco Elected President—Proposals to Dispense with the Less Profitable Brands—Speeches by Leading Men in the Northwest

(*Special Telegram to* TOBACCO)

TACOMA, February 26.—More than 80 delegates, practically representing all parts of the Pacific Coast, attended the opening session of the sixth annual convention of the Western Association of Retail Cigar Dealers here today.

The convention met in the hall of the Chamber of Commerce. President M. C. Collins called the meeting to order at 10:30 a. m. In an address of welcome, Mayor A. V. Fawcett extended to the visiting delegates "the hospitality of Tacoma." Appropriate response was made by President Collins.

After the minutes of the previous convention had been read, President Collins, in his address, reviewed what had been accomplished during the past year and spoke earnestly of what the association hoped to do in the future. Next in order came the annual report of Secretary N. E. Nelson and Treasurer J. F. Dizard, reports from affiliated associations and the appointment of committees.

Officers, to serve for the ensuing year, were elected as follows: President, Dan B. Dwyer, of San Francisco; first vice-president, J. F. Dizard, of Seattle; second vice-president, L. Coughlin, of Tacoma; third vice-president, A. R. Johnson, Hoquiam, Wash.; treasurer, O. E. Doherty, of Seattle.

N. E. Nelson at first was disinclined to accept a re-election as secretary, but eventually he was induced to take the office.

The trustees chosen were W. L. Alfred, of Tacoma; J. E. Kelly, of Portland; R. B. Neff, of Yakima; J. Weinberger, of Los Angeles; E. Lippert, of Spokane; L. Nathanson, of Minneapolis; S. F. Brown, of Wapto; W. L. McNeil, of Prosser, and J. B. Embaum, of Seattle.

Percy P. Powell, of the Powell-Sanders Co., of Spokane, urged greater co-operation, a better understanding between retailers and jobbers, for mutual benefit.

The scant profit apportioned to the retailer under existing conditions, occupied an important place in the discussions on the floor of the convention. Emphasis was laid on the necessity for greater co-operation and for determined action to eliminate unprofitable goods.

The program for Wednesday evening comprises a banquet to all delegates, members and their ladies, given at the Tacoma Commercial Club and Chamber of Commerce by the Tacoma Retail Cigar Dealers' Association.

President W. L. Alfred, of the Tacoma Retail Cigar Dealers' Association, will act as toastmaster and the following will be called upon to respond: Mayor A. V. Fawcett; A. B. Howell, president Tacoma Commercial Club and Chamber of Commerce; F. H. Pettit, Commissioner of Public Safety; S. Perkins, owner of the Tacoma *Ledger and News;* F. G. Reeman, prosecuting attorney.

After the banquet will be a ball and reception at the Tacoma Commercial Club and Chamber of Commerce.

R. O. FIELDING.

STORE ROBBERS CAUGHT

New York Police Arrest Four Youths Who Boast of Complicity in Recent Depredations—Others in the Toils.

Louis Oldstein, one of the four youths arrested on Friday night following a hold-up in the United Cigar store at Beekman street and Park Row, New York, is said to have related his exploits in that line to the police with considerable pride. As a result, it is alleged, of statements made by him and other prisoners, five more youths were arrested Sunday as members of the gang that Oldstein is said to have ruled with an iron hand. Members of this gang, the police say, help up at least three cigar stores in Brooklyn besides the one on Park Row.

Those gathered in Saturday, all of whom live in Brooklyn, said they were Charles Tucker, eighteen years old, of 1777 Park Place; Nat Kornblatt, fifteen years old, of 1873 Sterling Place; Irving Zipowitz, twenty years old, and Abraham Zipowitz, eighteen years old, of 1580 Eastern Parkway, and Nat Selig, twenty years old, of 137 Barrett street. The four older prisoners were held in $5,000 bail each in the Flatbush avenue police court for examination Monday on the charge of robbery. Kornblatt was turned over to the Children's Society.

The fourth man alleged to have been concerned in the Park Row hold-up is Max Meissner, twenty-two years old, of 1856 Prospect Place, Brooklyn. Detectives found him in his stepfather's automobile on Fulton street, Manhattan, after the hold-up. It is alleged that he was waiting to carry away Oldstein and his companions, Philip Lipschitz and Leo Fleischman, when the cash register of the cigar store had been emptied.

Oldstein is asserted to have told the police that he was the head of a gang that gathered in a poolroom in the Brownsville section of Brooklyn. It was there, he is reported to have said, that many cigar store raids were planned.

From start to finish, according to the police account of Oldstein's story as quoted by the New York *Tribune*, this twenty-year-old youth was the life of every hold-up party. It was he who selected the places to be robbed and mapped out the line of action, detectives said; it was he who played the prominent role of gunman in the actual robbery, flashing his revolver on the salesman and cowing him into submission; it was he whose word was law when the spoils were divided.

"He told me," said Detective Roddy, "that he would not let any of the others touch anything until he made his selections. And he

(*Continued on page* 34.)

TWENTY PER CENT. STOCK

Dividend To Be Declared By the P. Lorillard Co. In Lieu of the Usual Extra Cash Disbursement.

The P. Lorillard Co. will declare an extra dividend of 20 per cent in common stock in lieu of the usual extra cash dividend. The extra dividend last year amounted to 6 per cent and two years ago to 5 per cent. The proposed extra dividend will call for an increase in the authorized common stock, and a special meeting of the stockholders has been called for March 12 to vote on the matter.

Thomas J. Maloney, president of the company, in an explanatory statement said:

"The net earnings of the company for the year 1917 have been sufficient to justify the directors in following the same course and paying a similar or even a larger extra dividend this year, but as there has been an enormous increase in the cost of leaf tobacco and all materials used in the manufacture of tobacco, which necessitates a much larger provision for working capital, they deem it for the best interests of the company to conserve its cash resources and to omit the declaration of the extra cash dividend this April.

"Under these circumstances, the officers and directors have come to the conclusion that in addition to the regular cash dividends of 1¾ per cent on the preferred stock and 3 per cent on the common stock, payable April 1, it is advisable to declare and pay to the common stock holders an extra dividend of 20 per cent of their holdings, payable in common stock of the company as soon after April 1 as practicable, in lieu of the usual extra dividend in cash."

The stockholders will be asked to authorize double the present amount of outstanding stock of 151,556 shares, only one-fifth of which will be needed to pay the extra stock dividend.

WAR FINANCE MEASURE

Seems Sure to Be Passed Soon—Bill Creates Corportation with $500,000,000 Capital and Power to Issue $4,000,000,000 in Bonds.

WASHINGTON, February 26.—Senator Simmons, of North Carolina, chairman of the Committee on Finance, yesterday called up for consideration the War Finance Corporation bill. It is believed that only a few days' consideration of the bill will be necessary.

Prompt passage, with bipartisan support, of the administrations measure to establish a war finance corporation and provide Federal supervision over private security issued is predicted by those in charge of the bill. It is understood that the House is also prepared to expedite the passage of the measure.

As redrafted, under an agreement between Secretary of the Treasury McAdoo and the Senate Finance Committee, the bill will create the corporation with $500,000,000 capital and power to issue $4,000,000,000 in bonds to be advanced to war and contributory industries. Four directors, appointed by the President, instead of by Secretary McAdoo, with the latter as head of the directorate, will manage the corporation's affairs.

The most important change made in the original administration draft provides that instead of the corporation's directors, a "capital issues committee" of five members, appointed by the Federal Reserve Board and comprising three of its members, would license and control security issues of $100,000 or more.

TIN FOIL FOR RED CROSS.

A wholesale grocery house in Duluth, Minn., has devised a special tin can for the saving of tin foil from cigars, chewing gum, candy, cigarettes and like merchandise. These cans are placed in cigar stores, churches, schools, and other locations by the Red Cross, and the accumulation of tin foil is gathered up and sold. Receipts of tin foil are so large in the community where this plan originated, it is said, that the Red Cross chapters there have received several hundred dollars for old tin foil. The Red Cross has also derived revenue from the sale of expired 1917 Minnesota automobile license plates which are made of aluminum, and, therefore, carry a considerable old-metal value.



CARL F. THOMAS

Secretary of the Minneapolis Cigar and Tobacco Dealers' Association.

Thirteen years ago Carl F. Thomas entered the cigar business as manager for the Yerxa Cigar Department. Two years later, when he was 19 years old, he resigned from his position to take charge of C. S. Brackett Company's cigar department, where he remained for nine years.

In 1916 Mr. Thomas tired of working for others and opened a store of his own in Minneapolis, later adding two more stores to his credit. The stores are located at 621 Hennepin avenue, 302 Hennepin avenue, and 37 West Sixth street, Minneapolis, Minn.

Mr. Thomas controls one of the largest box trades in the Northwest, and sells exclusively: El Genio, Henry the Fourth, Eden, St. Denis, all products of the Preferred Havana Tobacco Company; Norma and King Henry, R. Steinecke Company's brands; La Tessina (Gonzales & Sanchez), La Muna (Gans Bros.), El Stefano (Celestino Vega & Co.), Kingdale (Charles Morris & Co.), Marie Antoinette (E. Kleiner & Co.).

A GAIN OF $20,000,000

In Total Sales of American Tobacco Co. During 1917—Record Year's Business Amounted to $90,000,000.

The annual report of the American Tobacco Co. to be issued early in March will probably show between $25 and $26 a share for the $40,242,400 common stock after preferred dividends. These earnings are after allowances for war taxes, which ran in excess of $1,000,000.

The Wall Street Journal intimates that "net for the year gained in the neighborhood of $1,200,000 after all these allowances, which amounts to approximately 3% on the junior issue. Earnings of close to $26 a share in 1917 compare with $23 in 1916 and $20 in 1915.

"The American Tobacco Co. on December 31 closed its biggest year since the dissolution of the Trust. Sales for the year amounted to $90,000,000 as compared with slightly more than $70,000,000 in 1916. This is a gain of 28%. The 1916 business represented the company's previous record year.

"Earnings of $26 a share or $3 more for the stock in 1917 than 1916 compare favorably with the showing of the Liggett & Myers Co. which earned close to $29 a share for its junior issue as compared with slightly less than $26 in the previous year. These two companies are the largest manufacturers of tobacco goods in this country.

"December business of the American Tobacco Co. was in excess of $90,000,000. December business the year before was approximately $5,500,000, showing a gain of 55% for the former month.

Earnings of the American Cigar Co., a subsidiary of the American Tobacco Co. for the year just closed will show close to $17 a share for the $10,000,000 common stock as compared with slightly over $12 in 1916. Despite these large earnings there is no intention to increase the common dividends on this subsidiary. The stock now pays 6% and any increased disbursement to stockholders will probably be in the form of a stock dividend. But even that is unlikely before the end of the year.

"The American Tobacco Co. should earn even more in the current year than in the twelve months just closed. Sales should run close to $100,000,000.

"In any discussion of the possibility of increased earnings in 1918 it must be borne in mind that the company will undoubtedly show a margin on the right side of the ledger on its new Lucky Strike brand of cigarettes. This was a new brand brought out last February, and its sales are already running at the rate of 4,000,000,000 cigarettes a year. This is the most remarkable sales record in the tobacco history of this country, but it was a new brand and has cost a great deal of money to feature. In fact, the company probably lost $500,000 on this brand for the year ended December 31 last.

"But in November of last year this brand started to show a profit on the investment which has continued up through January of this year and should prove a large earner for the company in 1918.

"Including various subsidiaries the American Tobacco combination did a gross business in 1917 of probably close to $14,000,000. This compares with $110,000,000 in 1916 and $99,000,000 in 1915."

The stewards of the dining cars of the Pennsylvania Railway have asked the government for an increase in pay from $100 to $125 per month, which they now receive, to $150 per month. They also ask to be granted an eight-hour day with at least four days off a month. Their propositions have been laid before the railroad wage commission.

SUPREME PIPE PLEASURE

ontained in Eutopia and Jefferson Mixtures—Increasing Success for the Cameron Tobacco Co. of Richmond.

he undertaking wasn't an experiment atepted by untried men. Nor was there any ntion just to produce something that uld "get by" temporarily. The idea was establish a business that long should be sociated with substantial and far reaching ness. The men who founded the enterre had experience, capital and excellent onections. They planned carefully. They nw what they were doing. They were in psition to go ahead, right. And so, since n Cameron Tobacco Co. was started in Richmond, Va., some three years ago, steady rogress has been made.

evoting its efforts chiefly to the manuacture of two mixtures, Eutopia and Jefferon the Cameron Tobacco Co. has acquired olarity, secured repute for its output of nking tobacco that extends from coast to oast.

ot precisely alike are the tastes of all who derive solace and comfort from ps. Which fact caused the Cameron Toco Co. to seek, by judicious and expert eding, to produce a cool, sweet, comfortg smoke, entirely satisfying to most devoe of pipes.

obacco improves with age. In making its ious mixtures, the Cameron Tobacco Co. er uses tobacco that is less than three rs old. To insure a smoke that is mellow, noth and aromatic, to give the knowing nker the chiefest satisfaction that may be kn from a pipe, in Eutopia mixture is eded the qualities of Virginia, North Carina, Kentucky, Turkish, Latakia, Havana Perique. Each component of Eutopia ture is the finest tobacco procurable, of kind.

o the excellence of the blend, to the solig qualities of Eutopia mixture, tens of usands of pipe smokers will testify.

a chop or roll cut, very convenient for g the pipe, Jefferson mixture is a blend ine old Virginia, North Carolina, Kency, Havana and Perique. It doesn't sting ite the tongue.

Mainly, to widespread appreciation of topia and Jefferson mixtures may be ased the growth and prosperity of the eron Tobacco Co.

he prime mover of the enterprise, Alexr Cameron, Jr., president and treasurer he Cameron Tobacco Co., is a man who ds high in Richmond. His father, long tified with the great business of Cam & Cameron, was one of the more imant tobacco manufacturers of the United es. An experience of upwards of 30 s in the tobacco business, combined with nical knowledge and executive ability, inly qualifies Alexander Cameron, Jr., he position he occupies today.

D. Cameron, vice-president of the com, volunteered for military service so as war was declared. Winning promohe is now a first lieutenant in the Avia Corps, on duty "somewhere in France."

O. Butler is the secretary of the cortion. W. J. Noonan is the Eastern repre-



Factory of the Cameron Tobacco Co. at Richmond, Va.

sentative of the Cameron Tobacco Co. E. N. Adams covers the Middle West, his territory extending to Colorado. J. M. Moorhead accelerates sales of Eutopia and Jefferson on the Pacific Coast.

And the brands, wherever introduced, speedily have caused a demand that is constantly increasing. They are "sure winners," dealers say everywhere.



Lieut. Donald Cameron

THE ONE SURE BET

"My Liberty Bonds are quoted below par," says a reader. "Shall I sell?"

Not on your life.

Every single bond issue the United States has ever put out has sold above par before its retirement. It is as sure as that the sun will rise tomorrow that your Liberty Bonds will go above par as soon as the war is over.

Pledge every possible cent of your salary for Liberty Bonds; in this day of financial uncertainty, they are the one sure bet.

A FAILURE IN CANAJOHARIE.

Homer W. Brown, a Canajoharie grocer, who filed a voluntary petition in bankruptcy in the Federal court, at Utica, N. Y., has a number of Albany creditors, including Jacob Kriescher, $60; McKinley & Co., $207; Bacon, Stickney & Co., $41; Loose-Wiles Biscuit Company, $50; Richard L. McConnell, $23; B. Payne's Tobacco company, $59, and Hill & Son, $14. The bankrupt has liabilities of $5,676 and assets of $3,269 divided into stock, $1,500; vehicles, $400; fixtures, $800, and accounts, $569. W. N. Carpenter & Company of Amsterdam has a chattel mortgage for $200 and Belle S. Vibbard of Fort Plain, one for $500.

UNITED STATES IMPORTS OF MATCHES.

WASHINGTON, February 25.—The Bureau of Foreign & Domestic Commerce, Department of Commerce, has compiled the following figures showing the imports of matches by countries and customs districts for the month of December, 1917.

Countries.	Dollars.
France	320
Norway	151,013
Sweden	123,251
Japan	43,964
Total	318,548

Customs Districts.	Dollars.
New York	222,540
Philadelphia	61,416
Porto Rico	900
Hawaii	6,976
San Francisco	7,556
So. California	348
Washington	17,067
Chicago	1,745
Total	318,548

UNITED STATES IMPORTS OF LEAF TOBACCO

DURING THE PAST FOUR FISCAL YEARS ENDING JUNE 30.

		1917	1916	1915	1914
Tobacco leaf for wrappers	lbs.	3,941,936	5,070,308	7,241,178	6,092,787
	$	5,298,995	7,246,942	9,267,044	7,785,387
Tobacco leaf all other	lbs.	42,194,411	42,943,027	38,523,550	54,014,725
	$	20,182,984	17,372,126	17,889,621	27,243,668

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· ESTABLISHED · 1886 ·

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, FEBRUARY 28, 1918.

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Your Income Tax

If your income is taxable—and it must be a modest one to escape taxation under the War Revenue Act of October 3, 1917—don't wait to be notified that you must pay an income tax. The Government is not required to seek the taxpayer. The taxpayer must seek the Government.

The Bureau of Internal Revenue, with the approval of the Secretary of the Treasury, has extended the time for filing income and excess profits returns from March 1 to April 1, 1918. You may file your return any time before April 1, but if you wait until April 2, you are subject to a fine of not less than $20 nor more than $1,000 and an additional assessment of 50 per cent of the amount of tax due.

Returns are required of every unmarried person—man or woman—whose net income for the calendar year 1917 was $1,000 or more and of every married person whose net income was $2,000 or more.

The rate of tax is at least 2 per cent on net incomes of unmarried persons in excess of $1,000 and on net incomes of married persons in excess of $2,000. Payment must be made on or before June 15, 1918.

The estimated revenue to be collected this year under the War Revenue Act is $2,500,000,000, of which $666,000,000 is in individual income taxes. Last year 500,000 persons paid income taxes; this year it is estimated the number will be more than 6,000,000. If you are one of them, remember that your dollars are for the support of the war. By promptly filing your return and promptly paying your tax you are helping the Government to early victory. Pay your income tax in the same spirit in which you bought your Liberty bond.

Salesmanship Shown

"I am interested in three small retail stores," writes William Maxwell in *Collier's*, "and I am confident that their aggregate business would increase 50 per cent if the salesmen could be persuaded that they can't 'size up a customer.'

"I have a friend who conducts a specialty shop on Fifth avenue. He says: 'I can't break my salesmen of the habit of trying to size up the people who come to the store. If they think a visitor is a live one, they are good salesmen. If they think he is a dead one, they are rotten salesmen. They don't seem to realize that it's a part of their duty to try to turn dead ones into live ones.'"

Turning "dead ones into live ones" is the most important and the most highly paid branch of salesmanship. Wholesale salesmen realize that fact, but few retail salesmen seem to be conscious of it.

A good many years ago I was standing in a cigar store in a Western town. The c store was next door to a toyshop. The was a week or so before Christmas. A co of countrywomen entered the cigar st Just inside the threshold they paused looked around in confusion. One of t stammered: "I guess we're in the wr place; we want to go to that store w they sell toys."

The salesman came from behind the co er and politely said: "We don't sell here, but a good many of the ladies are terested in our carved German pipes—ca in the Black Forest, you know. The store is just next door, but before you g like to show you one of the pipes. It's re rather a curiosity—more interesting to dren than a good many toys—and, of cou a gift that any man will appreciate."

While he was saying all this he was ting out the pipe. The women looke each other doubtfully and then at the One of them pointed to the distorted f ures of a gnome carved on the bowl of pipe and said to her companion: "I wo if Albert wouldn't like a pipe like that

"Sure he would," the latter agreed.

"And it would tickle little Al too, woul it?" the first woman continued.

A moment later the sale was closed, those two women, who had blundered in cigar store under the mistaken impres that it was a toyshop, went out with a ra expensive carved pipe. They were dead when they came in, but the salesman tur them into live ones. I admit that I thou the salesman was wasting his time in tempting to sell them a pipe. He was dif ent from the average salesman. I happe know that he isn't a salesman any more if he owed me a hundred thousand dolla shouldn't worry at all. The difference tween him and the average salesman difference which the latter must remove fore he can become anything more than average salesman.

DON'T DELAY WORK

To help, as best he can, towards win ning the war, is a most urgent duty o every American, whether he be a labor er or a capitalist.

He who assists in stirring up labo troubles at this time is giving aid and com fort to the enemy.

In every industry, employer and em ployee alike should place the interest o the nation above selfish desire.

Fomentation of class antagonism at thi time is treachery to the United State Greed may lead the unscrupulous to com mit acts associated with treason.

Men who are truly patriotic, men de termined to do their part in helping th United States to achieve victory, will no impede progress nor be implicated in an endeavor to retard production.

Self-interest must be subordinated t national requirements during the war.

So far as they dare, Kaiserites are en couraging strikes in this country.

How German money has been used t foment trouble is known.

Disagreements may occur, no industr is entirely free from contention, but thi particularly is the time to settle dispute amicably and quickly, that work may pro ceed at full speed.



IT WILL BE A COLD DAY FOR THE KAISER WHEN OUR BOYS GET BUSY "OVER THERE"

Despite the snowstorm, ten thousand men from Camp Upton paraded in New York on Washington's Birthday—Practically all branches of the service were represented and the division of the New National Army made a most excellent showing—In the picture, the troops are passing down Fifth Avenue, just a few doors from the office of TOBACCO—Of her soldier sons the metropolis is indeed proud.

Popularizing Thrift

That the people of the land are coming to a practical realization of the earnestness of the war campaign, is evidenced in the many agencies aiding the government in the successful promotion of the earnest task it has undertaken. This is particularly true among the business men of the country who have come forward with unstinted loyalty and devotion to Uncle Sam and are doing their "bit" on this side of the Atlantic in helping our boys "over there."

How well the various trades have fallen in line in this patriotic service may be seen by the progress of sales of the War Savings & Thrift Stamps which are recorded by the Chairmen of the various trade fields under the guidance of the National Committee of War Savings Stamps of this city. Every effort is being made by employer and employee, not alone in the active participation of the campaign but in personal sacrifice for the good cause. Though the War Thrift Campaign is but three months old, already millions are owners of Thrift cards containing little 25c stamps, building up to War Savings Certificates in which are placed the $5 Stamp.

Such a gilt-edge investment as this, coming as it did during war time, was not easily understood when the plan was launched among the people. Never in the history of this country has such an investment been offered to the citizens to take a self-respecting part in the affairs of the government by aiding it in financing the war. The W. S. S. project is, in reality, a two billion dollar loan launched among the masses of the people and is intended for the benefit of those who cannot afford to buy the larger bond issues. It is a most democratic plan in that it reaches the entire population from coast to coast, men, women and children, rich and poor alike, and there certainly is not a person in this prosperous land so humbly placed that he or she cannot buy a 25c Thrift Stamp as a tribute of loyalty towards Uncle Sam.

This War Savings Stamp plan is a means of directing nickels, dimes and quarters of the ordinary man into the United States Treasury for safe-keeping so that at the end of the war the poor man may find himself no less poor, if not richer, than he was at the beginning. It means "postponed" prosperity, and thus from the business point of view is a most desirable asset.

The remarkable effect of this buying of War Savings Stamps has been the development of a finer sense of "thrift" and economy.

Applying for Licenses

The War Trade Board announces that after March 1, 1918, all applications for export licenses must be signed either by the applicant himself, or by an agent whose authority must be evidenced by a power of attorney acknowledged before a Notary Public, upon a form approved by the War Trade Board, bearing a revenue stamp, and filed with the Board in Washington. Applications by corporations or partnerships must be signed either by an agent named in such power of attorney, or by an officer of the corporation, or a member of the firm. This power of attorney will be required, not only to enable an employee of the shipper to execute an application for export license, but it will also be necessary to enable anyone other than the owner of the goods, acting as forwarding agent or broker, to apply for license. Necessarily, all regulations pertaining to licenses will be strictly enforced. Export licenses will help to prevent supplies from going to the Kaiser, even in roundabout way.

T. M. A. Petitions Internal Revenue Bureau

And Secures a Ruling That Will Be Helpful to Employers—Dispensation Granted Is Applicable Only to Return Forms for 1917—Advice Relative to Import and Export Licenses—What the Director of the Bureau of Exports Says.

Realizing how difficult it is to comply with the provision of the War Revenue Law requiring employers to make a separate report of each and every employee who has received $800 or more during the taxable year on the form, due to the fact, which is undoubtedly true in most cases, that no adequate records for such purpose have been kept, the T. M. A. presented to the Internal Revenue Department a statement pointing out the difficulty, if not the impossibility, of complying with the law, especially for the year 1917.

In the arguments submitted by the T. M. A. it was pointed out that in most cases, particularly in the cigar manufacturing business, the employees have always been designated by numbers and not by names, and that in such cases it is impossible to trace the amount paid to any particular employee; also, that it is common practice for cigar makers to work in teams and that the wages earned by teams are payable to the teams and not to the individuals, each team making its own divisions without any knowledge on the part of the employer as to the amount received by each member of the team.

We are pleased to be able to report the receipt of the following letter from the Commissioner of Internal Revenue in answer to our request for the modification of the requirement, which letter speaks for itself. Commissioner Roper says:

"This office is in receipt of your letter of February 5, 1918, and in reply you are advised that where employees are known by number only, or worked in teams, the team being paid instead of the individual, and where it is not possible to trace through the number or teams the amounts received by individuals in the way of salaries and wages during the year 1917, the reports on forms 1096 and 1099, as required by the Act of October 3, 1917, need not be made.

"It is requested that the Tobacco Merchants' Association notify its individual members that for the year 1918 their record of salaries and wages paid should be kept in such manner that the information called for can be furnished in the future."

It must be noted that the above dispensation applies only to the year 1917. As to the future, it is respectfully suggested that employers fill out one of the blank forms, which they can readily secure from the Collector of Internal Revenue, for each employee at the beginning of the year, and make a memorandum from week to week on the back of the slip of the amount paid the employee, so that at the end of the year each slip will show the aggregate amount paid to the employee.

It must also be noted that in addition to the filing of a separate report for each employee, the employer must fill out and file a general report on Form 1096 covering all such payments.

Re Import and Export Licenses

In regard to the proclamations issued by the President on February 14th prohibiting the importation or exportation of all commodities from or to all countries without first obtaining licenses therefor from the Bureau of Imports or the Bureau of Exports of the War Trade Board as the case may be, we beg to report as follows:

It will be remembered that on November 28th last the President issued a Proclamation prohibiting the importation into the United States of a large number of commodities, including *tobacco,* from various countries without first obtaining a separate license for each importation from the War Trade Board and that on December 13 last we advised our members by our Special Bulletin No. A-2 that the Bureau of Imports of the War Trade Board had issued a general license for the importation of tobacco from all of the prohibited countries excepting the Dutch East Indies, thus dispensing with the requirement to secure a separate license for each importation.

As to the Dutch East Indies, the requirement as to the special license remained in force only in so far as it applied to tobacco imported direct from these islands, but the general license thus granted applied even to tobacco grown in the Dutch East Indies, *if imported from other countries.*

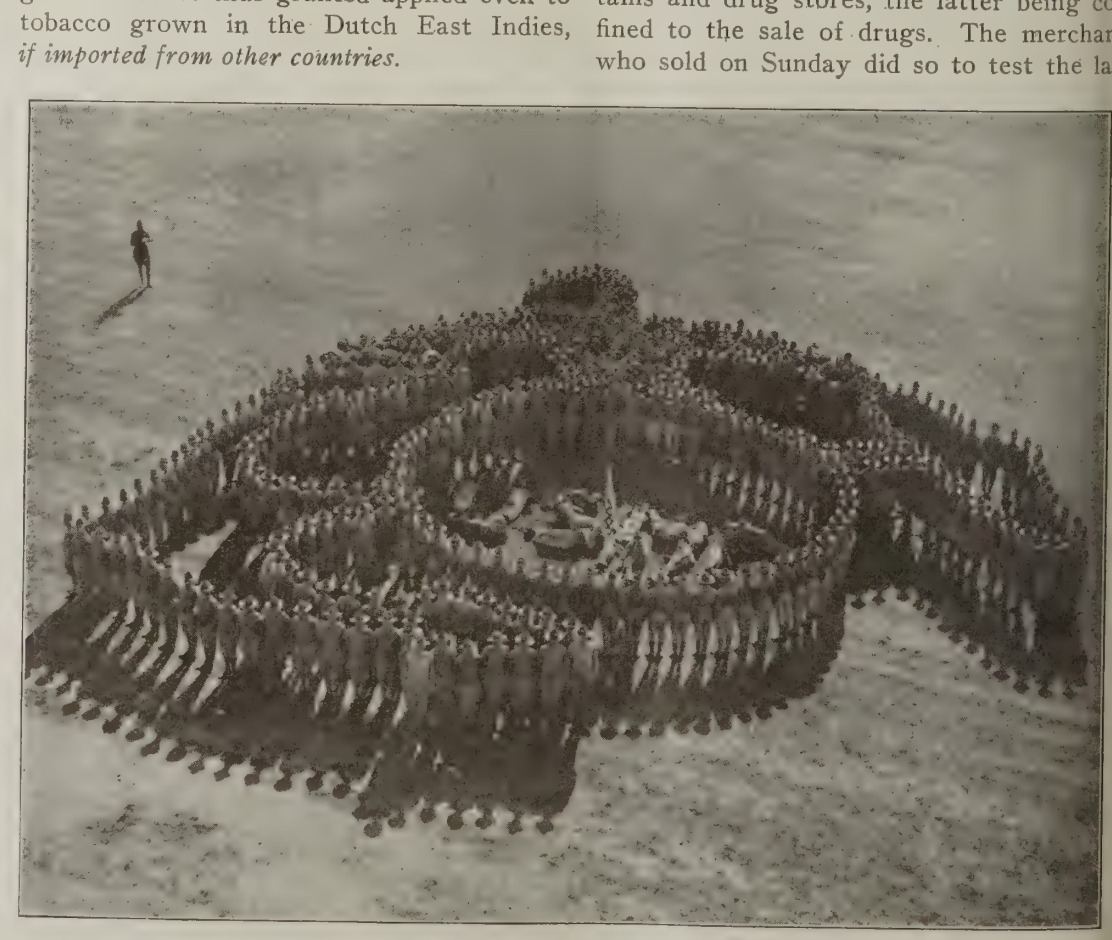
Immediately after the issuance of the President's Proclamation of February 1 we placed ourselves in communication with the Bureau of Imports with a view to continuing the general license thus issued in December and we are pleased to report that in a telegram received by us from the Director of the Bureau of Imports he states that the general license issued by the Bureau last December as regards the importation of tobacco from all countries except the Dutch East Indies *still remains in force.*

As regards exports, we have likewise applied for a general license, but regret to state that our application has not as yet been granted. We shall, however, continue our efforts in that direction.

We are at the same time advised by the Director of the Bureau of Exports as follows:

"As regards shipments to men serving in the United States Army and Navy abroad, I am pleased to advise you that Special License No. RAC-43 has been issued through the Customs Service covering all shipments from individuals in the United States to, and for the personal use of, individuals serving in the United States Army and Navy and the American Red Cross abroad. Special arrangements have also been made for the licensing of shipments to the army which are handled by the Quartermaster Division of the United States Army."

Dunn & Marton, a retail tobacco firm, Louis Caporal, who conducts a fruit store and shoe shine parlor, and W. H. Winters, proprietor of a bakery and restaurant, in Paducah, Ky., were arrested on charges of selling contrary to the Sunday closing law and will test the law. Warrants were served on them soon after they began selling. The city commissioners have instructed the chief of police of Paducah to enforce the Sunday law and the only exemptions are soda fountains and drug stores, the latter being confined to the sale of drugs. The merchants who sold on Sunday did so to test the law.



U. S. Marines at Mare Island, Cal., forming a living emblem of the corps

Helping Materially

Reports from Washington that the complete control of imports and exports just taken over by the Government will give opportunity to determine the classes of manufacturing material, and manufactures to be imported and exported during the remainder of the war, lends interest to a study by The National City Bank of New York, of the principal articles forming the manufacturing material entering and leaving the United States. Manufacturing materials imported into, and exported from the United States show in each case an increase of about two-thirds in total value since the beginning of the war. Manufacturing material imported in the fiscal year 1914, all of which preceded the war, aggregated $952,000,000 and in 1917 $1,585,000,000, an increase of 65%, while manufacturing material exported grew from $1,167,000,000 in 1914 to $1,924,000,000 in 1917, also an increase of 65%.

These figures of the total value of manufacturing material exported and imported, include not only the raw material, but the partly manufactured material intended for further use in manufacturing such as pig copper, pig tin, steel bars and billets, sole leather, etc. In practically all of these articles for use in manufacturing, whether in the raw state or partly manufactured, there have been large increases both in imports and exports, though the growth in quantity is not as great as that indicated by the figures of value, since in practically all cases, the price per unit of quantity is now larger than prior to the war.

The principal raw materials imported include India rubber, hides, wool, cotton, silk, hemp, sisal, jute, nitrate of soda and leaf tobacco, and the principal articles in a partly manufactured state for further use in manufacturing include copper pigs, tin in pigs and bars, iron pigs and bars, lumber, wood pulp, and the vegetable oils. These with sundry minor articles of the same general character imported in 1914 were $952,141,000, in 1916, $1,305,683,000 and in 1917, $1,584,990,000. India rubber shows a large increase, the quantity imported in 1914 having been 132 million pounds, and in 1917, 333 million pounds, while the value increased from 71 million dollars in 1914 to 189 millions in 1917. Hides and skins aggregated 561 million pounds in 1914 and 700 millions in 1917, the value being 120 million dollars in 1914 and 216 millions in 1917. Wool increased from 248 million pounds in 1914 to 372 millions in 1917, but the value shows a much larger increase proportionately, having been in 1914, 53 million dollars, and in 1917, 131 millions. Raw cotton imported in 1914 was 123 million pounds and in 1917 147 millions, an increase of but about 25% in quantity, while the value increased more than 100%, having been in 1914, 19 million dollars and in 1917, 40 millions. Silk in 1914 amounted to 29 million pounds and in 1917, 34 millions, the value, 98 million dollars in 1914 and 156 millions in 1917. Nitrate of soda, used largely in the manufacture of explosives increased from 564,000 tons in 1914 to 1,262,000 in 1917, and the value from 18 million dollars in 1914 to 44 millions in 1917.

On the export side, the increase occurs chiefly in the partly manufactured articles for further use in manufacturing. Of the manufacturing materials exported from the United States, cotton is the only important article which goes out of the country in the natural state, all of the other important articles for manufacturing having passed through a preliminary stage of manufacture before exportation. The raw cotton exported in 1917 was less both in quantity and value than in 1914, the quantity having fallen from 9,165,000 bales in 1914 to 5,947,000 in 1917, and the value from $610,475,000 to $543,101,000 in 1917. Pig copper shows a comparatively small increase in quantity exported but a large increase in value, the total export of 1914 being 975,000,000 pounds and in 1917, 1,022,000,000 pounds, but the value in 1914, $145,000,000 and in 1917, $292,000,000. Steel billets also for further use in manufacturing show a large per cent of gain, having increased from 47,000 tons in 1914 to 1,936,000 tons in 1917, while the value grew from $1,000,000 in 1914 to $136,000,000 in 1917. Chemicals as a whole, largely for use in manufacturing, increased from 27 million dollars in 1914 to 188 millions in 1917, zinc (spelter) from one quarter of a million dollars in 1914 to 61 millions in 1917, and brass plates, bars, etc., from slightly less than 1 million dollars in 1914 to 121 millions in 1917. Lumber exports show a decline from 58 million dollars in 1914 to 27 millions in 1917.

Manufacturing material has formed a steadily increasing share in the imports during the war, but a decreasing proportion of the exports. The share which the two groups "raw materials" and "manufactures for manufacturing" formed of the imports, was in 1914 50% and in 1917 60%, while the share which these two groups formed of the exports fell from 50% in 1914 to 31% in 1917.

DOMINICAN TOBACCO GOES TO FRANCE.

Arthur McLean, American Consul at Puerto Plata, reports that French steamers called at Puerto Plata in January and loaded 1,165,575 pounds of tobacco, valued at $104,300. This tobacco, which was intended for the French Regie, was carried to Fort de France, Martinique, whence it was transshipped to St. Nazaire, France. Some of this tobacco had been stored here for the past year owing to lack of transportation.

These are the first shipments of tobacco to be made from Puerto Plata to France via the Island of Martinique.

FACING A BIG PISTOL

Siegel Saw His Cash Register Rifled of $50—A United Cigar Store Robbery.

Abraham Siegel, clerk in the United Cigar Store at No. 136 First avenue, New York, notified the police that his cash register was robbed of $50 by three young men. He was forced into a back room at the point of a pistol by one of the men, he said, while the other two rifled the cash register.

They then tried to open the strong box in the safe, in which Siegel had placed $200 earlier in the evening, but were not successful.

While the clerk was held prisoner a customer entered the store and was waited on by the two young men behind the counter.

The robbery occurred at a late hour, Saturday, Siegel said, just as he was preparing his cash to close for the night.

Tobacco firms are beginning to send their riders into the country around Paris, Tenn., to give the crop a good "looking over." Owing to the extremely hard weather the tobacco has not fully matured, and until only recently were the planters able to start "stripping." It is thought that the larger part of the crop will be ready for the buyers the last of the week. Crosswys & Co., agents for the Italian Government, put their buyers in the fields this week. Eaker & Co., the first to put riders out, have been buying for several weeks. C. V. Ezelle and J. F. Baldridge Company will put men in the field in the near future. The crop is opening at a good price, some crops bringing around $12. This is thought to be the latest time that tobacco ever remained in the barn, and the farmers are expecting a good price even though they were late moving the crop.

The Tobacco Crop of Western Greece

Reporting on the crop of Western Greece, A. B. Cooks, American Consul at Patras, says: "The chief tobacco-growing region of the Patras district, so far as the American market is concerned, lies around the city of Agrinion, just across the bay from Patras. Here are grown various kinds of tobacco, the principal three being known to the trade under the names of Tsembelia, Aromatic (or Myrodato), and Basma (or Cavalla seed). The Tsembelia is a strong variety of the weed, with a leaf 9 or 10 inches long and light yellow in color when properly cured. The Aromatic has a leaf not more than 5 or 6 inches long, bright yellow and light weight; it is very fragrant. The Basma tobacco is a new undertaking in this region, having first been tried three or four years ago, the seed being brought from the more famous Cavalla region. The experiment is said to be successful, though dealers admit that the product is not equal to the real Cavalla tobacco.

"The crop of 1917 has been harvested and is now in the drying barns. It will not be ready to place on the market before May or June, 1918. And the better grades, which need considerable manipulation in order to prepare them for sale, will hardly enter the market before the fall of 1918, according to dealers' reports. The total crop, all varieties and grades, is now estimated to be about 13,500,000 pounds. The crop of 1916 was estimated at some 5,000,000 pounds, which was a decrease of about 15 per cent from the normal crop, owing to unfavorable seasons. The great increase in the crop of 1917 is due to stimulation in production brought about by attractive prices.

"The following table shows the estimated quantity of each grade produced in 1917, as well as the average prices of that grade per 100 pounds quoted f. o. b. Patras, February 14, 1914, November 14, 1916, and December 31, 1917.

		Price per 100 pounds.		
Grades.	Crop, 1917. Pounds.	Feb. 14, 1914.	Nov. 14, 1916.	Dec. 31, 1917.
Patofyllo	800,000	.....	$20.50	$28.50
Tsembelia I	1,200,000	$24.28	52.25	(*)
Tsembelia II	2,300,000	17.44	38.10	59.25
Tsembelia III	2,400,000	10.60	22.90	45.50
Aromatic I	3,000,000	40.01	68.25	123.00
Aromatic II	2,000,000	33.17	53.75	110.00
Aromatic III	1,000,000	15.05	40.90	96.00
Basma	800,000	48.22	64.00	123.00

*None offered.

"The movement of tobacco to the American market has been very active as compared with former years, despite the abnormally high prices. Tobacco invoiced through the Patras consulate during 1917 was declared at a total of 549,038 pounds net, with a value of $990,682, as compared with 95,753 pounds valued at $42,853 during 1916. The above values include all packing charges, together with all insurance, but not ocean freights.

"By a law which became effective November 23, 1917, a tax in the form of an export duty of 2 drachmas per kilo (17½ cents per pound) is laid upon tobacco exported abroad from any Greek Province, except that of Argolis-Corinthos. Tobaccos from the latter Province have a duty of 1 drachma per kilo (8.75 cents per pound)."

Suffering Caused by Tobacco Shortage in France

In an article, "La Crise du Tabac," by G. de Nussac, in *L'Opinion,* a French publication, it is shown, in a translation made for the New York *Sun,* that the supply of tobacco in France has not only failed but failed badly. The comforting statement is made that the shortage is not felt among the troops at the front, where tobacco is fortunately regarded as one of those things which are as necessary as anything can be which is not powder and shot. M. de Nussac says that it is as necessary as food, and sometimes more welcome.

Even civilians in the towns are more dismayed when they find their favorite kiosk or tobacco shop shut than if it were the butcher shop. Every citizen wants tobacco with his evening paper, and an unfilled pipe is a greater misfortune than hunger. This statement is entirely serious, which is proof that there really is a tobacco crisis, and the causes are both economic and military.

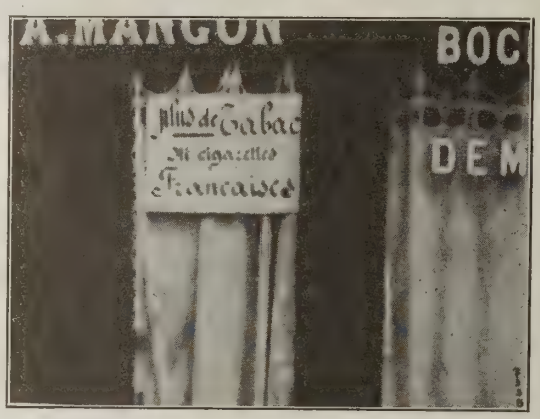
So far the civilian has been the chief sufferer, but an increasing scarcity of tobacco, when any one considers its immediate effect on the comfort of the men at the front, is one of the dreariest portents of today. It is to be hoped that it will not continue and grow worse in France during this time of national privation. According to *L'Opinion,* the Government cannot be absolved from all criticism. When Lille was occupied it was abundantly clear that this great market was for the time closed. The public could hardly realize that Lille was a center of manufacture and a great importing market, receiving tobacco from Austria and Turkey, and probably countries still further east.

Any one who has smoked the French Government cigarette is fully aware that it is Oriental. It is certainly not Maryland or caporal, varieties that have become exceedingly popular in France. Indeed, to the writer of this article the black cigarette which is smoked so much in France and comes out under the ægis of the Government seems strangely like the dark colored Austrian weed, though the origin of the two must be dissimilar. However, in the matter of smoking there is nothing exclusive, and a cigarette is one of the first things the enemy prisoner receives from his good humored captor. It seems likely, therefore, that if there is a world-wide shortage soldiers will suffer in their most innocent enjoyments.

In Paris the retailer has run short, not only of his native supply but of Virginia and Havana. There are signs up everywhere that tobacco is not for sale, but for how long is not mentioned. The situation is like that of the retail grocers in London. Women, it is said, have been rationed on their cigarettes, or they are denied them altogether. The writer points out that the rule is hardly fair, since the custom of smoking is generally followed by women in Europe, and they have to a great extent the same privations and the same incentive as men. It is doubtful, too, whether such a rule results in much saving, for nothing would be easier than to have some man or boy purchase the cigarettes. Today, as the scarcity is general, there is not the possibility of this division of spoils.

High prices are the rule in the retail shops when there are cigarettes to sell. A soldier who asked for Egyptians was charged about 60 cents for twenty cigarettes. When he asked if he could buy a smaller box he was told that there was none. The situation revealed here is made worse by the shortage of smoking tobacco. To the smoker, especially to the poor man whose chief comfort now is his pipe, the matter is sufficiently serious to prompt inquiry and to ask ventilation through such channels as the press. It is not alleged, in France at least, that high prices are due to profiteering. The retailer, it is true, must put a price on his wares that will cover the state tax. But he would gain nothing if most people gave up smoking, which would decrease consumption to almost nothing.

There is no definite cause assigned for the tobacco crisis. It is accepted as a phase of war which threatens the comfort, not the safety, of a nation. Consumers as a rule believe that the government has shown a want of forethought. The supply of tobacco, like the supply of flowers, is left to take care of itself. It is clear, on the other hand, that the retail dealers have only small amounts of imported tobacco on hand. The supply of home grown and colonial tobacco is negligible.



"No More Tobacco, Neither French Cigarettes"

The sign that a Paris dealer displays

The causes of the shortage, apart from the tendency of Government to leave such things to private societies and the Red Cross, are most probably military, like the occupation of Lille and other markets, and commercial, like the cost of production, lack of shipping and high prices. The danger of the situation is that the population will be driven to the smoking of weeds, and that a vast quantity of adulterated stuff will be dumped on the market. In the interests of the consumer it seems time to take some steps to relieve the scarcity.

ALLEGES A PARTNERSHIP

Charles O. Filbert in Court Claims a Half Interest in The Business Of the Late Albert S. Weber Of Reading.

Seeking to establish the co-partnership between himself and the late Albert S. Weber in the conduct and management of the cigar and confectionery store at 29 South Fifth street, Reading, Pa., Charles O. Filbert, through Attorney William Kerper Stevens, brought suit in equity against Rudolph S. Weber, administrator of the estate of Albert S. Weber, deceased. Mr. Filbert asks the court to grant a preliminary injunction to prevent Mr. Weber, the administrator, from interfering with carrying on the business that he (Weber) be ordered to deliver the keys, stock and fixtures to Filbert.

Filbert in his bill states the co-partnership was formed on January 1, 1917, between himself and Albert S. Weber, who died February 3, 1918. The partnership according to the bill was a verbal agreement between A. S. Weber and the plaintiff under which each of the parties were co-owners in equal shares of the stock, fixtures and good will; also of a savings deposit of $2,233.30 in the Pennsylvania Trust Co.

As reported by the Reading *Eagle,* "The plaintiff avers the profits of the business were to be divided equally between them after the plaintiff's salary was deducted. In case of the death of Mr. Weber the entire business and contents of the store, accumulated profits deposited in the savings account and other surplus were to go to the plaintiff.

The bill says at the time of his death Weber, although not related to the plaintiff, stood in loco parentis to Filbert, who entered his employ at the age of 18, some time in September, 1908.

The plaintiff says he worked for Mr. Weber at $7 a week with board until he was 21 years of age. His pay was then increased to $12 a week, but $5 was retained by Mr. Weber to be placed to the credit of the plaintiff and deposited with other savings from the business to accumulate until sufficient money was saved to purchase a one-half interest in the business.

On December 31, 1916, the plaintiff says his savings amounted to $1,640, the sum agreed upon for the purchase of the half interest, and that this money was applied to the business.

On February 9, 1918, letters of administration were granted to Rudolph S. Weber, who took possession of the store the following day. Filbert says Weber asked for the keys to the store to make an appraisement, and he, ignorant of the rights of the surviving partner, delivered the keys to the defendant who has refused, the plaintiff alleges, to return them. Filbert says Weber, the administrator, has closed the store, and is diverting business at a loss to the partnership. The stock is appraised at $968.89. The bill says the surplus accumulations on deposit amounted to $2,233.30, besides $137 in cash at the store. Mr. Weber left no will.

A Most Enjoyable Ball

In some mysterious way the Arrangement Committee for the fifth annual ball of the Independent Retail Tobacconists' Association, which was held in Terrace Garden, New York, Sunday evening, managed to bring together a wonderful crowd of beautiful young women.

The ball started on scheduled time to the strains of "Missouri Waltz." At one time there were more than one hundred and fifty couples on the floor, and all appeared to be happy. Louis S. Beller and Miss Dorothy Gompers led the march. A few soldiers, including Sergt. Louis Galeshekow, lent a military aspect to the affair.

The Arrangement Committee, represented by Ike Ochs, chairman, and Sigmund Weil, assistant, kept things in harmony, and Osias Abramowitz, chairman, and Adolph Hirtenstein, as the Reception Committee, made an excellent record in receiving the guests. Louis S. Beller was the floor manager, having for his assitant, A. Pollack. I. N. Naaskoff and Otto S. Jonas were the floor committee.

Among the more prominent persons at the ball were: Mr. and Mrs. Lew Gompers and family; Mr. and Mrs. Ike Ochs; Mr. and Mrs. A. Hirtenstein; Fred White; Sig. Weil; O. Abramowitz; Miss Ruth Strauss; Joe Strauss; Mortimer Strauss; Miss Lillian Rosenstraus; Mr. and Mrs. Carlos Garcia; Mr. and Mrs. Wohlgmuth; Private Sol Weil; Mr. and Mrs. Weinberg; Mr. and Mrs. Matason; Miss Guggenheim and her brother Jerry; Mr. and Mrs. Weiss and family; Mr. and Mrs. Neuwirth and family; Irara Zeretsky; Dave Kaplan; Will Simon; Miss Essie Davis; Milton Neinroth; Max Neuwirth; Miss Esther Neinroth and Ludwig Weil.

"HUSTLIN' 'ROUND THE CAPITOL DISTRICT"

One Gets a Good Bit of Information and Some Fun

New York State Capitol District.
February 25, 1918

Staggerin' outa th' cellar with two buckets f actual anthracite, released from th' em-argo for Stubb & Ash, wholesale an' retail obacconuists, Benny set 'em down on th' oor, back o' th' Acorn cylinder-stove, an' na dead-line wi' th' cracked cuspidor an' ent poker.

"Oh, boy!" panted Benny wipin' his paws n his pants, "them's six Grand street tons -coal I've donkey-engined up th' stairs since A. X. this mawnin'! Gee-ja! An' on th' andle of th' shovel isa don't-yer-fergit-it ag, insistin' yuh mus' 'Help Win th' War by avin' That Extra Shovelful'!"

"Yea, yea," nodded Benny, tossin' a-hull cuttle o' spotless Scranton inter th' fiery-eeder, an' openin' up each an' every damper er mor' breeze, "yea, this yere ole day-in-August stuff goes good wi' th' 'mometer howin' signs o'layin' under th' egg-mark till after Easter!"

"But perk up! Things ain't so worse as they eem! Here's a-feller buys som' stogies while I was shakin' down th' cinders, an' he ands muh a two-by-four visitin' card wit' -quarter inch deep black border all 'round t. In that cheerful frame-up I reads: 'Don't Quit Till the Motor Hearse Comes to the Door!' This is th' advice o' Bill Kehl, who ays he comes from 10th an' Diamond,—yeh, hat's right—it's Philadelphia! So I guess if hey're that exhilarated by pure joy in Cinco City we-uns 'way back here in th' black-bush an keep our catpaws on th' ice 'til th' fric-ion-plug grabs th' ground which mus' still e som'where underneath!"

Just then Paul Wessell came in. "Sparrows flying close to the ground," observed Paul, encouragingly, "means *colder* weather tonight. Tho, when Owls and White Owls are coming North as fast as they are right now, I betcher business will be better.

"What's more," pursued Paul, "I've got to go to Saugerties on my River trip, so it'll probably be warmer for a few days anyway. People down there must have Robert Burns, Capadura, and the Owls, you know, so it's up to me to brave the arctic bergs along the West Shore for a call on the trade. And, say, have you seen our nifty little box price cards for our General Cigar Co.'s brands? Take a look, then, at this Owl million-dollar-smoke design. Also at this Bobby Burns card, edged with the famous plaid of the clan, and the blooming thistle of the Scottish moor."

Folk who see Big Bill Lakin hustlin' 'round the Capitol District with a long stride an' a swift one, think he's allus bin strong an' wide like the Waitt & Bond factory.

Such people can't remember the day Big Bill didn't know a Totem from a Blackstone, a panetela from a 'fecto. For they didn't know Bill, perhaps, when he went to get that job at the great New England cotton mill.

'Course, that was some time ago. Just how long Bill himself hates to tell. But you can get a fair idee yourself, becuz, at that day, common cotton wasn't sellin' for no 30c the pound.

An' if you'll take a squint at figgers, you'll instantly burroughsize that when Bill went a-huntin' for his first weekly wage the ten Southern cotton States didn't produce no seven million bales for Fall River an' other such mills.

What's more, that tremblin' tiny Texas State didn't grow no half-million bales a year, nuther, when Bill was a kid. While Geor-jah, sah, was a State with a reputation for raisin' considerably less than the two-hunnerd thousand bales she gins annually now, sah.

So, you see, that was at a time when the world was young. An' Bill, cap in hand, approached his boss for a place in the lint as bobbin tender.

Every other boy on the yob appeared to be some sort of a relative to Joan of Arc. For they chattered away, all day long, in that there a la Francaise.

Now this got on Bill's nerves after a while. And he said so. Which, quite natcherly, jarred the Jeans an' Leons to the point of an affaire d'honneur a la outrance.

Well, Bill hitched up his pants, pulled in 'nother notch in his belt, spat on his hands, an' sailed in. To make the affaire of honor a fight to the death these allies of Bill's sicked a new chap on 'im every morning, noon, an' night. Also, sometimes inb'tween.

After a certain time, this got very tiresome to Bill. An' he said so again, emphasizin' his remarks by hurlin' a bobbin-box at his nearest bon ami.

This particular bobbin-box, however, missed fire, as some sure shots frequently do. So, when the resulting damage was repaired, Bill left that place, just as a coup d'etat.

But Bill Lakin had learned one thing. An' that was French. He could an' can talk it, sing it, swear it. Yes, yes, anything Bill can't do in French, entre nous, isn't doable in that belles literature.

Ask Joe Michand. He now knows Bill to be a Yankee, tho the very first time he ever met Bill he told him to his face he lied if he said he wasn't a nobleman of France.

So Bill must talk pretty good stuff, else Joe would hardly have been so pleased that he came across with such an order for Waitt & Bond cigars that the factory folk thought Joe must surely be a big jobber.

Because Bill is big, his orders are big, an' his customers, therefore, must measure up comparatively. Otherwise, Bill'll talk Sea-Island French to them, gingerin' 'em to the point of gittin' the bulk of the Blackstone business lyin' 'round loose in every town here.

"In Albany, our brands will be stocked by the Bruce MacDonald Co., 110 State street," announced Fred Bailey, of the New York and Key West firm of M. Perez Co. "They will wholesale and retail the Pinzon brand. Also the Van Cleve, as at present, in addition to having control of one private label outright.

"While in Utica," went on the gentlemanly Fred, "I sold Pete Wald 20,000 Van Cleves. And in Buffalo, I laid down 50,000 more. So in due time I expect the Capitol District will do as well thru the agency of the MacDonald account."

Buttoned up to the chin, and talking as tho he had just landed the job of bass singer at the Metropolitan, leaf dealer Uncle Gib Cohn paused to remark:

"I'm going into the postoffice row just to see about some revenue matters upstairs with the Collector. My customers frequently call upon me to help them out with Internal Revenue details, simply because, I suppose, of my former years in the office and some familiarity with the work."

"Our lease for the State & Broadway store in Albany has just been renewed," said dealer J. W. Stevens. "So we'll probably round out our fiftieth year in the tobacco business next season, having started originally in the leaf business in 1869. Since that time we have engaged in cigar and tobacco manufacturing, jobbing and retailing. Manager Shaxby has been with us about forty years."

There's very little time to monkey about this—you must hurry. Because, if you expect to have your name inscribed on one of them there six foot panels, you'd better be about it right off.

Only 150 men'll be mentioned. And only those who obtain 51 of the 100 votes cast by the electors of the University of New York. Then, if you're 'lected, your full name an' address, with all the fac's 'bout your wife's mother's folk, will be put up there in the $250,000 building atop University Heights. New York.

Next vote will be polled in a year or two, but, to be eligible to the Hall of Fame, you must register now. And the way to do this is to mention the matter to Carnation Bellinger.

He'll fix it for you. Yes, he'll tell the Prince Cigar Co.

That's all. Just that. Then you're in line for nomination and 'lection as the distributor of the Hall of Honor cigar. This honor eventually leads to a niche in the famed colonnade of the Hall of Fame, says Bellinger. Also, if you hurry, you'll get in as the number Pittsburgh-Heinz made famous. For there are but 56 great Americans in there now on the bronze tablets—and Bellinger is in immediate position to give you control here for the Hall of Honor brand, the first step up the terrace.

Six cents is still a pile of money to some smokers. They want nickel cigars. So that's why H. Heck & Son, the Albany manufacturers, have kept the Old Albany brand down to $36. It's 5c straight.

Talk about leaf tobacco prices. Sure, they've gone up. But lissen a minnit to the tale of broom corn. Bert Best talkin': "Because of the present difficult situation of the manufactured tobacco situation, I have decided to quit my job as general sales representative of the Capitol District for the L. Warnick Brown factory of Utica.

"And, to make a clean sweep of my connections with the tobacco business, I'm going back to Middleburgh to raise broom corn. This Schoharie County product has been boosted in two years from $75 to as high as $308 the ton. So I guess there's a small living in it for a man who has enjoyed Palmy Days with the tobacco business."

On Shrove Tuesday, just about the time the boys an' girls of Orleans Parish, 'way down there in Wesiana, were dustin' off their Madri Gras costumes, an' the Queen of the Carnival remarked in Creole French that tomorrow would undoubtedly be a ventose day, we got it.

Ventose or windy, have it your own way. Tho the signs of the zodiac, sometimes styled the Highway of Heaven, must have got all tangled up. And, in the effort to separate Aries, Taurus, an' Gemini, the ram, the bull, an' the twins evidently started something which struck the Capitol District head on.

For, no sooner had we got the goat of Capricornus, who makes these signs of winter, than our latitude of 42 degrees plus North by the longitude of 4:55 West, was blown by a St. Paul breeze almost to Minnesota's 102-mile-an-hour record.

Albany, as usual, shoots along on a 6 mile gait. Tho, to be honest, we have had as high as 70 miles of wind to the single hour. But this here gale of Tuesday morning last, busted other things besides paper records.

Signs came down. Hats came off. 'Brellas broke a rib or two. Some folk did even better by gettin' hurt in many fancy tumbles. And business went 'way back an' sat down to watch the pretty square an' triangle red flags flutter in the S. E. typhoon.

And they did flutter. So much so that at

(*Continued on page 30.*)



Unloading Cargo At San Francisco, 1850

In 1849, Captain Charles Allen Thacher of the ship Pleiadies sailed from San Francisco across the Pacific to Manila to obtain a cargo of supplies. He returned in 1850 with provisions and some luxuries, among them Manila cigars. The voyage netted him a fortune.

Full cargoes of Manila cigars are now bringing fortunes to importers and dealers in the United States.

Are You Getting Yours?

Boost Manila Business
There Is Money In It

Complete list of Manila manufacturers and importers on application

THE MANILA AD AGENCY 546 West 124th St., New York

AS KEY WEST PROSPERS

Record Output Promised For 1918—Retail Sales Grow Rapidly—A Street Railway Strike.

KEY WEST, February 21.—The people of Key West can't kick at the weather we are getting. Washington's Birthday will be a big day here. There will be another Red Cross benefit base ball game. This time the navy champions will cross bats with the Key West All Stars, a local aggregation of great strength. There also will be field sports events during the day. The bathing beach also will be crowded with picnickers

One thing that mars the celebration, is a lack of street car service and the merry makers will have to use jitneys or "shank's mare." The street car men are on a strike for a raise in the stipulated amount of hourly recompense, and because one of their number was discharged last week. The matter is awaiting settlement and as a result there will be no car service on the national holiday.

The S. & F. Fleitas Ca. reports many orders on hand for a long time to come. They are increasing the popularity of their famous Homerica brand, and the new sizes and shapes in which it is now being sold seem to be more desirable than the old.

The Havana American Co. is working a large force. This factory is out to break all previous records for yearly output and, "By gosh, they're a goin' to do it."

The E. H. Gato Cigar Co. is having a little labor trouble in the stripping department. Some workers walked out and demanded a raise, in pay of course. But cigar makers are still at the tables working on prepared stock and the strike will be settled in a few days at the most.

The Ruy Lopez Ca. is keeping a goodly number of men busy and they are expecting to take on more men in the future. They have large orders on hand and good prospects.

Key West is chock full of service men. They sure are welcome, the more the merrier. Their presence means more profits for the retailers here. Wherever the men go they must have their smokes. Key West retail trade in cigars is increasing every week.

Sr. Enrique Pendas, manager of the M. Perez factory, returned to the city last week, from Havana where he has been for some time. Sr. Pendas is now at the factory and is well pleased with the way things are going on. The Pinzon brand is bringing in orders every day. M. Perez Co. has a full force at the tables at the present time.

In fact, all the factories are enjoying great prosperity. Key West is some little burg right now with plenty of money in circulation.

HICKORY.

WISE IS A BUSY PATRIOT.

WASHINGTON, February 25.—Edward Wise, president of the United Cigar Stores Company, is again seen doing his bit. Following a conference with officials of the United States Shipping Board he has agreed to exhibit in the branch stores all over the country posters "boosting" the shipyard volunteer reserve division of the Board. The posters are being prepared by a committee of which Charles Dana Gibson, the artist, is chairman. It is expected that the posters will be ready in the very near future.

CONSUL MAHIN'S COMMENT.

Commenting on exports from Holland to the United States, Frank W. Mahin, American consul at Amsterdam, says: "The tobacco exported from Amsterdam to the United States came hither from the Dutch East Indies. The lack of shipping facilities between Holland and its colonies changed the tobacco trade so that most of the shipments in 1917 were direct from the East Indies to the United States. It is possible that this trade may never return to Amsterdam, unless the fact that tobacco does not keep well after harvesting in the Dutch East Indies, owing to the unfavorable climate, should be more potent than the cost of the longer transport by way of Amsterdam, where the climate is favorable for keeping tobacco—one of the alleged reasons why Amsterdam became the market for Dutch East Indian tobacco."

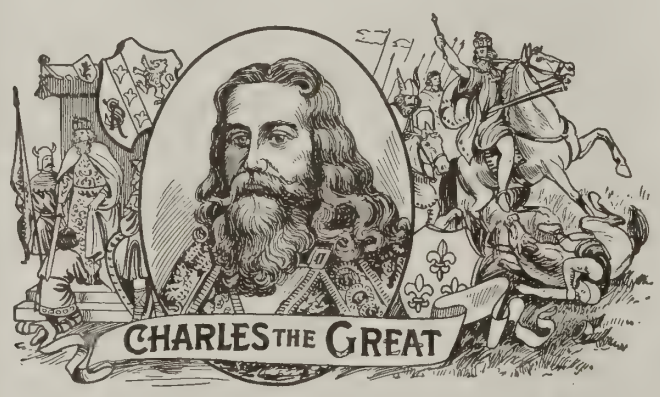
TARZAN CONTRIBUTES TO SMOKE FUND.

Through the patriotic spirit manifested by the National Film Corporation of America, sponsors for the new film success, "Tarzan of the Apes," Our Boys In France Tobacco Fund has been enriched to the extent of $622.88. This check is given as the result of an arrangement entered into between Harry Reichenbach of the National Film Corporation and Bert Ennis of Petrova Picture Co. and McClure Pictures, who is handling the publicity for the fund.

The Hotel World reports that John W. Donahey, who was on the original staff of the William Penn Hotel, Pittsburgh, has enlisted in the aviation section, Signal Corps of the United States Army. He has gone to Princeton, N. J., to take up a course of training in flying. Mr. Donahey was proprietor of the new Chatham Hotel, Pittsburgh, after he retired from the William Penn.

FINE HABANA CIGARS

CHARLES THE GREAT



CHARLES THE GREAT

MADE IN BOND

Excellence of Quality and Workmanship are Combined in

CHARLES THE GREAT CIGARS

A Valuable Business Asset to Every Up-to-date Cigar Dealer

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

When Burglars Make Life Less Joyous

Philadelphia Cigar Dealers Agree That Something Must Be Done—A Succession of Thefts—And Scant Success Achieved in the Capture of Thieves—Signs of Spring in the Quaker City—Six-Cent Prices More Generally Adopted.

PHILADELPHIA, February 25.—At this writing it still lacks several hours of the time when the new Philadelphia association of purveyors of the fragrant weed will foregather at the Adelphia for their bi-monthly feast of buffet lunch and talk. In spite of that, we hereby prophesy that the association will determine something has got to be done about the yegg situation in this city, which is becoming serious. The week past was a lucky one for cigar dealers, only one having been robbed, excepting, of course, the M. J. Dalton Co., which always manages to have things stolen from protected packages or cases in the hands of the express company. A few days ago, however, the Dalton Co. made even a better showing. It received a case of high class goods from Havana through New York and found it shy, minus and short of about $1,200 worth of excellent smokes. The joke in this case is on the celebrated government, as the case was still in bond when some ardent smoker, untroubled with scruples, pried into it and removed a few months' supply.

The other dealer nicked by the burglars, who are having a harvest time in this city, was Meyer Barr, of 2201 Oxford street. Thieves got $72 worth of smokes from his place a few days ago. Burgling in Philadelphia, since the Mayor decided that the awful crime of having punch cards in cigar stores should be abolished and the police presumably started to turn their attention to that form of alleged gambling, has been so easy that it is reliably reported the first class yeggs are ashamed to take the money. No cop in this town would ever think of covering his beat fast enough to interfere with thieves who might be busy prying off locks here and there. Some loud yawps are expected at the meeting of the association, and dealers who failed to cover up with burglar insurance are lining up a demand for action. When that demand is brought into city hall and introduced to the well known Mayor he will not need any time to get acquainted with it. He has shaken hands with more demands in the last two years than any Mayor Philadelphia ever had, and then ushered them into a corner, where they die of inanition, whatever that is.

However, there are signs of spring in the air; also in the cigar stores. Proof that the cold weather is ended was found at two main stores this week. In the Dalton store, at 5th and Chestnut streets, the steam radiators gave an awakening grunt and started to work. All through the zero spell they were sympathetically icy and everybody shivered, but now that there is no need for heat they can't be kept down. So also at the Broad street Leach & Co. store a storm door has been put on within the last week. Maybe it is designed to block the designs of the March winds. It would be a raw deal to mention the Leach store on Broad street this week, however, without calling attention to the Tareyton window, which is a pippin—one of the catchiest seen around town in some weeks.

Nearly all the centrally located stores, as well as many of the big manufacturers here, are blossoming out with new signs, gaily decorated out in the colors of crocuses and daffodils and other Spring flowers (if the plants named are of that season). The command "seek no further" is the final line on all the new Dalton signs.

Horace H. Leach, president of the local association, who has missed the last two meetings owing to the fact that he was at his home in Baltimore, ill, is back on the job and looking better than ever.

H. M. Magen, who has chucked up his reg'lar job and opened him a store at 11th and Sansom streets, for the sale and manufacture of cigars, has a reason. Before giving that it might be well to note that he also has a nifty looking store, with up to date enclosed humidor cases and two big bulk windows that give him plenty of light for his attractive displays. We'll let him give the reason. "I figured out that if the big dealers can sell cigars at $43 a thousand and make money I can sell them at $50 a thousand and do likewise," said he. "So also I have figured out that there is a real demand for a return to the good old days of the nickel smoke. It is not that people are stingy in these flush times, although of course you find smokers who have internal hemorrhages every time they think of spending a cent. Rather, in my opinion, it is the trouble involved making change. Lots of men will buy nickel cigars because it doesn't involve carting around a lot of copper. I have had many inquiries already for my own make smokes. It will not be necessary to make them as big as base ball bats, of course."

Samuel Rosenberg, for some years bookkeeper and general office assistant for Yahn & McDonnell, will leave that connection about the first of the month and will venture into the Big Town. Business is reported buzzing at all the Y. and M. stores. Officials of the company are chuckling, now that

(*Continued on page* 15.)



THE TIN DECORATING CO. OF BALTIMORE

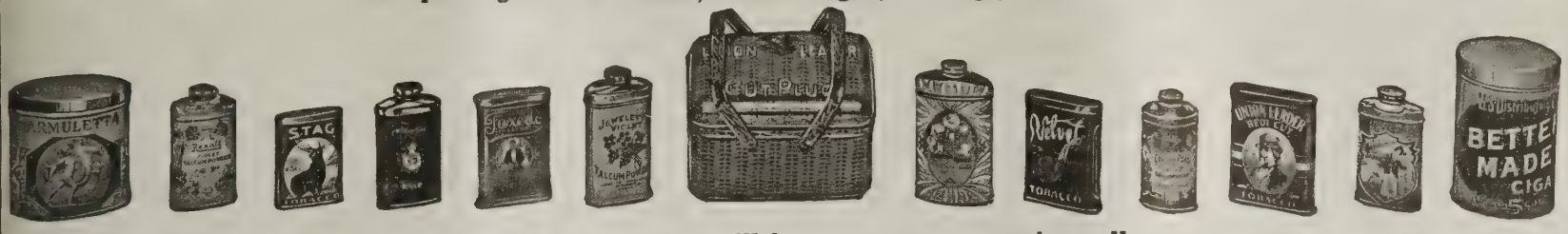
BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

Medical Department of the United Cigar Stores Co.

An Epitome of the Great Work It Is Doing

The medical department which the United Cigar Stores Co. maintains for the benefit of its employes in New York, Chicago and Philadelphia is seen to be growing in importance every year. This service of this department is one of the closest ties between the company and the men and women on its pay rolls. Under the general supervision of its director in New York, Dr. M. Monae-Lesser, physicians are always on call in the three cities named, attendance in case of illness or injury being free under all circumstances. Elsewhere care of the ill or injured is provided by a plan which allows employes to call their own physicians and charge the expenses to the company. All these services include hospital expenses when necessary and as well expenses for surgical operations.

As showing the work done by the United's medical department, the director reports to the Board of Directors that it treated 6,241 cases of illness in New York City and 1,038 in the Bush Terminal depot in 1917. This number did not include 3,693 cases treated by the nurse in the General Office consulting room in New York. In Chicago the cases treated for the same period numbered about 1,500. Not a single death occurred among the cases treated by the Medical Department. The cases of surgery treated numbered 434, of which 13 were important or major operations. The others were minor operations.

Diseases of all descriptions were treated. Especially satisfactory results were obtained in respect to typhoid fever, pneumonia and influenza, the latter an epidemic last summer, from which, however, the company's employes practically escaped. Careful watchfulness of any incipient cases of tuberculosis has eradicated that disease from the ranks of the company's employes. Examinations of urine, blood, sputum, etc., are made by a competent chemists, rendering possible many cases of diagnosis and proper treatment, thereby scientifically eliminating uncertainty of treatment.

The services of a competent nurse are maintained during all business hours of each day in the New York Central Office. Owing to the large number of girls employed both in the Auditing Department and Premium Stations, this, a great factor in efficiency, has thus been worked out. Many cases of customers in the Premium Station, who have become ill, have been attended. This service is of particular value, in that many of the girls employed are kept working comfortably who formerly lost one or two days. A system of periodical examinations was inaugurated some time ago and has been carefully maintained whereby those in the service of the company and particularly the officers are enabled to constantly have their physical condition under the supervision of this department. This service is of particular value in connection with diabetes and high blood pressure, etc., and is constantly being extended. Employes are enabled to come to the office or in case of disability to send for a physician and receive immediate medical aid as quickly as illness develops, the result being either no cessation of work or a quick resumption of it. The department keeps in close touch with developments in all branches of medical science. In this respect it is notable that use of vaccines in cases of influenza, pneumonia, rheumatism, coughs and colds has been highly successful.

Great care has been taken to work in harmony with all family physicians and the ethics of the medical profession have been studiously observed.

PHILADELPHIA FINDINGS

(*Continued from page* 14.)

everybody's having trouble getting supplies in, over the fact that a recent order for a little matter of 165,000 smokes slid through from New York without a hitch. It must have been an accident, like the 40 cases shipped by express from New York for one Philadelphia distributor on January 24 which are still on the way.

Mahlon Newton Fox, of the Y. & M. force, one of the most widely known retail cigar salesmen in this territory, is laid up at his home with an infected hand. His condition was not serious at last reports and he is expected back on the job within a few days.

George Lewis, also of the Y. & M. force, got away to Camp Meade on Tuesday of this week.

Officials of Otto Eisenlohr & Bro., Inc., were notified this week of the election of the head of the firm as President of the T. M. A. Mr. Eisenlohr is still in Florida. He is expected to return some time in March.

Speaking of the six cent cigar, it has become more or less of an institution in this vicinity. Many stores are showing more brands at six cents than at a nickel. The same thing is true of the old time ten centers, and the 15 centers. Any old kind of an odd price is common nowadays.

Some Things Show Up Well in Chicago

And Others Don't Add to the Gayety of the Cigar Trade

CHICAGO, February 22.—Clark G. Cutler will not be connected with the preferred Havana Tobacco Co., after March 1. He will represent M. Bustillo & Co. and besides covering Chicago territory he will have a good slice of the rest of the country, south to Texas, his old stamping ground, and west to the Pacific Coast.

Wolf & Powers, who operate a retail store at Wells and Monroe streets, have encountered financial difficulties. A creditors' meeting was held Tuesday. A Tampa factory is said to be a creditor to the extent of $2,100 and several Chicago houses have quite a bit of money due.

Cigarette prices again are ascendant. Murads, Moguls and Egyptian Luxuries now cost the retail dealer $14.50 a thousand and are sold at 18 cents a box of 10. Helmars and Turkish Trophies are now $10.50, having advanced $1.60 a thousand and are sold at 13 cents straight. London Life for the present remains the same. Other brands are about to advance and all dealers are accumulating stock.

Walter Sloman "has signed up" for 1918. He will represent Berriman Brothers. The deal was closed on February 14 and Walter let it out in the form of a valentine to the trade. He is a high class salesman and will do well with his new firm.

Frank W. Bering manager of the Hotel Sherman was elected president of the Chicago Hotel Men's Association, last week.

A new offering of the Dolan Segar Shop is the La Astra Over Seas Brevas that sell for 7 cents or 4 for 25 cents. They are made by Merriam Segars, Inc. Dolan's Special and Bankers Club, two former 5 cent brands, have graduated into the 6 cent class.

The Royal Drug Co., has increased its capital stock from $15,000 to $50,000.

The Sonelli Candy Co., has been incorporated with a capital stock of $2,500.

Schermerhorn, Inc., in several of their window displays, are showing boxes of 10 Sight Draft cigars that retail at 50 cents.

W. W. Roseboro, representing M. Bustillo, is still mingling with the Chicago trade. His brand is well placed.

Murads have been featured the past week in half page newspaper ads. The new 18 cent price is made very noticeable.

S. M. Frechie, who sells Gretchens for Louis Ash & Co., New York, made the rounds booking orders for this brand.

Bert Christian, general manager of the cigar department of Steele Wedeles & Co., is up and around again. He had quite a siege of sickness.

Harry Alces was here on his first trip for the year. He sells for Chas. S. Morris & Co. and says La Integridad and Kingdales are going bigger than ever.

Other visitors were Louis Reisenberg, representing Rosenthal Bros. and Joe Carlisle, specialist for the Mapacuba Cigar Co. Both have a host of friends in this city.

Sol Bernstein says: "Some patriotic Chicagoans are willing to give their last drop of blood to the cause, but they're d——d particular about losing the first one."

Business is not showing much life at present but with the coming of warmer weather things are sure to pick up. The credit question is causing jobbers and local manufacturers to lose a lot of sleep. Soon, probably, the dealer will have to pay his bills on a 10 day basis.

The Union Leage Club does an enormous cigar business. H. M. Stewart is the cigar manager. Several brands from C. B. Perkins Co., of Boston, get a big play and other leaders are La Venda, Union League and Boldt's Special. A full line of imported brands are carried. Cigarettes also are very important sales producers for the department.

Fred Oakes writes to Shoemaker & Co., that he is booking some fine orders for Gato and American Maids on his eastern trip. Manager Penny is booming the store trade during the absence of Boss Oakes and is showing a big increase this month over last.

Del Moro is a new offering of the National Cigar Store. Del Moros are done up in neat foil packages of 2 cigars and sell for 15 cents. They are made by Gonzales Fisher & Co., of Tampa.

Joe Loeser, the rapid change artist who accelerates Mi Lola sales, says he has had the Fox River Valley territory added to his present field of labor. He further reports that he has been given an interest in the Mi Lola cigar factory of Milwaukee. Joe don't mind a little extra work if it means business. He did wonders in the Chicago market last year and made Mi Lola a staple seller here.

Everywhere you can see Frank's pipes and cigar and cigarette holders. No other line has a better distribution here than Frank's.

Lawrence Barretts are still selling at 10 cents and sales are just as strong as ever. Steele Wedeles Co., are the jobbers and they have the brand placed in numerous stores.

J. L. Frankstine has been added to the Chicago salesforce of Harris-Schwarz & Co., Inc., to do missionary work for the Romeo & Garcia brands of mild Havanas.

A. L. Johnson is a new man behind the counter of store number 12 of Albert Breitung's chain. He formerly was with A. Schulte & Co.

Over on the west side the Le Panto has a big sale. The brand is made in Benton Harbor by the La Kurba Cigar Co.

Shoemaker & Co., have added two sizes of Armas Del Casa made by M. Sacks & Co., of New York.

Popcorn popped up to 8 cents a bag in Evanston a few days ago and dealers told pop it was the increased cost of corn and butter. Before we know it, they'll be charging a dime apiece for those "hot-roasted" double jointed spanish peanuts. There don't seem to be any end to price advances.

Before Joe Banker left the Windy City he booked some fine orders from the Hotel Sherman, the Illinois Athletic Club and a few other accounts who handle Armas Del Casa brand of Sumatra wrapped cigars.

Ruy Lopez & Co., of Key West, make the Altadena brand of clear Havanas for Albert Breitung. The brand has a big sale.

The Fair has taken on the Lord Claire cubans that retail at 5 cents. Murray, of the La Kurba Cigar Co., closed the deal.

One of the busiest men in Chicago is Harry Penny, the manager of Shoemaker & Co.'s store. Not only does he cover his regular duties as manager but also acts as free interpreter for a whole bunch of salesmen who make their headquarters at Shoemaker's.

Ernest Mac Kenzie says, "we don't know who put the germ in Germany or who put the hell in Wilhelm, but we do know that when the 'Yankee Cough Drops' get in their work they will knock it out."

James Craig is now selling Condax cigarettes. Previously he was connected with the cigar department of the Illinois Athletic Club.

Al Johnson, who left the Rameses salesforce a few weeks back, will play a return engagement. He has signed with the Schinasi branch of the Tobacco Products Co., a[nd] will boost Naturals in Chicago.

The Gil Barnard and Chicago Motor Cl[ub] brands are well placed throughout the tow[ns] near Chicago. In Gary, South Chicago, Har[vey] mond and Whiting they have many friend[s].

Do you smoke? Well, if you do, of cour[se] you are not under suspicion, but someboc[y] stole $6,000 worth of cigarettes in twen[ty] big cases from a car in the Pennsylvan[ia] railroad yards at South Chicago a few da[ys] ago. Just backed up a truck and took the[m] all. "Gotta Match."

Albert Breitung got in a 25,000 case [of] Rameses last week (that is the case and th[e] time containers). Somebody got way wit[h] the entire lot of cigarettes in the small pack[-] ages. Another firm received a case of sam[e] that had only 650 left in it. Losses by the[ft] are daily happenings and the railroads ar[e] going to pay out a lot of money in settle[-] ment of claims.

Business is always good at the 3 stores [of] the Brown Cigar Stores Co., Inc. M. Brown who has charge of the main store at 51 North Clark street, says he can't find an fault with trade.

L. C. Widdock, 116 North La Salle street has added the Club Quality and Romeo Garcia Club Life brands of little cigars.

H. L. H.

ABOUT 400 ON STRIKE

At the Nashville Tobacco Works—Employes Wante[d] Wage Increase Comparable With Pay In Munition Factory.

When demands for an increase in wages were rejected, almost 400 employes of the Nashville Tobacco Works walked out Tuesday a week ago. Officials of the company plan to reopen as soon as sufficient negro help is recruited to supplant both white and black striking employes, according to an announcement made by C. F. Britton, general manager of the company. It is expected however, that the plant will be idle for some time in view of the disturbed labor conditions. No disturbance attended the strike.

While the strike has been agitated for some time no formal action was taken until Tuesday morning, when a committee composed of Harry Hazel, chairman; W. H. Morrow, Tom Gray and Gene Dillard presented to Manager Britton the demands of the employes. Mr. Britton was given until noon Tuesday to accede to the terms of the committee. Upon his refusal the strike occurred.

Both parties to the controversy insist that there will be no deviation from their present position.

Twist makers who at present receive 22½ cents an hour for 14-size and 35 cents for 9½ twists demanded 24 cents and 42½ respectively. Stemmers sought an increase of one-half cent per pound for natural leaf tobacco and 1 cent advance on sweet leaf.

Laborers who were paid $2 daily demanded $2.50.

This plant, at Nashville, which is a subsidiary of the American Tobacco Co., manufactures approximately 3,000,000 pounds per annum of twist, plug and smoking tobacco from raw leaf.

Of the 375 striking employes 100 are white, the remainder being colored, many of whom are women.

A representative of the strikers stated that the American Tobacco Company in many of its 410 factories had increased its pay scale from 10 to 30 per cent, but no advances had been made at the Nashville plant. It was intimated that the strike resulted not so much from ulterior high offers for labor but by reason of the increased cost of living, brought to a focus by the attractive pay at the powder plant.

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

TO SERVE THE NATION

Representatives of Capital and Labor Confer at Washington to Prevent Further Strikes During the War.

WASHINGTON, February 25.—Capital and labor to-day began negotiations to bring about a national industrial policy during the war.

In the office of Secretary of Labor Wilson, ten representatives of workers and employers considered an agreement to last until peace is declared. Five speak for capital and five represent labor.

The interests of the people are represented by two additional members of the conference selected by the others. There were protests from the Socialists, who had no representatives, but it was held these workers would be properly taken care of under the general agreement reached.

The need of a national policy toward labor has long been advocated to improve the workers' spirit in the war and increase to maximum the efficiency and production of the men. The causes for general unrest among the workers have been outlined as follows:

Absence of a stable and standard wage.

Too much profiteering by war industries and retailers.

Absence of "idleness insurance"—assured wages for workers forced to idleness by lack of supplies, etc.

The open and closed shops, wages and hours must also be threshed out under the general programme to be agreed upon.

Other questions to be brought before the conference in the order of their relative importance are:

Strikes and lockouts; piecework and price-fixing methods; methods eliminating improper restrictions on the output of war materials regardless of cause; practice to govern dilution of labor; admission of union agents to plants; methods of promptly adjusting disputes at their sources through boards containing equal representation of employers and employees, and right of workers to organize.

The proposition to adjust all strikes at their source through equal representation of the opposing sides is broached as a means of ending all strikes at their inception and making the United States a "strikeless country."

On the results of the conferences may hinge to a great extent the fate of the United States in the war. The men who will decide the questions are:

For the National Industrial Conference Board—Loyall A. Osborn, New York city; B. L. Warden, New York city; W. H. Vandervoort, East Moline, Ill.; W. F. Loree, New York; C. Edwin Michael, Roanoke, Va.

For the American Federation of Labor—Rank J. Hayes, Indianapolis; William L. Hutcheson, Indianapolis; J. A. Franklin, Kansas City, Kans.; Victor Clander, Chicago; T. A. Rickert, Chicago.

SMOKING ON STREET CARS IN SEATTLE.

While making it plain that he looked to the officials of the Puget Sound Traction, Light & Power Co. for the enforcement of his decree of October, 1914, prohibiting smoking upon street cars, Superior Judge Everett Smith on Friday, February 8, told John Mills Day, attorney and seeker after an order punishing General Manager Arthur L. Kempster for contempt of court, that in these war times toleration should be used and that an evasion of the court order before 8 o'clock in the morning and after 6 o'clock in the evening would not be altogether contemptuous.

"I feel that it may be asking too much of the company to enforce the decree during the early morning and late evening hours of traffic," said Judge Smith. "I feel that to enforce it would create disorder that would be more objectionable to the public than the temporary discomfort of the smoke.

"If 90 per cent of the men in the car wanted to smoke and did so it would be physically impossible for the car crew to eject them. The conductor's only remedy would be to stop the car and refuse to transport the smokers further. This would mean that the cars would pile up and thousands upon thousands of persons inconvenienced.

"I feel under an exigency of this sort that the company is right to leave it to the respect of decent people for each other. These early workers are mostly married men and have respect for women. I think it safe to leave it with them."—*Smoke.*

RESTRICTING TOBACCO ACREAGE.

WASHINGTON, February 25.—Senators and Representatives from Connecticut are receiving petitions from the New England Tobacco Growers Association requesting that the Federal Government restrict the tobacco acreage in order that foodstuffs may be planted this year.

It seems that the Woman's Committee of the Connecticut State Council of National Defense requested the New England association to restrict their acreage of tobacco.

At a meeting a week or so ago in Hartford, Conn., the tobacco growers agreed to do this. They also passed a resolution at the same meeting calling upon the Federal Government to request tobacco growers in other states to do the same thing. Also that the importation of tobacco be restricted to a certain extent. It is understood that some of the Congressmen intend to take the matter up with the proper officials.

NATIONAL TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF THE U.S. TMA

CHAS. J. EISENLOHR, Philadelphia, Pa.....President
GEORGE W. HILL, New York
ASA LEMLEIN, New York
EDWARD WISE, New York
JESSE BLOCH, Wheeling, W. Va. .....Vice-Presidents
LEON SCHINASI, 34 W. 100th St., New York.....Treasurer
CHARLES DUSHKIND, 5 Beekman St., New York.....Secretary

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA.
JOSEPH OLLENDORF.....President
MAX LEVY .....1st Vice-President
LEO LEHMAN.....2nd Vice-President
JOSEPH FREEMAN .....Treasurer
LEO RIEDERS, 200 West 118th St., New York City.....Secretary
Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA.
FRED. HIRSCHHORN, 54th St. and 2d Ave., N. Y.....President
CHARLES J. EISENLOHR, 932 Market St., Phila....Vice-President
J. B. WERTHEIM, 81st and East End Ave., N. Y.....Treasurer
S. K. LICHTENSTEIN, 40 Exch. Pl., New York.....Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION.
JOS. F. CULLMAN, JR., New York.....President
W. J. LUKASWITZ, Dayton, O.....Vice-President
JOS. MENDELSOHN, New York City.....Secretary
GEO. M. BERGER, Cincinnati, O.....Treasurer

INDEPENDENT TOBACCO MANUFACTURERS' ASSOCIATION.
J. A. BLOCH, Wheeling, W. Va.....President
W. F. AXTON, Louisville, Ky.....Vice-President
RAWLINS D. BEST, Covington, Ky.....Secretary-Treasurer

NEW YORK TRADE ORGANIZATIONS

CIGAR MANUFACTURERS' BOARD OF TRADE.
Barnet Wolff .....President
Ralph M. Gans.....Vice-President
Fred Winkler .....Treasurer
Max Miller, 135 Broadway, New York .....Secretary
Meeting 4th Tuesday of each month at Hotel McAlpin.

NEW YORK INDEPENDENT JOBBERS' ASSOCIATION.
Barnett Wolff .....President
S. Halpern .....Vice-President
Jacob Baum .....Treasurer
Abraham Friedman, 427 E. 74th St.....Secretary

INDEPENDENT RETAIL TOBACCONISTS' ASSOCIATION.
Lew Gompers .....President
Alfred Samuels
O. Abramowitz
A. Hirtenstein
F. Sorin .....Vice-Presidents
F. W. White.....Treasurer
Manny Neuwirth, 330 Fourth Avenue, New York.....Secretary
Meeting 2d and 4th Thursday of each month at Terrace Garden, 145 East 58th St., New York.

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City

SHADE-GROWN HAVANA

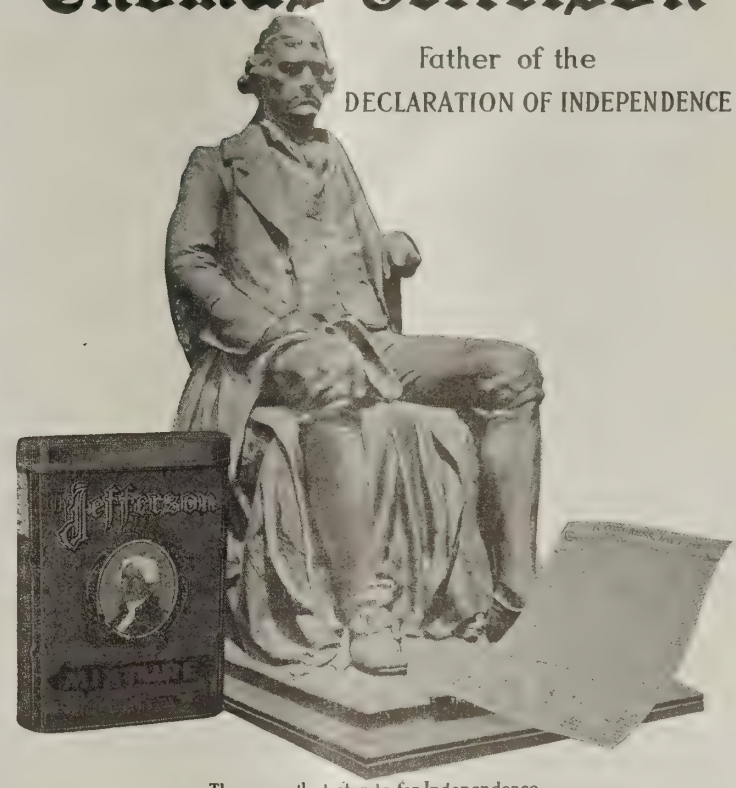


E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

Thomas Jefferson

Father of the
DECLARATION OF INDEPENDENCE



The name that stands for Independence

Jefferson Mixture

Blended to give an aromatic, cool smoke, and not to sting or bite the tongue. A blend of several different varieties of fine old Virginia, North Carolina and Kentucky, Imported Havana and genuine Louisiana Perique tobaccos. Jefferson Mixture is cut in a chop or roll cut—very convenient for filling the pipe.

Price List and Samples upon application

Cameron Tobacco Co.
Richmond, Va.

Output and Profits in Tampa Will Be Larger

Cigar Manufacturers Believe That 1918 Will Be a Better Year—Jim Burns Hasn't Time to Be Sick—Banquet of Clear Havana Manufacturers Was Postponed —Criticism of the Tampa-Havana Service — Lozano Factory Reports Excellent Business

TAMPA, Fla., February 23.—A. L. Cuesta and family have returned from a stay of several days in Cuba, where Mr. Cuesta looked after his tobacco interests.

Erroneous was the report published last week that Jim Burns, the well known cigar man, was ill. The gentleman ill at the Elk's Club was a Mr. Burris and his name, as it appeared on the register, was taken for that of Mr. Burns. "These newspaper men, by publishing stories of my illness, will have my creditors down on me like a thousand tons of brick," said Mr. Burns. "I'm not ill, haven't time to become ill and don't intend to get ill."

Godfrey S. Mahn, a well known Philadelphia cigar dealer, was in the city this week. He went to Havana and will return north via the east coast resorts.

R. G. Hester, at one time head of the local factories of the Havana-American company, but now a successful real estate dealer in North Carolina, is greeting Tampa friends on one of his occasional visits to the city.

The banquet of the Clear Havana Cigar Manufacturers' association, which was to have been held Wednesday in honor of Chairman T. Ed Bryan and Secretary L. P. Dickie of the board of trade, whose services to the industry have been very valuable, was postponed to Wednesday of next week on account of the entertainment of Gov. Sidney J. Catts by the Rotary Club, which was a most interesting function.

Sol Gans, the veteran leaf dealer of New York, was among the visitors in the city this week.

Criticism of the Tampa-Havana service, resulting from the necessity of transferring all shipments at Key West since the sinking of the Oilivette off the coast of Cuba, continues to grow in volume. The situation is a most unsatisfactory one, yet, because it is difficult to purchase steamships while the war is on, it is hard to provide a remedy right away.

Jose Lozano, of the F. Lozano factory, states that the year is beginning with unusually good business. The old established Lozano brands have been increasing in popularity for a number of years.

Shipments of cigars continue to hold up at a pleasing rate, and it is daily becoming more evident that the record of the present year will surpass that of 1917 in volume, also in profits, owing to the increase in prices made effective by many manufacturers.

RECORD BREAKING SALES IN MADISON.

MADISON, Ind., February 21.—Another record-breaking tobacco sale was held at the four loose leaf tobacco warehouses of Madison, Wednesday, as follows: W. H. Snook & Co., 41,575 pounds for $9,774.67, average, $23.51; Farmers, 61,385 pounds for $13,381.74, average, $21.70; Planters, 106,980 pounds for $26,302.03, average, $24.57; People's, 28,200 pounds for $7,119.12, average, $25.24. The total day's sale amounted to 238,140 pounds, for $56,302.56, with an average of $23.08. The condition of the offerings was generally good, but common tobacco still constitutes the greater part of the sales. Prices on all grades of common are gradually getting better, while the fine tobacco and good reds are selling from $2 to $8 higher than in January. The market is flooded with tobacco this week, and many wagons stand two days before they are unloaded. All tobacco now being offered comes from Indiana farmers, and when navigation is opened on the Ohio river the Kentucy tobacco will predominate, and make the market stronger. All sellers Tuesday, were well satisfied with prices obtained, which run from $9 for trash to $52 a hundred for fine grades.

ROBERT McGINNIS PASSES.

Robert McGinnis, a retired tobacco merchant of New York, died at his home in Sound Beach, Conn., Saturday. He was born sixty-nine years ago in Oliver street, New York city. He was graduated from the Christian Brothers College and the College of the City of New York. As a young man he became associated with the firm of Buchanan & Lyall, in which concern he rose to the post of manager and won the reputation of a tobacco expert. He retired fifteen years ago. For thirty years Mr. McGinnis had lived at Sound Beach. He contributed liberally to New York charities, was president of the St. Vincent de Paul Association, vice-president of the Planet Mills, one of the founders of the Xavier Association and Catholic Club, director of the Guild of the Infant Saviour, and a member of the Downtown and Delmonico Clubs in New York.

Not Enough Drying Sheds in Santa Clara

Is the Report Now Concerning the Remedios Crop—Which Promises to Be Both Big and Good—Censorship and Shipping Permits—Considerable Leaf Is Being Bought in Havana for Shipment to South America—Factories Not Complaining

HAVANA, February 22.—President Menocal has issued a proclamation, directing that all foreign correspondence be subject to censorship.

Through press cables comes news that in future all importations, as well as exportations, are subject to permission, to be granted by the War Board at Washington, to the importer, or exporter, and in consequence thereof the Tampa and Key-West lines refused to accept any tobacco shipments from Havana, unless the exporter here could produce a permit, from the War Board at Washington. So far, the New York and Cuba Mail Steamship Line has accepted all cases of cigars and packages (bales, barrels and packs) of leaf tobacco. For all countries other than the United States, it has been customary for some time to exact a permit, from our National Defense Board, before the goods could be taken on board of the steamer. It causes a delay in the despatch of goods, and particularly in the beginning it happened, where the exporter did not get the permit in time, he lost his chance to forward goods on the steamer, but at present matters are working smoother, and the delay does not amount to more than 3 days, as a rule.

The leaf market, during the past week, continued fairly active. The heaviest demand came from the South American republics which, despite all existing difficulties, high cost of the leaf, scarce tonnage and exorbitant rates, as well as marine insurance and extra war risk, do not seem to have exhausted their buying capacity. In fact, if the South Americans had not lifted the market so much, on the first capaduras of Remedios, we might not have seen such high figures this winter. As the coming crop of Remedios promises to be very large, there will be enough for all parties concerned, and probably leave a surplus.

Sales during the past week totalled 5,419 bales, viz.: Vuelta Abajo and Semi Vuelta, 2,387 bales; Partido, 1,168; and Remedios, 1,864 bales.

Buyers were: Americans, 1,420; exporters to the Argentine Republic, 1,769; to Uruguay, 275; to Chile, 881; to Great Britain, 160; and local manufacturers of cigars and cigarettes, 914 bales.

As there was no Ward Line steamer from here to New York, there were no exports of cigars, or leaf tobacco, on February 9.

Exports of leaf tobacco, from the port of Havana, for the week ending February 11, only totaled 563 bales, which were all shipped by the S. S. Miami, to Tampa.

Crop exports are still uncertain, so far as Vuelta Abajo is concerned, but the news from Santa Clara province is more cheerful every day. It is said now, that there may not be enough drying sheds to hold all of the crop. The quality is declared to be good.

Leaf buyers arriving were: Enrique Pendas, a Vice-President of the Havana-American Company; Angel L. Cuesta, Sr., of Cuesta, Rey & Co., and Manuel Alvarez, of the Porto Rican-American Co. There returned from Spain, by the S. S. Reina Maria Cristina, Eduardo Gonzales and Enrique Gonzales, both of the house of Sobrinos de A. Gonzales; and Saturino Miguel, of Lozano & Miguel.

The new representative for the United States and Canada, of the Belinda factory, N. E. Nichols, arrived last week from New York, and returns today to his headquarters in New York, after a conference concerning the future campaign.

The prominent buyers were: Walter Sutter & Co., 963 bales; Por Larrañaga, 800; Leslie Pantin, 750; and the American Cigar Co., 643 bales of leaf tobacco.

Among the sellers were: Herrera, Calmet & Co., 1,151; Leon & Delgado, 590; F. Ezquerro, 450; Tomas Benitez Leon, 300; and Suarez Hermanos, 290 bales.

Romeo y Julieta continues as busy as ever in filling orders for Great Britain, United States, South America, South Africa, and in fact for all countries which are consuming our cigars.

Partagas is no less busy executing orders for all of the above named countries, as well as for the home demand.

Punch is working as steadily, being well supplied with good substantial regalia size orders.

Hoyo de Monterrey, while not as busy for the American market as during the holiday season, nevertheless has fair orders from the States and elsewhere.

The Eden factory, Por Larrañaga, Belinda, and Ramon Allones are all doing a fair trade.

Benoit Wasserman cabled to one of his friends here, that he was prevented from leaving last Saturday, but might come later.

ROSAM.



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR



T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK



DEALERS

There's a big demand for

FLOR DE

MELBA

The Cigar Supreme

They're quite a bit better than others.

All popular shapes.

Sell for 3 for 25c—10c straight. 2 for 25c—3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now or write us

I. Lewis Cigar Mfg. Co. Newark, N. J.

Largest independent cigar factory in the world.

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City. Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

"Business as Usual" Encourages Boston

BOSTON, February 25.—"Business as usual" is the slogan to-day, from Maine to Connecticut. New England Fuel Administrator Storrow, in announcing last week that it had been decided to abolish the Garfield Holidays said that "the advancing season has brought us, we think, to the point where conditions are causing discomfort rather than danger to the householder, and this, we think, has removed the strongest reason for continuing the fuelless Mondays."

This, of course, means that the Tuesday ban on theatres is removed.

Another of the important reasons for the removal of the Monday holidays is the fact that last week when the adjoining States were allowed to continue six days, while New England was operating upon only five, a flow of labor was started from the industrial plants in many of the States.

This month, with a number of holidays, and shorter hours of closing, makes February average down to about fifteen working days.

Jobbers here are yelling for money from the retailers, but the poor retailers can't give up what they failed to get, so February will go down into history as one of the quietest months the retail cigar business in New England ever knew.

Prices of cigarettes have advanced about one dollar per thousand. This means another change in retail prices, and I was informed yesterday by a prominent retailer that all new prices will go into effect on cigarettes, and little cigars, the first of March. What will be done on the popular New England brands is a question. A number of stores are now selling such cigars for ten cents straight, but in the War Zone the cut-rate stores are offering three for a quarter.

Hi Hammer, representing Corral-Wodiska y Ca., was with us recently. Hi got a nice bunch of business in this town. They all say he has some of the best Clear Havana goods now on sale.

There has been a shortage of Copenhagen Snuff here during the past two or three weeks.

Notwithstanding the fact that the Dolly Madison Cigar has increased in price to the retailer, E. E. Steeves, the New England representative of the brand says that the sales show big increases. Dolly Madison is now handled by some of the biggest jobbers in New England.

Marie Antoinette is featured in a variety of sizes at the cigar stand at the South Station. The Marie Antoinette also obtains favor in some of the leading clubs in Boston.

Charles B. Perkins, of C. B. Perkins & Co., is in New York City this week.

Claude Turner, representing Salvador-Rodriguez, is in the city this week, calling on the jobbers. Cobb, Bates & Yerxa, the Summer street retailers and jobbers, have handled Charles the Great successfully for a number of years.

Cigar Makers' Union 97 is endeavoring to raise $10,000 to send cigars, cigarettes and tobacco to U. S. soldiers in France. The campaign is progressing favorably and it is promised that the entire sum soon will be subscribed.

William Ahearn, who resigned as manager of the cigar department of G. W. Armstrong, Dining Room & News Co., has passed the examinations for ensign in the United States Navy. "Bill" served for a short time on the Training Ship *Ranger,* and at the outbreak of the war took a special course at the Massachusetts Institute of Technology, and was appointed on the Merchants' Marine Service, making several trips abroad.

Wisconsin Notes

EDGERTON, Wis., February 22.—Another brief casing spell ushered in with a heavy fog early in the week has furnished an opportunity for growers to clean out their sheds and strip the balance of the crop. The condition of the country roads has made it difficult to proceed with the deliveries to any great extent and the inability to get cars at interior points for transshipment has further delayed the work. This has compelled packers to secure temporary storage when receiving has occurred outside of packing points, so receiving is proceeding slowly. Zero weather has again interfered with the work of stripping in the country for a time.

Carload shipments out of storage to eastern factories are not yet accepted to eastern points owing to the railroad congestion.

The Spitzner warehouse began the season's work of packing this week, employing about fifty hands.

J. A. Jenson left for Ohio Sunday evening to look after business connected with the putting up of a packing of tobacco at Dayton.

A. E. Thoreson, a large tobacco grower of Beloit, was in town Wednesday making a settlement for his 14-acre crop sold to the Otto Eisenlohr & Bro. firm at 25&5c.

R. L. Henry, of New York, and Mr. Dart, of Richmond, Va., both with the P. Lorillard Co., have visited the Wisconsin headquarters of the firm this week.—*Edgerton Reporter.*



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

SHIPPING CONDITIONS

WASHINGTON, February 21.—Cable advices on government requirements, according to word reaching officials here, space for commercial cargo to English ports is inadequate. In British steamers no space is available. American steamers have a small amount of space which is assigned to small lots of essential commodities. Charters of neutral tramp steamers are under negotiation, but are difficult of consummation.

Space is entirely controlled by the French Commission to French ports, which authorizes shipment only of essential commodities or of government cargo. Space is obtainable for measurement cargo, to Italian ports, but is scarce for dead-weight material, of which there is more offered than steamers can handle.

The situation is reported as unchanged to Greek ports, there being no ships immediately in view. Greek liners can accept only such cargo as is authorized from Athens. Conditions are somewhat better to Switzerland. A recent steamer for Catte has taken away a large quantity of cargo which had accumulated, and a further steamer to that port is under negotiation. Conditions remain unchanged to Holland and Scandinavian countries. Rates are reported steady to South American ports.

MANILA TRADE GROWS.

WASHINGTON, February 21.—Cable advices just received by the Bureau of Insular Affairs of the War Department state that the total imports into the Philippines for the calendar year 1917 amounted to $65,796,074. This was the largest value ever recorded in the trade of the islands, and exceeded by twenty million dollars the low level of 1916. The cotton trade reached remarkably high values and was the leading factor in the large increase, while iron and steel recovered in a measure from the reduced figures heretofore prevailing in the war period. Though import quantities were in a number of instances larger than in the previous year, soaring prices were a conspicuous element in the exceptionally large total.

The export trade in 1917 under war prices and increased production was even more phenomenally large, the total of $95,604,307 being $26,000,000 more than the already high record established in 1916. Of this increase $20,000,000 was in the single item of Manila hemp, which dominated the islands' export trade as never before and represented practically half the total value for the year. High prices stimulated production, and the quantity exported increased from 135,000 long tons in 1916 to 167,000 in 1917, closely approximating the largest ever recorded. Shipments to the United States amounted to 94,000 tons. Exports of coconut oil almost trebled in quantity and assumed new importance, ranking next in value to hemp and sugar among leading exports, though shipments of copra—the raw material for manufacture—were also larger than in 1916. Exports of sugar amounted to 203,000 long tons, a decline of a 130,000 tons from the unprecedented output of 1916, while shipments of cigars greatly increased owing to the growing American demand.

The diversion of Philippine trade to the United States was a feature of the year's returns, 57 per cent. of the value of all imports being of American origin while 66 per cent. of all exports were to the United States, in comparison with 50 per cent. of imports and 51 per cent. of exports in the previous year.

PATENTS RECENTLY GRANTED.

The following patents of interest recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trade-mark attorney, Real Estate Trust building, Washington, D. C., at the rate of 20 cents each. State number of patent and name of inventor when ordering.

1,254,151.—Cigar band. Gustav J. Nagel, New York, assignor to Garrett H. Smith, Inc., same place.

1,254,307.—Cigarette or cigar holder. Nishan M. Boyajian, New York.

1,254,478.—Smoke strainer for pipes. John Chanchuck, Burlingame, N. Dak.

1,254,603.—Humidor. George A. Kallenberger, Newark.

1,254,673.—Tobacco pipe. Joseph Giaccone, Brooklyn.

1,255,402.—Process of bunching material. Harry T. Froelick, Philadelphia, assignor to Bright Cigar Machine Co.

1,255,790.—Tobacco harvesting machine. Dalton R. Raper, High Point, N. C.

1,255,954.—Caddy for packing tobacco. Henry Turner, Richmond, Va.

1,255,989.—Cigarette package holder and ash try. Albert de Montluzin, Cincinnati, and Allan G. Lynn, New York, assignors to Liggett & Myers Tobacco Co., New York, N. Y.

1,256,091. — Cigarette-case. John Aginley, Brooklyn, N. Y.

1,256,122.—Wrapping machine. John S. Freeman and Willis L. Wortham, Jersey City, assignors to P. Lorillard Co., New York.

1,256,469.—Pipe. William F. Garrison, Alcova, Wyo.

LIBERTY LOAN ESSAY CONTEST.

The National Committee of Patriotic Societies during the Second Liberty Loan campaign instituted a prize essay contest on the subject, "There should be a Liberty Bond in every home."

More than three thousand essays were submitted and the first prize, a Fifty dollar Liberty Loan Bond, was awarded to Morris Wolf, of the Business High School, Washington, D. C. Other contestant schools ranking high in order of excellence were the Dunbar High School of Washington, the Joliet (Ill.) High School, the McKinley Manual Training School of Washington, the Gilman School, Roland Park, Md., the Northwestern Military Academy, Wisconsin, the Deerfield High School of Highland Park, Ill., the Eastern High School of Washington, and the Hindman Settlement School of Kentucky.

The essays were limited to 600 words and every school competing was required to have a campaign for the sale of Liberty Bonds. The total sale of bonds resulting from these campaigns went into the millions. The Gilman Country School of Maryland led the list, purchasing $60,000 worth of bonds.

The National Committee of Patriotic Societies, which has its headquarters in Washington, will hold a similar contest during the Third Liberty Loan campaign and hopes to have every high school in the United States competing.

Excerpts From Col. Rafferty's Report

Relative to the U. S. Market for Manila Cigars and Philippine Leaf Tobacco

"A year ago the Manila cigar was generally known as a two-for-a-nickel cigar, and a good value at that price. Indeed it was a good value, as the American smokers have very quickly discovered. But its value is entirely too good and the cost too great to let it remain in the two-for-a-nickel class. It had become associated by analogy in price with the stogie, to which it is far superior. However, matters are improving as during my present journey I encountered dealers in all parts of the country selling Manila Londres at from 3 to 5 cents United States currency each, although the manufacturers were receiving prices low enough to enable the importer, jobber, and retailer to make a profit by selling them as most at three for 10 cents. The great mail order house, Montgomery, Ward & Co., of Chicago, are selling a brevas shape, quite similar to the Londres, by the box at 49c each. Other importers, jobbers, and retailers have found that the cigar is worth 5 cents to the public, and charge accordingly. This fact convinces me that no Manila cigar should be sold at such a low price as will enable it to be sold at retail at less than 5 cents, or 6 for 25 cents. Manila Londres have been extensively sold at that price and by comparison with the domestic American cigar sold at the same price, the Manila article has much to its advantage.

"Philippine leaf has had a phenomenal market in the United States during the past two years. In those sections of the country where it had been tried, barring some very musty leaf which had been put through by unscrupulous dealers in the beginning of the leaf trade, I heard words of high praise for the superior burning quality of Philippine tobacco, as well as for its agreeable aroma and its adaptability to blending with Porto Rican, Havana, and domestic leaf. The praise is not limited to Cagayan and Isabela leaf, by any means. The tobacco grown in the Provinces of La Union, Pangasinan, Cebu, and Oriental Negros has also found great favor. There appears to be developing in the United States an unlimited market for stripped, or stemmed leaf, this partially manufactured product being much preferred to the whole leaf. It is certainly to the advantage of this country to send the partially manufactured leaf, as it means the furnishing of suitable light, and profitable employment to thousands of unskilled women and youths of the Islands. It is highly desirable, therefore, that in such thickly populated districts as Cebu, La Union, and Pangasinan, and in the Cagayan Valley as well, packing and stripping establishments be opened, where can be found that favorable combination of supply of raw material and supply of labor.

"There is no doubt but what Manila cigars are arriving in better condition than they were two years ago. It was admitted on all sides that the Government had made good its guarantee by limiting the number of defective cigars exported to a very low figure, by following up the cigars after they had reached the United States and having them reconditioned when necessary at the Government's expense, and also by preventing in so far as possible the placing of cigars that become damaged by mold or beetle during the long voyage on the market. The manufacturers in most instances have shown much greater willingness to reimburse the dealers in America for losses incurred by reason of damaged cigars, while on the other hand they are protected against inordinate claims by having a Government agent in the United States to inspect the cigars. In the past the inspection work in the United States has been carried out by officers of the Bureau of Insular Affairs, but better to systematize the work arrangements are being made to have this duty performed by a regular agent, as provided by law, stationed in New York. While the proportion of damaged cigars has been greatly lessened, there still remains much to be done in further cutting down this item of expense and annoyance. Most of the factories in Manila can do their part, as some have in the past year, by taking greater precautions against infestation and reinfestation by the tobacco beetle. Again, more scientifically constructed drying rooms will greatly reduce the damage from mold.

"I am of the opinion that it is a mistake to pack Manila cigars 100 to the box.

"The manufacture of Manila cigars for the United States is in the hands of some twenty-two factories in Manila with branch factories in its suburbs, there being twenty-two such branches in Malabon alone, and these factories are owned and operated by Americans, Spaniards, Filipinos, Chinese, Swiss, and others."

THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS

333 FIFTH AVE. NEW YORK

Preserving the Original Goodness of Tobacco

YOUR product *leaves* your factory clean and fresh. It must reach the ultimate consumer in precisely the same condition. That is the mission of Diamond-F Protective Papers.

Perhaps Diamond-F Glassine is the paper best suited to certain of your products. Maybe Diamond-F Greaseproof (Imitation Parchment) would serve the purpose better. For every packing purpose, there's a Diamond-F Protective Paper that exactly meets the requirements.

Ask your jobber to show you the Diamond-F line, which includes, in addition to the two above-mentioned papers, Diamond-F Vegetable Parchment and Diamond-F Parchmoid. These Protective wrapping and packing papers preserve the original goodness of Tobacco. They are used by leading industries all over the United States.

They are made with pure spring-water under clean, sanitary conditions by paper experts. Ask your jobber about Diamond-F Protective Papers. If he cannot supply you, write us direct.

Diamond-F

A Mark of Quality—
A Sign of Service

Diamond State Fibre Company

Bridgeport, Pa. (Near Philadelphia)

Organizing Tobacco Workers in St. Louis

Employees of Liggett & Myers Tobacco Co. Said to Comprise the Largest Unit—Educating Smokers Concerning the Value of Six Cent Cigars—A Mexican Cigar and Cigarette Exhibit—Office Annex and Dining Hall Built as Annex to the Big L. & M. Factory.

ST. LOUIS, Mo., February 23.—Many smokers here do not yet understand why cigars that formerly sold for 5 cents should now be sold at 6 cents. And so, the Stickney-Hoelscher Cigar Co. has started a campaign of education to acquaint the consumer with the exact facts of the cigar situation, to inform him fully the reasons for the advance of one cent. Dr. W. A. Hoelscher, vice-president of the company, has prepared a statement of conditions, which is being distributed generally with effective results. The statement is headed, "6c. Cigars! Why?" and gives these reasons:

"Tobacco—Sumatra wrappers prior to the war, average per pound, $2.50. Last sale this year, an average of $4.50 a pound.

"An average increase of 40 cents a pound for Havana tobacco increases the cost for the tobacco alone from $7.00 to $8.00 per thousand cigars (18 to 20 pounds of leaf to the thousand).

"Connecticut shade-grown tobacco, former average, $2.25 per pound; now, $4.00.

"Porto Rican tobacco (wrappers), former average, $1.85; now, $3.25.

"Burley (Virginia) cigarette and pipe tobacco, former average, 17c per pound; now, 45c.

"Imported Turkish tobacco before the war, from 35c to $1.50 per pound (according to grade); now, $1.00 to $3.00, plus charge for freight and war-risk insurance, 60c to $1.00 a pound. Duty, 35c per pound additional.

"Labor—An average increase of $2.25 per thousand paid cigar makers for making cigars in the best factories.

"Clerical work, selling expenses, etc., all increased for like reasons.

"Boxes and Packing—Former cost of a cigar box, 6 cents; present cost, 10 cents.

"Manufacturers now charging from $4 to $5 per thousand extra for cigars packed in boxes of 25 instead of in boxes of 50. A charge seldom made before.

"Average increase in cost of packing material, 25 per cent.

"Tax = Plus Tax—Total internal revenue collected on tobacco in the United States for the past fiscal year, $103,201,592.16.

"Additional revenue levied under the new law, now in force, $70,000,000, making a total tax of $173,000,000, over 67 per cent. increase in taxes."

The general distribution of this circular is expected to result in a much better understanding among smokers.

Anthony McAndrew, of Cincinnati, president of the Tobacco Workers' International Union, has been in St. Louis for the purpose of organizing a branch among the tobacco workers of this city. He addressed a meeting Saturday afternoon, at which 700 employees of the Liggett & Myers Tobacco Co. were said to have been enrolled. Sixty of those who paid the $1 initiation fee were girls. Most of the 4,000 tobacco workers eligible to membership are employed by Liggett & Myers. The organization will have a charter separate from the union, in existence here for the last twenty-five years and which has a membership of 300.

The next meeting of the local union will be held next Wednesday night, when officers will be elected, and a committee appointed to prepare a wage scale and schedule of working conditions for presentation to the company.

President McAndrew stated that the International organization had only 3,700 members in the United States previously and that the Liggett & Myers employees formed the largest unit ever taken in. He said that steps would be taken at once to unionize the American Tobacco Co., Richmond, Va., which has 20,000 employees; the R. J. Reynolds Co., Winston-Salem, N. C., 4,000 workers, and the companies at Durham, N. C., 3,000 employees.

Cigars and cigarettes are included in the Mexican National Industrial Exhibit now on display at the St. Louis Chamber of Commerce, and which is attracting a great deal of attention. C. I. Luque, representative of the Mexican Secretary of Commerce, is in charge of the display, which is valued at $5,000.

C. Edgar Terry, who represents Bayuk Bros. in the Northwest, was in St. Louis this week, having been called here by the death of his mother. He has returned to his territory.

Arnold Tietig, of Arnold Tietig & Sons, Cincinnati, was a recent visitor in St. Louis, pointing out the superior qualities of La Siesta.

Jimmie Handler, representing J. Klorfein, was here for several days in the interest of Garcia Grande.

The Liggett & Myers Tobacco Co. is completing a new office annex and large dining-room at their plant on Folsom and Tower Grover avenues. The building is two stories high and is 350 feet long by 50 feet in width, and is being built at an approximate cost of $50,000. The dining hall is for the use of the company's employees, and is considered one of the best appointed in the city. A large kitchen is attached to it.

A NEW HAVEN CONFERENCE.

A special conference was held last week between the New Haven war board, representatives of the Winchester Co., a committee of cigar manufacturers and Mayor Fitzgerald, regarding the employment of striking cigarmakers at the munition plant. The session was the result of a claim by some cigarmakers that they have been refused work at the Winchester shop and that the cigar manufacturers have sought to prevent their employment there. New Haven's cigar manufacturers are indignant at this assertion and told the war board that they had absolutely no objection to the employment of the striking cigar makers, who have been out of work for many weeks, any place they desired to work. In no way have the cigar makers tried to prevent them getting work at other lines of endeavor, the cigar manufacturers insisted. In cases they explained, where the Winchester company, following out its employment bureau system, sent a query to a cigar maker for facts concerning an applicant they simply replied truthfully that the man concerned was a cigar maker and that he was out of work at his trade because of the strike. The Winchester company, it is assumed, has not employed the cigar makers because it was feared that they yould soon leave when the cigar strike was settled. The net results has been, however, the spreading of the story that the cigar manufacturers were to blame for the strikers not getting work and the cigar manufacturers at the meeting today were prepared to give the strikers a clean slate recommendation so far as character and ability were concerned and to state that they in no way wished to keep them out of any employment they desired to enter.

The session was in no way an arbitration meeting as the phases of the strike did not enter into the purpose of the meeting, the sole purpose being the desire of the war board to know exactly what the situation was so far as the employment of the strikers at Winchester was concerned.

The strike seemed no nearer settlement than ever, at the conference. About 400 men are out.

During the past three months approximately $25,000 has been distributed throughout Wilkes County, N. C., by the Golden Belt Manufacturing Co., in payment of labor for stringing tobacco sacks.

LA FLOR DE INTAL CIGAR MANUFACTURING CO.

KUENZLE & STRIEFF, INC.

"LA FLOR DE INTAL"
"LA FLOR DE ASINGA"
"LA FLOR DE LAVINAB"
"LA UNION"
"LA FLOR DE CARITAN"
"LA FLOR DE MINANGA"
"EL TAMARINDO"
"LA HONRADEZ"



The cigar exceptional for Quality and Workmanship.

COMPARES FAVORABLY WITH THE WORLD'S BEST.

SIDNEY J. FREEMAN & SONS
United States Representative
123 Liberty St. New York



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

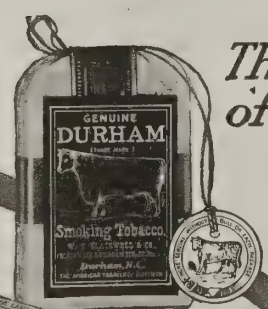
You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO





The "Makings" of a Nation



A Suggestion To Pipe Smokers

Just try mixing a little genuine "Bull" Durham Tobacco with your favorite pipe tobacco—it's like sugar in your coffee

Guaranteed by

The American Tobacco Co.

INCORPORATED

"The Makings of a Nation" — Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" — Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

SAN FRANCISCO CIGAR TRADE BECOMES MORE CONTENTED

Distributors Were Afraid of Drouth—Orders Dependant on Rain—In-B-Tweens Were Desired in Yokahama—Chuck in Oregon—Judell Receives a Big Shipment of T. & O. Cigars—Ehrman Bros. Report That Six Cent Sizes Are Selling Well.

San Francisco, February 20.—The tobacco trade of San Francisco is in a contented mood. Retail dealers find that their business is maintaining the even tenor of its way and the usual number of customers are spending the usual amount of money, notwithstanding the excitement over advancing prices or shrinking packages of tobacco or sizes in cigars. The distributors have been worried over the long protracted drought, which has prevailed with only two or three breaks in the dry spell since last summer. Now the rain has come in earnest, not in a rush but gentle and ample. As a consequence traveling men from all over the State are sending in much larger orders. A few days ago one of them sent in a large order to be shipped "if over an inch of rain fell before Washington's birthday." The goods were shipped today. So, one might say that the trade is in the condition of a man who has seen an exciting play, (the play of Public Sentiment as prices were adjusting themselves,) and now that the curtain has descended upon a pleasing denouement, (Good business,) sits back in contentment and says, "Let's have a smoke."

Orders reach the local distributors from all sorts of places, but one reached H. L. Judell & Co., this week from a field not often invaded from this country, and by the chance of heavy import duty it will not be invaded with the goods on this order. A gentleman in Yokohama happened to have some In-B-Tween cigars handed him by Harry Green as the latter was on his way to Manila. He liked them so well that he immediately sent the money for a large consignment of the cigars. Between the order and delivery stood an import duty of 250 per cent imposed by the Japanese government and like many another thing about cigars the deal went up in smoke and the money was returned.

J. C. Chuck, of Frankel, Gerdts & Co., left this week for Portland where he will visit with Rosenfeld, Smith, distributors for La Natividad cigar in that territory. Mr. Chuck will remain in Portland for a while working up the trade in that vicinity and later will go to Seattle, where he will spend several weeks in the city and territory adjacent to Seattle.

Monroe Falkenstein, vice president of S. Bachman & Co., has just returned from a several weeks visit in the east.

Horace Y. Kelly of Horace R. Kelly & Co., the New York Manila house has been spend- a little time in San Francisco, visiting the trade and seeing the sights.

H. L. Judell & Co., reports that they have recently received a shipment of 150,000 T. & O. cigars, of which they were in sore need. Some of the cases came through in very quick time. They have also received a shipment of 100,000 Fighting Bobs from Manila.

Milton Glass is visiting Fresno and since it began to rain in that section of the State he is sending in some fine orders. Fighting Bob is proving a winner in that section.

Alexis Ehrman of Ehrman Bros. & Co., is preparing to make a trip to New York and other eastern centers.

I. I. Hess, the Optimo man has been working up the trade in his specialty in San Francisco for several weeks. He expects to leave in a short time for the north.

Ehrman Bros. report that they have just received a much needed shipment of Optimo cigars. They find that the 6 cent cigar, especially the Philadelphia Hand Made and Havana Ribbon, are going as well as before the raise was made. There is also a good demand for the Santaella, the 5 cent cigar made by the Optimo people.

Edgeworth tobacco which has sold so long at 10 cents a package has been advanced in this market to 13 cents.

The 5 cent Bull Durham package which was formerly 7/8 ounces is now being distributed here in 3/4 ounce packages.

William Brush, a sub jobber of this city has been ill in the hospital for the past two weeks. He is reported to have improved in health and expects to be discharged from the hospital in the near future.

The cigar counter in the Chancellor hotel in this city is now presided over by Miss M. Harris. She is making friends quickly.

Beachnut gum, one of the favorite side lines of the cigar dealer, has been advanced in price to 70 cents and is hard to get.

The Valley Tobacco Co., of Fresno, which was formerly owned by Charles Brown, has been sold to Glasser Bros. of this city. They have installed Mr. Brown as manager.

Frank Muther, a cigar manufacturer and retail dealer of Santa Rosa, was in San Francisco this week visiting the trade.

The house of M. Blaskower is featuring successfully Popper's Seven Center, of E. Popper & Co., which includes an individual humidor case for boxes of 50s to stand on retailer's counter. It goes to the trade at $49.

Ed Cohn of the General Cigar Co., returned to New York recently to resume his duties as publicity man from the fountain head of publicity.

Louis Erdt, Pacific Coast representative of the Tobacco Products Corporation, has been laid up with an attack of rheumatism and recently left for Hot Springs for treatment.

GROUND GLASS IN CHEWING TOBACCO.

Says the Bisbee, Ariz., *Review:* "The authorities are withholding information relative to the investigation being made concerning a quantity of tobacco shipped into this city, containing a considerable percentage of ground glass. The authorities are determined to get to the bottom of the mystery and do not wish to reveal their plans until certain clues in their possession are more thoroughly worked on. The tobacco, chiefly of the chewing variety, was contained in cartons bearing a well known brand, which is believed to be a ruse to disguise its actual origin. The stuff was shipped into Phoenix on the Arizona Eastern."

HIJA De JOSE GENER
HABANA, CUBA
Manufacturer of HAVANA CIGARS
"HOYO de MONTERREY" "LA ESCEPCION" **"EL VINYET"**
VALERIANO GUTIERREZ, Sole Representative in the United States and Canada
Bowling Green Building, 11 Broadway, New York, U. S. A.



A. WINTER, President — M. WINTER, Sec'y and Treas.
PINZON
HAVANA CIGARS
BONDED **FACTORY**
M. PEREZ CO.
168 Water Street *New York*
Factory: Key West, Fla.
Warehouse: Industria 114, Havana, Cuba

MANILA CIGARS



American Shapes and Sizes
Special Brands for Jobbers
Bi-Monthly Shipments.
Always Fresh
Write for open territory to
HENRY OTTENBERG, Importer, 146 Front St., N. Y

BINDERS FOR "TOBACCO" Common Sense Kind
Sent by Mail $1.25. Delivered at Office $1.00
Tobacco Trade Journal Co., 10 E. 39th St., New York

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice
TWO
STANDARDS
for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO CO., Richmond, Va.

Trade News from Near and Far

Harry Rosen is now employed in W. A. Hollingworth's new store in the Woolworth building.

—

Murray Barr has engaged in the retail tobacco business at 135 North Eighth avenue, Homestead, Pa.

—

Stephen A. Mayhew, A. B. Hinds and M. F. Butler, of New York City, have incorporated the Horwitz Tobacco Co., with a capital of $500.

Harry Latner, formerly city salesman for Louis G. Smith & Co., has joined the Commissary Department of the U. S. A. Mr. A. Adler is covering his territory.

—

The controlling interest in the Grand Hotel, Mackinac Island, Mich., has been sold by Frank A. Nagel, of St. Louis, Mo., to Logan and Joseph Ballard, of West Baden, Ind.

—

While hauling a load of tobacco to Richmond, Ky., some days ago, Charles Smith was smothered to death when the load upset, tumbling him beneath the heavy mass of tobacco.

—

Howard C. Pearsall and Milo J. Gray, who conducted a cigar and confectionery business in Glens Falls, N. Y., under the firm name of Pearsall & Gray, have filed a petition in bankruptcy. Liabilities were placed at $62,931 and assets at $9,804.

—

Edgar A. Walz, founder and president of the National Hotel Keepers' Protective Association, the Hotel Credit Letter Co. and a hotel brokerage company, has refused an offer of $100,000 cash for the control of the two first named corporations.

—

Lester C. Johnston, aged 27 years, a salesman for A. Ruben & Co., wholesale tobacco and cigar manufacturers of Pittsburgh, was arrested last week charged with embezzlement, and was committed to jail in default of $1,000 bail.

—

Reports that persist in keeping in circulation have it that some of the wiseacres who thought they could put one over on the government by shipping anything but what they agreed to give the government are getting their cigars back from France.

—

The seventh annual smoker of the Chicago Greeters will be held on April 8, 1918, at the Hotel Morrison. Arrangements are now being completed by the committee, of which B. E. Wider, of the New Jackson Hotel, is the chairman, and the present expectations are that this will be the biggest and best event of its kind that has been held.

—

The Dry Chicago Federation, endeavoring to make the city dry this coming Spring, has employed A. S. Eastman, who helped the "wets" win the election in Ohio last year, to aid them in their fight. Since his successful campaign against prohibition in Ohio, Eastman has become "converted" and is now willing to help the "dry" campaign in Chicago.

—

The New York Central and the Pennsylvania lines have discontinued the practice of allowing the holder of one railroad ticket to purchase an entire section in a Pullman car, instead of one berth. Two railroad tickets, as well as two berth tickets, are now required to control a section on the cars of these lines. The custom of making Pullman reservations in advance, without advance payment, is also being done away with. Many lines are now requiring the purchase of the railroad ticket and the berth if the reservation is to be made.

THE MASTER MILD SMOKE

CRESSMAN'S
COUNSELLOR
CIGAR

ALLEN R. CRESSMAN'S SONS
Philadelphia, Pa.

New OPTIMO

BEST OF THE BEST



BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

ROCKY FORD
HAND MADE →CIGAR← DELICIOUS FLAVOR
Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c.—2 for 5c., 3c. each, and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices PITTSBURGH, PA.

Charles Denby
THE CIGAR THAT BUILDS AND HOLDS ITS TRADE



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars.

The "CHARLES DENBY" satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH Evansville, Ind.
Makers of Good Cigars for Over 67 Years

FROM THE FIRING LINE

Personals and Trade Jottings

M. Thompson has opened a cigar store in Malcolm, Neb.

—

Murad cigarettes are being advertised extensively in Cincinnati.

—

The United Cigar Store at Five Points, Ga., was damaged recently by fire.

—

W. E. Pardon, a cigar man at Benton Harbor, Mich., was burned out, last week.

—

The Strand Cigarette Co. is now the owner of a very classy-looking automobile, mostly white.

—

P. T. Anderson has sold his cigar store on Market street, Chehalis, Wash., to Jerry Peters.

—

The Quality Cigar Store at Sioux Falls, South Dakota, announces an intention to go out of business.

—

R. E. Pyle & Son have opened a store at 10 Seneca street, Oil City, Pa., featuring a cigar department.

—

The per capita circulation of money in the United States on January 1, 1918, was $48.76, an increase of $5.76.

—

M. A. Kalfon, who has been on the road for Louis Ash & Co. for some time, has just returned to New York.

—

Cigar stands, shoe shining shops, confectionery stores and soda fountains may open Sunday in Kokomo, Ind.

—

The American Exchange Cigar Co. lost its cashier in the draft. Abe Harris is in Buffalo and A. Foley is in Chicago.

—

Thomas O'Rourke has acquired the cigar store at 1022 Tower avenue, Duluth, formerly conducted by E. M. Johnson.

—

The Exchange Buffet on Liberty street, New York, has a window display of Coronas, Mozarts, and Cardinal Richelieu brands.

—

Irwin Levi is aiding the sales force of Chas. N. Krohn & Co. to accelerate the distribution of Harvester cigars in Cincinnati.

—

The Elks Lodge in Tacoma sent 2,000 packages of smoking tobacco and cigarettes to the 18th Engineers, now serving in France.

—

During his recent trip to Tampa, Governor Catts of Florida, visited the big and well managed cigar factory of E. Regensburg & Sons.

—

The good business coming to Henry Miller in the City Investment Building on Broadway keeps Miller and his assistant on the jump.

—

Luthy & Locher at 125 South Washington street, Peoria, Ill., have incorporated their wholesale grocery business with a capital of $60,000.

—

Arthur McDougald, a well known tobacco salesman, died in Little Rock, Ark., Wednesday morning. The cause of his death was pneumonia.

—

The United Cigar Store at the corner of Peachtree and Decatur streets, Atlanta, suffered a fire loss of several thousand dollars one day last week.

—

The Strand Cigarette Co. had a film made picturing the workings of its factory, which is being shown at some of the New York moving picture houses.

—

M. Alvarez & Co., with a capital of $50,000, has been incorporated under the laws of Delaware. The purpose of the company is to cure and market leaf tobacco.

—

C. E. Blackwell & Co. have established headquarters in Okanogan, making that town the jobbing point for the tobacco trade of north central Washington.

—

The International Tobacco Warehouse Co., with a capital of $10,000 has been incorporated in Louisville by Nat F. Dortch, Wm. Burghard and R. P. Summers.

—

A. J. Graff, formerly manager of the M. A. Gunst branch store at Tacoma, is now covering the Yakima and Gray's Harbor territory for the General Cigar Co.

—

E. M. Freeman will spend part of his time this week in Toledo, Ohio. By the way he sends in orders it looks as if he could sell goods in any part of the world.

—

Benito Rovira is still at Palm Beach, where he may remain for a while. The warm sunshine and tempting beach is more to his liking than cold weather in New York.

—

F. J. Horning is working through the middle west for Anton Bock & Co. Ed. Wolf is on the Coast, and W. C. Musselman is taking care of New York and eastern territory.

—

The Lovell Buffington Tobacco Co. of Lexington, Ky., has brought out a new brand of snuff, called Blue Ribbon. It is put up in small packages and much resembles Copenhagen.

—

The upper east side of New York City is rife with rumors of a general strike of cigar makers. One manufacturer said that the unrest is caused by the big war orders coming in to the manufacturers.

—

John Moriarity, manager of the King Col Cigar Co., is wondering when he will be abl to catch up with his orders and get a breath ing spell. Just now he is oversold abou 97,000 cigars.

—

Mel. Tanneholz is back at Camp Gordo again. And he is just as much alive in a uni form as he was when he spent most of hi time in the popular cigar store on Thirty eighth street.

—

Al. Korn, representing S. H. Furgatch & Co. has been covering ground in the middle wes for some time. The firm is still putting out a high grade quality of goods and does not find any trouble in marketing same.

—

During the past four years, United States imports of briar root, used almost exclusively for the manufacture of pipes, were valued as follows: in 1917, $417,000; in 1916, $567,000; in 1915, $297,570; in 1914, $371,203.

—

William Cullington, a cigar manufacturer, of Red Bank, N. J., died Saturday of general debility at the age of 72 years. He had been prominent in the affairs of Red Bank for many years. He leaves his wife and three daughters.

—

William Glaccum & Sons have three men on the road at present. W. Simpson is in New Orleans, R. F. Peyton in Kansas City and B. A. Hamilton on the Coast. Freight congestion is the thing that worries the New York office most just now.

—

There is no waiting in Wm. A. Hollingsworth's beautiful store in the Woolworth Building, and what Hollingsworth does not know about courtesy and efficient service is scarcely worth knowing. The answer is that he has one of the best stands in the city.

—

Hatred of anything German has caused the proprietor of a chain of cigar stores in Wilkes Barre, Pa., to alter a beautiful sign over the center of his Public Square store and to substitute the name of an American brand cigar for an old and popular brand named after a German town.

—

The Dan A. Wolf Co. of Cincinnati recently received a shipment of cigars from Sig C. Mayer & Co. of Philadelphia. The cigars had been en route from Philadelphia to Cincinnati since November 8. Which shows how slow and unsatisfactory is railway transit, these days.

—

Thos. Burney, the assistant manager of the United Cigar Store at 200 Fifth avenue, New York, does two men's work in helping Mr. Russel, the manager, in getting their share of the business of that district. With a live wire like John J. Flaherty within a stone's throw, only a live one could thrive

—

A total of a million and a half pounds of tobacco was sold on the floors of the three leaf warehouses at Bowling Green, Ky., dur-

ing the past week. According to the report of the Tobacco Board of Trade, 8,000,000 pounds of tobacco have been sold during the season, leaving about a million pounds yet to be sold.

—

"Scarcity of tobacco is the cause of the increase of prices of cigars and smoking tobaccos," according to a Keokuk, Iowa, cigar dealer. He says that three of his customers have already closed their doors and several more are contemplating doing so. "Reports from St. Louis state that eighty-one stores will close within a short time."

—

The largest one-day sale of tobacco on the Madison, Ind., market this season was held Tuesday, a week ago, when 206,285 pounds were sold. Tuesday's receipts totalled $275,000. Record-breaking crop averages were made, the buyers bidding spiritedly on all grades, making the market strong. The highest price paid was $50 a hundred.

—

A horse and wagon with seven cases of cigars valued at $2,000 was stolen Wednesday afternoon from in front of a restaurant at Harrison and Clinton streets, Chicago, while the driver of the wagon was eating. The wagon was owned by the Olson Cartage Co. 525 West Chicago avenue and the cigars belonged to the United Cigar Stores Co.

—

A. H. Gregg, vice-president of G. W. Faber, Inc., is now with the auditor's department in Washington. His entrance into the service makes the fifth person from this company to join Uncle Sam's forces. Business with the House of Faber is very good, but, like many other houses, it experiences quite a little difficulty in getting enough merchandise.

—

The quantity of cigars, cheroots and cigarettes imported by the United States in 1917 was over 3½ million pounds against little more than 2 millions in 1916 and about 1½ millions in 1915; the leaf tobacco imported in 1917 was 30 million dollars value against 26 millions in 1916 and 20 millions in 1915; and over 5½ million dollars' worth of cigarette books and paper were imported, as compared with 2½ million dollars' worth in 1916 and 1 million dollars' worth in 1915.

—

The Export Nitro Phospho Corporation has been incorporated at Newark, N. J., with a capital of $120,000. The incorporators are: Geo. R. Swain, John I. Sipp, and Charlotte Jacobs. General offices of the company are at Richmond, Va. Mel Patterson of Patterson Bros., tobacco manufacturers, has acquired a controlling interest in the concern and will be very active in promoting the business.

—

At a public sale held by a committee of creditors under the direction of H. S. Hassler, at Shillington, Pa., last week, the stock of the C. M. Yetter cigar factory was disposed of to about 50 different purchasers. The goods brought about half price and were eagerly bought up by various dealers. Havana brought $1.15 per 100 pounds and wrappers from 60 to 70 cents.

H. H. Partridge, of H. E. Partridge & Co., Ltd., of Auckland and Sydney, distributors of Partagas cigars and "Tobacco Products" cigarettes in Australasia, who visited the United States and Cuba, last autumn, reports a very pleasant trip home. But his home coming was associated with immediate preparations for military service. He has been gazetted as a member of the New Zealand brigade now being recruited.

—

George Arents, who was treasurer of the American Tobacco Co. for many years until his retirement, died on Friday at his home, 820 Fifth avenue, New York, in his eighty-third year. He was born in lower Manhattan, and when a young man engaged in the grocery business in Richmond, Va. He returned to this city at the end of the Civil War and established the banking and brokerage firm of Arents & Young. Though he had been retired, Mr. Arents retained his interest in the American Tobacco Co.

—

The Seattle Retail Cigar Dealers' Association has entered upon a campaign to promote the sale of Thrift Stamps. The purpose is to place the stamps on sale in every cigar store in the city. S. G. Spring is chairman of a committee to attend to the project, and the following have been appointed to look after the distribution of the stamps in their respective districts: Joe Dizard, J. G. Pursley, C. Swanson, O. E. Doherty, J. R. Brewster, J. Bernbaum, Irving Green, W. E. Sims and M. C. Collins. A dinner will be given to the captain who has distributed the most stamps.

BUSINESS CARDS

CIGAR IMPORTERS
GROSVENOR NICHOLAS & CO.
14-16 South William St.
New York

G. S. NICHOLAS & SON, LTD.
43 Beaver St.
New York

CIGARS RIBBONS
WM. WICKE RIBBON CO.
Woodhaven Ave.
Glendale, New York

CIGARETTE PAPERS
PETER J. SCHWEITZER
Importer of French Papers
109-111 Broad St., New York

CIGARETTES
T. CHALKIADI & CO., INC.
Cigarettes—Haidee and Salaam
128 Water Street, New York

STRAND CIGARETTE CO.
Manufacturers "Strand" Cigarette
17 West 42d St., New York

CORK
BOUCHER CORK & MACHINE CO., INC.
All kinds of Cork
212 West 18th St., New York

HAVANA LEAF DEALERS
TOMAS BENITEZ Y LEON
15 Monte Street, Havana, Cuba
Cable "Tebenitez"

LEON Y. DELGADO
91-93 Consulado St., Havana, Cuba
Cable "Nautilus"

F. EZQUERRO, S EN C.
10 Luz Street, Havana, Cuba
Cable "Pradillo"

GONZALEZ HNO. & CA. S EN C.
39 Dragones St., Havana, Cuba
Cable "Goncelacio"

GUTIERREZ & FOYO
22 Reina Avenue, Havana, Cuba
Cable "Hermogenes"

MIGUEL GUTIERREZ E HIJO
53 Estrella St., Havana, Cuba
Cable "Cosechero"

SUAREZ HERMANOS, S EN C.
110 Rayo Street, Havana, Cuba
Cable "Ansuar"

PESO & CA.
97 Amistad Street, Havana, Cuba
Cable "Peso"

PASTOR SANCHEZ
225 Monte St., Havana, Cuba
Cable "Pastorama"

HUMIDORS
BUBECK & GUERIN
All kinds of Cigar and Cigarette Humidors
161 West 18th St., New York

IMPORTED CIGARS
RAMON "ALLONES"
Thomas F. Healy, Rep. U. S. & Canada
77 Broad St., New York

PARK & TILFORD
Imported Cigars
New York

JOBBERS
METROPOLITAN TOBACCO CO.
134 Grand St.
New York

CHAS. SCHAVRIEN
General Cigar, Cigarette and Tobacco Jobbers
204 West 20th St., New York

LITHOGRAPHERS
ADOLPH FRANKAU & CO., INC.
Cigar Labels and Bands
129 5th Avenue, New York

PASBACH-VOICE LITHO. CO. INC.
Cigar Labels and Bands
Corner 25th St. and 11th Ave., New York

LITTLE CIGARS
S. MONDAY & SONS
Manufacturers of Little Cigars
34-40 South 1st St., Brooklyn, N. Y.

MADE-IN-BOND HAVANA CIGARS
MARCELINO PEREZ & CO.
Clear Havana Cigar Exclusively
12 Duane St., New York

SIDNEY J. FREEMAN & SONS
United Workman Union Made 5c. Cigar
123 Liberty St., New York

HORACE R. KELLY & CO.
Manila Cigars
89 Wall St., New York

THE PHILIPPINE CO., LTD.
American Sales Agent
Bowring & Co., Whitehall Bldg., New York

MANILA LEAF DEALERS
B. CASTELLANO & CO.
Specialty—Manila Tobacco
123 Maiden Lane, New York

MILD HAVANA CIGARS
THE KERN MANUFACTURING CO.
Mfrs. "El Stato" and "Iago" Cigars
152 East 50th St., New York

PIPES
WM. DEMUTH & CO.
"Wellington" Pipes
230 5th Ave., New York

L. & H. STERN, INC.
Manufacturers of Pipes for Jobbing Trade
432 East 10th St., New York

PROTECTIVE PAPER WRAPPING
DIAMOND STATE FIBRE CO.
Glassine Paper Wrapping
Bridgeport, Pennsylvania

SNUFFS
GEORGE W. HELME CO.
111 Fifth Avenue
New York

WEYMAN-BRUTON CO.
1107 Broadway, New York

STEAMSHIPS
PENINSULAR & OCCIDENTAL S. S. CO.
Tampa—Key West—Havana
Jacksonville, Fla.

TIN CONTAINERS
AMERICAN CAN CO.
Tin Cans
120 Broadway, New York

NATIONAL CAN CO.
Tin Cans
Detroit, Michigan

TIN DECORATING CO. OF BALTIMORE
All kinds of Tins
Boston St. and Linwood Ave., Baltimore, Md.

BONE DRY BEVERAGE CO.
NEW YORK
Is about to put on the market a most saleable Non-alcoholic Drink.

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

All Progressive Dealers Read TOBACCO

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

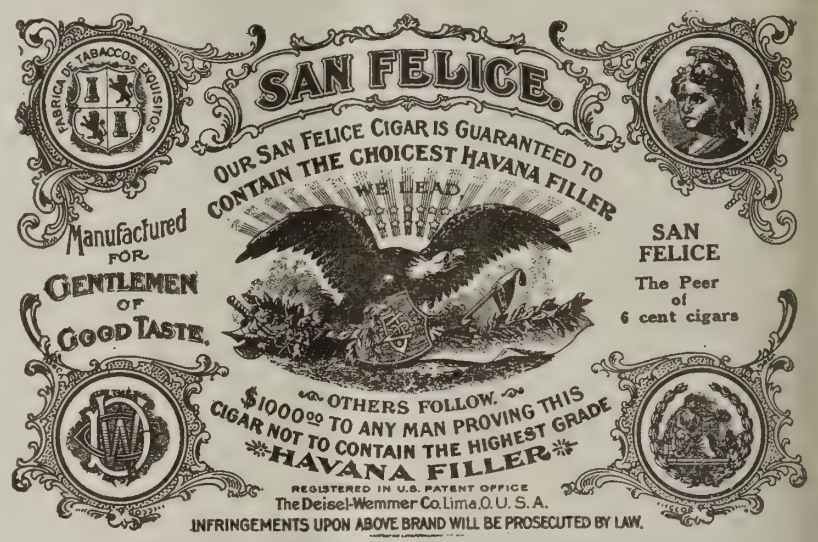
ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK



Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Office
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



HUSTLIN' 'ROUND

(*Continued from page* 11.)

last both Aries an' Taurus, ram-an'-bull-like, helped Gemini, the Katzenjammer Kids, blow a particularly strong gust of blitzen against the big glass front of the corner window of the Dearstyne Brothers Tobacco Co., South Pearl and Division streets, Albany.

When the Insurance Protectives picked up the pieces a few moments later, patching the gap with a boarded canvas, there were cigars, tobaccos an' things blown somewhat aroundabout. In ten days, however, the glass men say they'll have another sheet of the same size in place for the ventose winds to get its Capricornus.

"For two whole weeks before I took up this paper selling game I stayed right there in the Fischel Paper Co. warehouse on Hudson avenue in Albany and just tore paper in little bits." So said W. J. Hare, who used to be with Thompson & Hare, the Clinton Square tobacconists.

"Yes sir," continued Hare, "I tore paper all that time just for tests of stock and feel. For you've got to get used to the weights and qualities of this material, just as you do with leaf for cigars. Since then, I've been connected with our New York office."

Ever been to Ravena? Jake Fulder has. Uh-huh, Jake went to Ravena, alright. And he called on the trade. Fact of the matter is, Jake sold some 512 cigars down there, too. Likewise, several other brand specialties for the House of S. E. Fulder, of Albany.

Well, Jake finished his business 'roundabout, then sauntered down to the railroad station. He got there about three of the clock, all set for the mid-afternoon train. Accordin' to the World Almanac this here local to Albany was due an' presentable.

"Howsumever," rasped the Station-Agent, "lots an' lots of things be due an' don't come."

So Jake waited. Right there he waited, 'longside of the nice, warm fire of the great an' good New York Central & Hudson River R. R.

Three-thirty came. So did four. Then, in proper order, four-thirty. And five. Jake sat there an' smoked, an' smoked, an' smoked. Would it be wise to strike in to Coeymans or New Baltimore, an' take a cross-country stroll down the pike to Albany?

Jake could do it. And he was just upon the point of tiein' a handkerchief over his ears an' startin' when those same ears heard sumthin'.

What! Couldn't be possibeel. That there Yardmaster surely wasn't makin' up a Special to take Jake back to North Pearl street? But som'thin' was a-comin' right up to the gangway of the lil' brown station. There was a clang an' a clatter, with a pile of sissin', an' in limped engine, tender an' cars, all covered with the white cobwebs of a frosty night.

And the very last thing the Ravena Station-Agent saw of Jake was a streak of shadow as the conductor waved a chautauqua to the engineer, an' Jake settled down in the smoker to finish the stubb of his very last sample of the 512 Aristocrats.

"How's biz?" hallooed Harry Stearns, as he passed thru town on his way to Watervliet. "I'll be back Monday next, so shove the Estabrook & Eaton Rockefeller to beat the band, and then I'll write you up for a nice little order which ought to arrive before the stock is entirely cleaned out."

You don't see 'em, do you? Even if the store floors and sidewalks are covered with boxes and bands representing the purchase of various cigars, you'll seldom find a band or an empty box of Q & Q cigars.

Why? Simply because the Quin Brothers, of Troy, who make the Q & Q, have started a voting contest. Bands and box covers count big for points, sought by many people in the Capitol District to the considerable advantage of the advertising plan.

"Mondays and Saturdays are heavy delivery days," said John King, city transport man for the Dearstyne Brothers Tobacco Co., Albany. "Many other days in the week also have frequent rushes, but you can figure every time on a large start and a flying finish to the orders of the first and the last of the week. But I'll have to hurry with that Franklin Rex Armas tank if I expect to get thru to take the last bus for Delmar."

Since Myer Azie was old enough to walk he has been connected in some capacity, with the tobacco business. First, for many years, with L. Herschberger & Son, the Albany jobbers. Then on the road for Spaulding & Merrick, now the Liggett & Myers Tobacco Co.

And now he's goin' to leave us. That's right, Myer has sliced off a good job with the meat packing house of Armour & Co., and he will soon sell "That Ham What Am."

"Jobbers are still stocking up, prices are also going higher," reported Wilkinson, the Capitol District representative for Bennett, Sloan & Co., New York. "All my brands are now obtainable at recent quotations, but no one knows exactly how long they will stay on the sheet at the now low marks."

Down on Broadway, Albany, at the Stanwix Hall hotel, Mrs. Piper reasons the cigar stand will be much improved with the advent of early Spring and Summer travel. Conditions are now only fair.

Another lady who finds the hotel cigar trade a trifle dull right now is Mrs. Branche, who operates the New Kenmore privileges.

(*Continued on page* 31.)

CIGAR DEALER DISAPPEARS.

Considerable concern has been aroused in Yarmouth, Me., during the past few days by the mysterious disappearance of Chester A. Quint, the proprietor of a cigar and confectionery store. Mr. Quint left town Tuesday morning a week ago, for a short trip to Portland, expressing the intention of being back by noon the same day. When he did not return that night, his widowed mother, Mrs. Alonzo Quint, feeling that something ill had befallen him, notified Deputy Sheriff C. W. Gerow requesting that a search be made for Quint. Up to this time no trace of the missing man has been found.

Frank E. Coblens, aged 32, formerly a city councilman and president of Frank Coblens & Co., cigar manufacturers, 221 South First street, Louisville, Ky., died last week at the Norton Memorial Infirmary. He had been ill of locomotor ataxia and oedema of the brain. He made his home at 1809 South First street. He is survived by his father, Daniel Coblens; a brother, Zach Coblens, and three sisters, Misses Lottie, Florence and Dorothy Coblens.

URGING HEALTH INSURANCE.

"Health insurance is going to come just as sure as workmen's compensation came. To us, as wage earners, there are two courses open. Either we may hold back blindly until a bill is passed which is disadvantageous and burdensome, or we may have a bill so drafted as to protect and promote the interests of organized labor." This declaration is made in a comprehensive report on workmen's health insurance, issued for general distribution among interested unions, by the committee on health of the New York State Federation of Labor, of which Commissioner James M. Lynch of the state Industrial Commission is chairman.

HUSTLIN' 'ROUND.

(*Continued from page* 30.)

This house, too, will be better patronized with the coming of more agreeable weather.

"Business is some upset at this time," acknowledged Jimmie Baker, of the Directory Hotel, Albany. "It is always so at this season, however, so we hope for better times in the summer, especially at the cigar stand."

"Changes in our personnel and policies will be very few for the present," confirmed Sir Arthur W. Dixon, Bart., "as the new Falk Tobacco Co. of New York and Richmond will retain Mr. Falk as president and Mr. Hoffman in his original capacity. Brand business, both factory and private labels, will remain as previously. Our Capitol District representative, Mr. Farrell, will work with the local trade on Herbert Tareyton tobacco and cigarettes, Serene, Vintage and others.

Someone with the Union News Co. has the brainy bean of a United scout. Otherwise, how can you account for the new branch of the Union News in the Albany railroad station?

For, there it is, right at the strategic entrance to the smoking room! While the other stand is way off in the diagonally opposite corner, prominently placed against the restaurant approach and exit.

In the new stand, the Union has set aside even more space in the cases for cigars and cigarettes than is given to the business at the main location. Fixtures correspond with the marble trim of the station, wall and other woodwork in mahogany.

Everybody who saw Tom McGowan hangin' around the Ten Eyck Hotel last week thought he was flashin' with the crowd talkin' camshafts an' carburetors to the overflow of the Albany Auto Show.

Jes' like th' annimal shows, when the boys crowd close to the cages to see the foxy ones, so these older boys congregated at M. J. Canaday's cigar cases in the Ten Eyck, ramblin' along on seven cylinders, bettin' millions of dollars on just how much smoke comes out of Ford's five stacks every day, an' whether or not gas can be bought on a smileage book.

So, seein' Tom edgin' in an' out of the throng, listenin' but sayin' mighty little, why folks got to thinkin' maybe Tom would exchange a block of Anndora Cigar Co. stock for a seat in a sedan.

But no, he wouldn't. For why should he? Hadn't he just been killin' time in the pleasant companionship of the motor-nuts merely to get an opportunity for a wise-word to Canaday?

He had. And the result of the opportunity was a deal to the Ten Eyck stand on a word-to-the-wise quantity of Anndora cigars which wouldn't look numerous in plain ten-point type unless accompanied by a cut of the factory exterior, up there on Albany's Broadway, tryin' to load the goods on an auto truck never bought in the auto-show annex.

"In a place I was in the other day," related Joe McElveney, "I saw a sign like this:

"Ladiees and Jents: Smokin' not aloud heer ennymor.' And, off in a corner, a guy puffin' a cigar in flagrant violation of the rule. So I spoke to him about it. 'Oh, that's alright,' he said, 'I'm not smokin' a-loud—I'm simply smokin' quietly'!"

DECORATED METAL BOXES

FOR TRADE CANCO MARK CIGARS

BINDERS FOR "TOBACCO" Common Sense Kind

Sent by Mail, $1.25. Delivered at Office, $1.00

Tobacco Trade Journal Co., 10 E. 39th St., New York

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.
CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.

A SURE WINNER
EL CAVALO
MILD HAVANA CIGAR
An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.
HERMAN BAUM
62-70 BARCLAY STREET NEW YORK

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA
S. H. FURGATCH Y C A. 75th Street & Avenue A.- New York

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

YOUNG MAN, thoroughly acquainted with the cigar and cigarette business, to pick out orders for wholesale house; no others need apply. Must have first class references. State age, qualifications and salary desired. Address Wholesaler, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SALESMAN, with excellent record and big following, would like to hear from first class factory. Twelve years' experience, trade references. Address Hustler, care Tobacco.

YOUNG MAN OF GOOD APPEARANCE for wholesale cigar importer to go out and solicit orders, and visit the trade. Must have experience in that line and have first class references. State age, qualifications and salary desired. Address T. E. C., care Tobacco.

YOUNG MAN, 20, knowledge of bookkeeping, also generally useful, desires position in reliable tobacco concern. Address F. C. Y:, care Tobacco.

SALESMAN IS OPEN FOR ENGAGEMENT for high grade line of cigars. Acquainted with jobbing trade and high class retailers, in states east of Mississippi river. Address Aggressive, care Tobacco.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

TURKISH AND AMERICAN CIGARETTE and smoking tobacco mixture superintendent, now employed, would accept a change. Best of references from former prominent concerns. Address American, care Tobacco.

BOOKKEEPER-ACCOUNTANT, fourteen years' experience, six in cigar manufacturing, handling credits, collections, correspondence, cost accounting, salesmen, office details. Practical business manager desires change at once. Unquestionable reference. Address Credits, care Tobacco.

SPOKANE'S CIGAR SALESLADY.

"Well, I don't smoke myself," says Spokane's only woman cigar drummer, "but I can certainly recommend a good cigar.

"I tell them that a good cigar smells like plum preserves and it ought to smoke just as well. The marvel of it is the jolly smokers believe it and my recommendation makes good."

Mrs. Robert Fairley, widow of a former city commissioner, has entered upon a new vocation, and holds the distinction of being the only successful woman cigar drummer in the northwest.

After two months of actual test Mrs. Fairley has demonstrated beyond question her ability to "handle the trade" and has materially increased the business of the Charles F. Barth Company, a 15-year-old Spokane cigar firm in which she acquired an interest four months ago.

"Spokane spends $1,000,000 for smokes annually," states the hustling saleswoman, "and I'm after a quarter of it for 1918. Seems like a big sum, but the sky's the limit with me. In the two months I have been testing out the business I have found out how to sell cigars and I'm certainly going to make use of this knowledge."

For many years Mrs. Fairley has been superintendent of the fine arts and women's department at the Interstate fair, and enters her new business role as one of the best known pioneer women of the city.

"She's the best solicitor we ever had in the city," said Mr. Barth today. "I had no idea a woman could sell cigars. We had the best business for Christmas in our history and a large part of the increased trade is due to the work of Mrs. Fairley."—Spokane *Chronicle*.

DON'T CARRY THINGS TOO FAR.

There are some people in different parts of the country who are urging little children to "give up their candy" and their gum "to buy cigarettes for the soldiers" or to help swell the amount that is needed for buying wool for sweaters and socks.

One thing alone should stop the cry for children to give up their candy and the other things of their little child days, and that is that there is not a single American soldier who if he knew that his cigarette, sweater or his socks represented the deprivation of one single little one, would not throw it away and swear at the hardness of the hearts that could send him a cigarette or a sock at so great a cost. Our soldier boys are expecting us to make sacrifices for them, but they are not going to be a party to any misguided fanatic imposition on children to this, or to any other extent. —Tampa *Tribune*.

RESTRAINT AS AN ADVERTISING ASSET.

Restraint, always recognized as a desirable quality in purely literary compositions, is almost never a characteristic of advertising copy.

Yet advertising, we are told, is principally a matter of good writing.

The belief seems to prevail that in order to attract attention and get the business, the tom-tom must be sounded and the cymbals clashed.

And in the meantime Restraint goes off and hides herself in the attic.—*Class*.

SCHULTE PRICE CHANGES.

On February 21 the following advances went into effect in all the Schulte stores:

Schulte's Canadian Mix., from 11c to 13c-2/25c
Schulte's Canadian Mix. 8 oz., from 50c to 60c
Schulte's Blend, from 11c to 13c-2/25c
Schulte's Blend, 8 oz., from 50c to 60c
Schulte's Blend, 16 oz. tin, $1 to $1.10
Mutual Mixture, from 11c to 13c-2/25c
Mutual Mixture, 8 oz., from 50c to 60c
Mutual Mixture, 16 oz. tin, from $1 to $1.10
Schulte Little Fellows, from 10/20c to 10/22c
Schulte Generals, from 10/17c to 10/18c
Schulte Generals, 50 for 90c
Little Bellefairs, from 10/27c to 10/30c
Little Bellefairs, 100 for $2.70
Havana Smokers, from 5c to 6c-25/1.50-50/2.75
Vista Cubana Matinees, from 5c to 6c-50/2.75



Fifth Avenue Cigarettes

The Union-Made Cigarette of Quality Bearing Union Label

Mouthpiece, Cork Tip or Plain

EST. of I. B. KRINSKY

135 Mulberry St., New York

TELEGRAFO

VERY MILD CIGARS

A New Creation

MADE by Cuban workmen at Key West of a blend of the finest Shade Grown and Havana tobaccos.

This cigar is being introduced to the American public with signal success. It retails at 5c. to 15c. with liberal margins to retailers.

Apply for prices to

PARK & TILFORD, *or*

TELEGRAFO CIGAR CO. Inc.

529 West 42nd Street New York City

Cable Address: Karnak, New York **Telephone 3108-3109 Broad**

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS

14-16 SOUTH WILLIAM STREET - - - - - NEW YORK

Representing

Martell & Co. .....Cognac
Andrew Usher & Co.....Edinburgh
Krug & Co.....Reims
Nath'l Johnston & Sons.....Bordeaux
Bouchard Pere & Fils.....Beaune
Deinhard & Co. .....Coblenz
Gomez, Cuvillo & Co.....Port St. Mary's
Gomez & Co.....Cadiz
Donaldson & Co.....Madeira
Wynand Fockink .....Amsterdam
Roman Perpina .....Reus
Freund, Ballor & Co.....Torino
Martinez, Gassiot & Co.....Oporto
J. Wray & Nephew.....Jamaica
W. E. Eddison & Co.....London
Dublin Distillers' Co., Ltd.....Dublin
Marcel Alioth & Co.....Bordeaux
Pernod Fils .....Couvet
J. A. Mentzendorff & Co.....Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St. New York

All Progressive Dealers Read TOBACCO

HAVANA CIGARS

ROMEO

Y

JULIETA

The Leader in All the World's Markets

U. S. REPRESENTATIVE

WM. T. TAYLOR - 140 East 34th Street, New York

Waldorf-Astoria
1931
Segar Company, Ltd.

WALDORF-ASTORIA,
Clear Havana
SEGARS
Tampa made in all popular sizes

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York

"NEVER AGAIN"

The announcement that the "heatless Mondays," which were to have lasted until March 25, have been suspended will be welcome; but the recurrence of the necessity for suspending industry should be rendered impossible.

It is absurd that means should not be found to prevent a coal famine at points within easy reach of an abundant supply. The shortage which has proved such a burden this winter was due largely to almost unprecedented weather conditions; but measures should be adopted to make even a recurrence of these conditions powerless to interfere with a plentiful supply of coal.

The coal famine was only one manifestation of the breakdown of the transportation service at the Port.

There is no reason why rearrangements cannot be made and new facilities installed that will preclude such a breakdown next winter, or in any winter yet to come.—*Bulletin of the Merchants' Association.*

Bills Now Before the New York Legislature

Workmen's Compensation Act to Apply To All Employments.

(Assem. Int. No. 560, Pr. 603)
(Mr. Karlin)

To amend Sections 2 and 3 of the Workmen's Compensation Law.

The word "hazardous" is stricken out, thus making the Act apply to all "employments" specified in the various groups in Section 2, whether hazardous or not.

Employes in restaurants and in wholesale and retail establishments where five or more persons are employed are added to group 34 of employments.

The provision of existing law excluding farm laborers and domestic servants from the definition of "employe" is stricken out.

Hours of Labor for Women.

(Assem. Int. No. 434, Pr. 458)
(Mr. Link)

To amend Sections 77, 78 and 161 of the Labor Law in relation to hours of labor of women.

The amendments proposed by Mr. Link reduce the maximum hours of labor for women in factories, mercantile establishments and restaurants from nine hours to eight hours in any one day and from 54 hours to 48 hours in any one week.

Monopoly Contracts Labor Not a Commodity.

(Sen. Int. No. 433, Pr. 467)
(Mr. Wagner)

To amend the General Business Law in relation to exceptions of contracts for monopoly.

A new clause is added to Section 340, providing that the labor of a human being shall not be deemed or held to be a commodity or article of commerce.

New Sections 347 and 348 are added, excepting labor, agricultural and horticultural organizations from the prohibition against contracts for monopoly, and providing that no person shall be indicated, prosecuted or tried in any court of this State for entering into or carrying on any arrangement, agreement or combination between themselves made with a view of lessening the number of hours of labor or increasing wages or bettering the condition of workingmen, or for any act done in pursuance thereof, unless such act is in itself forbidden by law if done by a single individual.

Drugged Cigarettes Prohibited.

(Assem. Int. No. 532, Pr. 535)
(Mr. Everett)

To amend the Penal Law in relation to the adulteration of cigarettes.

Adds new Section 437a, effective September 1, 1918, making it unlawful to sell, offer or expose for sale in this State cigarettes containing any drug, other than tobacco, and providing that every manufacturer of cigarettes shall cause to be made by the Department of Farms and Markets an analysis of the ingredients of the cigarettes made by him. The result of such analysis showing the ingredients and proportion of each ingredient must be plainly marked on each box of such cigarettes.

Violation is made a felony.

DOING YOUR DAILY TWO BITS.

The first sale period for those war stamps is now gone by and the price has risen one cent each. The Government is now charging $4.13 for each five dollars that it will pay you on January 1, 1923. If that seems too much on days when you are short, just squeeze out twenty-five cents and keep yourself reminded of the greatest bargain in small-sized Government bonds that has ever been offered to the rank and file of us. If we, the people of the United States, do not take up those two billions of War Savings Certificate Stamps during this year of grace, 1918, it will be because we don't know what thrift is nor how to practice it. Probably the trouble is that those two Liberty Loans went over the line in such huge drives of a few weeks each that it seems as if this project, spread over a year, ought to come through on time more or less by itself. But, if everybody thinks that, will it? You know the answer.

A Cigar of Reputation

REAL FABRICA DE TABACOS PUNCH R.E. HABANA J. VALLE Y CA.

UNITED STATES REPRESENTATIVE
August Kuttnauer
235 5th AVE., NEW YORK
Telephone, 5633 Madison Square

Proprietor
Manuel Lopez
28 Rayo Street HABANA, CUBA

E. C. McCullough & Co.
IMPORTERS OF
MANILA TOBACCO and CIGARS
20 Broad Street
New York, N. Y.

CARL UPMANN
MANUFACTURER OF
FINE CIGARS.
406-408 E. 59TH ST.
· NEW YORK ·

By Special Appointment
To the Late King Edward VII
DIEU ET MON DROIT

Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

STUDY YOUR POLICY AND SEE

How Another Merchant Lost His Fire Insurance

(Copyrighted, 1918, by Elton J. Buckley.)

After a hot fight, a case has just been decided by a State Appeal Court which reveals another of the numerous ways in which a merchant can lose his fire insurance by his own fault. Litigation is constantly going on between fire insurance companies and business concerns who hold policies, and whenever a court hands down a decision which should be helpful to other business men whose insurance comes to them through the same policy as the one in litigation, I like to report it.

Such a case is the one referred to in the first paragraph. A retail merchant held a policy of insurance on his store building and his stock. His policy contained the following provisions, which every reader hereof will also find in his policy, whether it covers stock and fixtures or real estate:—

This company shall not be liable beyond the actual cash value of the property at the time any loss or damage occurs, and the loss or damage shall be ascertained according to such actual cash value,.....and shall in no event exceed what it would have cost the insured to repair or replace the same with material of like kind and quality; said ascertainment or estimate shall be made by the insured and the company, or, if they differ, then by appraisers as hereinafter provided, etc.....It shall be optional, however, with this company to take all or any part of the articles at such ascertainment or appraised value and also to repair, rebuild or replace property lost or damaged with other of like kinds and quality within a reasonable time on giving notice within thirty days after the receipt of the proofs herein required of its intention so to do, etc.

The loss shall not become payable until sixty days after the notice, ascertainment, estimate and satisfactory proof of the loss herein required shall have been received by the company, including an award by appraisers when appraisal has been required..... No suit or action on this policy for the recovery of any claim shall be sustainable in any court of law or equity until after full compliance by the insured with all the foregoing requirements.

A fire occurred, badly damaging both store building and stock and fixtures. Two weeks later an insurance adjuster went to the spot and demanded an appraisement for the purpose of ascertaining the loss. The company had a right to this appraisement under the above provision of the policy. The merchant paid no attention, but went ahead and filed his proof of loss. Shortly after this the insurance company made a written demand for an appraisement, so it could decide whether to pay the loss in cash or repair, rebuild or replace. Still the merchant ignored the demand, and about a week later he decided that the building was too bady damaged to be rebuilt, and tore it down—without the knowledge or consent of the insurance company. A few days after this he filed a second proof of loss in which he just about doubled the amount set forth in the first proof.

The insurance company refused to pay anything on account of the loss, on the ground that the merchant had denied them the chance to exercise their option, and the court upheld them. I reproduce a part of the decision:—

Of his own volition the plaintiff took aw from the insurance company its optio right to repair or replace the building as t fire had left it. By this action of the plai tiff, he deliberately violated those provisio of the contract which secured to the insur the valuable rights we have before referr to.

With the demolition of the building, t insurance company could no longer have t loss estimated by appraisers and was d prived of its optional right to rebuild or r place the property.

In Post vs. American Central Insuran Company, 51 Pa. Superior Ct. 352, t learned court below, in his opinion which w practically adopted by this court thus re ognized the question that is here materia "Did the plaintiff, by opening his store December 21, 1908, deprive the defenda company of its option to take all or any pa of the articles at the appraised value, or r place the same with other of like kind quality? If he did, then there can be no r covery in this case.

Our conclusion rests on the propositi that it had been denied the opportunity f an intelligent determination whether would have its loss appraised or whether would determine to rebuild. In other word the plaintiff cannot recover on these policie and the reason is he tore down his buildi before the companies could investigate.

CIGAR STORE BANDITS.

(Continued from page 3)

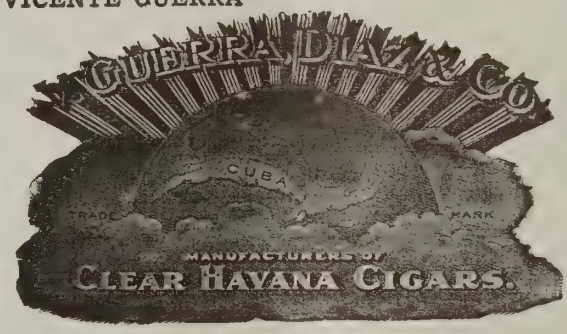
took the lion's share of the proceeds, for one case, where over $200 was stolen, gave his assistants each $17.47, and told the it was a fair division. And they seemed be satisfied.

"Tucker also made a full confession a admitted that he had been in all of the thr Brooklyn stick-ups. And Irving Zipowi has also admitted his participation in two the Brooklyn cases."

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality


HAVANA CIGARS


Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

VICENTE GUERRA


FRANK R. DIAZ
La Flor De V. Guerra Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatio, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO FLOR DE NARVEZ VICLO
TRADE MARK
WALLS COURT EL LESSERO CALATRAVA
REG. U. S. PAT. OFF.
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

A Mild Aromatic Smoke


S. PALO Y CA.
SIMON BATT CO., Prop.
Office and Factory: Nos. 469-471 Broome Street, New York

L. KEHLMANN CO.
229-239 WEST 28TH STREET
NEW YORK CITY
PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

Vol. LXV. No. 21. NEW YORK, MARCH 7, 1918. PER ANNUM, $2.00 SIX MONTHS, $1.00

Tampa Pays Honor to T. Ed. Bryan

Chairman of the Cigar Manufacturers Bureau Boomed for Presidency of Board of Trade—Mayor McKay, Enrique Pendas, Jerome Regensburg and Other Speakers Lay Stress on Things Necessary to Be Done to Insure Prosperity for the Cigar Industry.

TAMPA, March 2.—With the honoring of T. Ed Bryan, chairman of the cigar manufacturers' bureau of the Tampa Board of Trade, as its inspiration, and with Mayor D. B. McKay and L. P. Dickie, secretary of the Board of Trade sharing the honors, the local cigar manufacturers tendered a banquet at El Pasaje restaurant Wednesday evening which was, in many respects, the most notable of the kind in the history of the industry. The Cigar Manufacturers' Association, as is generally known, joined forces with the Board of Trade as a special bureau about a year ago, and the innovation has resulted in decided benefits—in the easy solution of problems that have heretofore been very difficult. It has cemented the manufacturers into closer union and at the same time provided a better method of settling labor disputes in a manner fair to both employer and employe.

Principal among the announcements made at the banquet was that Mr. Bryan probably would be the next president of the Board of Trade, the statement being made by Mayor McKay, who also suggested that it might be well to continue his leadership of the cigar manufacturers' bureau. Whether the gentleman can work to advantage in both positions, however, is a matter that is open to discussion. If so, he will undoubtedly assume both. Needless to state, he has the strong support of the cigar manufacturers for the presidency of the Board of Trade.

Secretary L. P. Dickie of the Board of Trade acted as toastmaster at the banquet, arrangements for which had been made by Celestino Vega of Celestino Vega & Co., and Mike Foley of F. Lozano Sons Company. Mr. Dickie, who is the youngest trade board secretary in Florida, made a decided hit in his method of introducing speakers.

From a manufacturers' viewpoint, the principal speech was made by Jaimie Pendas of Y. Pendas & Alvarez, who had been selected to pay tribute to the men who had been foremost in working for and protecting the industry. He spoke eloquently of the work done by Col. Hugh C. Macfarlane, "father of West Tampa," in founding the industry, also of the protection given for more than twenty years by Mayor McKay. Both gentlemen, he said, had more than once risked their lives in behalf of the industry. In an equally pleasing way he expressed appreciation of the work done by Mr. Bryan and Secretary Dickie during the past year, and included Miss Grace Lay, the efficient assistant secretary of the Board of Trade.

Mayor McKay, who was first introduced, spoke of his many years of interest in the cigar manufacturers, of their high character, and of the fact that the Tampa of today was builded upon them. He complimented Mr. Bryan highly, stated that he was confident he would be the next president of the Board of Trade and expressed the hope, also, that he would continue as chairman of the cigar manufacturers' bureau. He stated that he saw no cloud on the horizon of the cigar manufacturers, and hoped none would arise. Mr. McKay closed by calling attention to the fact that a veteran cigarmaker of West Tampa had just died, leaving a wife and several children destitute, and the matter of giving them immediate assistance was referred to the executive committee. Regret was expressed at the fact that Salvador Rodriguez, the veteran of the Charles the Great factory, and Matthew W. Berriman of Berriman Bros., could not be present.

Enrique Pendas, now manager of the Havana-American factories, and the dean of the manufacturers in point of service in Tampa, spoke in his usually interesting and direct vein. He referred particularly to the protection given the industry in Tampa in the past, and expressed appreciation therefor. Mr. Pendas' services to the manufacturers generally have been of such a character that his brother, Jaimie Pendas, was forced to include him among those to whom tribute was paid. It would have been unfair to have done otherwise, for Mr. Pendas' wise counsel has



WHEN HELL ISN'T HALF A MILE DISTANT

A "close up" picture showing explosions of big shells—One wonder associated with this photograph is that the photographer wasn't killed—The location depicted has unusual interest for Americans just now.

more than once pulled the industry over tortuous shoals.

One of the outstanding features of the utterances and attitude of the leaders of the industry was a desire to be absolutely fair with their employes, and a knowledge of their condition and needs during the present period of strife. While struggling with momentous problems themselves, the manufacturers appreciate the fact that the high price of necessities have put them "up against it," and are more deeply interested in their welfare than the general public of Tampa possibly could be. The need of carefully and continually considering laboring needs and conditions, both before and after the war, was particularly stressed by Jerome Regensburg of E. Regensburg Sons Company, who made one of the best speeches of the evening. Mr. Regensburg also referred to Tampa's prospects for reaching the mark of 400,000,000 during the present year.

Among the other speakers were Clyde Glenn, representing Tobacco Leaf, who spoke of the necessity of co-operating; Jorge Leon, on crop conditions in Cuba; Frank L. Huffaker, editor of the Tampa Times and correspondent of Tobacco, on the blessings conferred by "My Lady Nicotine"; John L. McWhorther of the Tampa Tribune, on the attitude of the press toward the industry; Henry Abrams, representing the United States Tobacco Journal, who advocated price increases; Mariano Alvarez, of A. Santaella & Co., who was thinking more of golf than smokes; Andres Diaz of Andres Diaz & Co., who pleaded to be let off till next time; Henry Leiman of the Tampa Box Factory, who spoke of conditions in the box manufacturing industry; Jose Lozano, resident manager of F. Lozano Sons Company, who proved a laugh-producer. and Ben Cosio, who said he could not make a speech and proved that he was "camouflaging" by doing so.

At the close of the banquet A. L. Cuesta, Jr., of the Cuesta-Rey factory, proposed a rising vote of thanks to Mr. Bryan, which was given with a cheer.

The speech of Mr. Bryan, the guest of honor, which abounded in good advice, is as follows:

"Friends: This bureau was organized just one year ago tomorrow, and it gives me great pleasure to be your guest tonight and to have worked with you throughout these 12 months. I do not feel that any particular honor is due me as your chairman, but that you have reason to feel very grateful to your executive committee and for the cooperation of all your members. During the past 25 or 30 years the cigar industry in Tampa has had many ups and downs. These troubles have been caused largely through lack of cooperation of the manufacturers. The only organization in existence for a number of years was the organization of clear Havana manufacturers. That organization was all right when it was formed years ago, but the industry has developed and become more diversified and we have today not only the clear Havana industry, but the shadegrown industry and the scrap or cheroot. The clear Havana manufacturers' association only reached those manufacturers of clear Havana cigars, and in case of trouble or irregularities it was impossible to reach the entire industry.

"Something over a year ago, a movement was started to organize all the manufacturers through the board of trade. This was done through the cigar manufacturers' bureau on February 28, 1917, and I am glad to say this bureau now has as its members every cigar manufacturer in Tampa of any consequence. As your chairman when the bureau was first organized, it was easy for me to see the petty jealousies and distrust among yourselves, and it was my first work to bring you together. At each meeting it has been my pleasure to note the disappearance of this jealousy and distrust until today I believe you men are working in almost perfect harmony and that you have really just gotten to the point where you can accomplish great things for the industry. During this past year, by working together, we have avoided any serious labor troubles. I feel you have been fair to the workmen, much more so than would have been possible had you not been organized. Many perplexing questions have come up before you, all of which have been solved, reasonably satisfactory.

"You must bear in mind that you hold in your hand the living and welfare of some 16,000 workmen; your business cannot be successful with dissatisfied workmen, and it is necessary for your success that you should always bear in mind the necessity of paying them wages in keeping with the labor they perform and with the increased costs of foodstuffs and wearing apparel. I hope during this coming year to see an agreement reached between yourselves and your workmen, covering every branch of the industry, that will be satisfactory to both parties, so that we may not only hold what we have, but that we may steadily increase the industry that each of you shall profit thereby, as well as the entire city.

"I realize the increased cost of production. Knowing that raw material is costing you many times what it did a few years ago, that you are paying higher wages, higher internal revenue tax, as well as the war taxes that are paid the government for the carrying on of our great war. If I am correctly informed, it is costing you anywhere from $10 to $16 per 1,000 more to manufacture cigars today than a few years ago. To overcome this, it is necessary that you increase prices on the present sizes, or readjust your sizes to conform to the increased cost of production. I do not believe in fixed prices; do not think any agreement among yourselves should be made as to prices. I have had considerable experience along this line and find it does not work out.

"I do think, however, that it is wise that you discuss prices among yourselves and get some general idea as to what prices will be charged on the different sizes. There has always been a difference in price between different manufacturers on the same size cigar, but this difference was not great enough to work any great hardship. Good salesmanship can overcome a slight difference in price. No doubt, every one of you think you make better cigars than the other, and if you can instil this in your salesmen, getting them to believe that your cigars are better than your competitors, they will not have much trouble in making their customers think the same. Quality and service, coupled with a good product, will win, and I hope you gentlemen will gradually elevate your prices to such an extent that you will have a good, liberal profit in your manufacture. Organization, coupled with quality and service, and satisfied workmen, will keep the industry running not with a purr, but with a buzz and a hum.

"I want to thank you for the great pleasure you have given me by having me with you tonight, and to say that you can count on my unqualified support where it is possible for me to serve you."

Those attending were: Claude Munden, Celestino Lopez, Jose Cosio, Moises Bustillo, Manuel Corral, Angel Cuesta, jr., John Levy, Andres Diaz, Manuel Escalante, Francesco Gonzalez, Pancho Garcia, Hansard S. Foley, Frank Diaz, Jaime Pendas, Enrique Pendas, Ben Cosio, Jose M. Lozano, Mr. Jones, Alfredo Pendas, Jerome Regensburg, L. Torres, Simon Gonzales, Jorge Leon, Mariano Alvarez, Ernest Berger, Harry Mahoney, Celestino Vega, D. B. McKay, T. E. Bryan, L. P. Dickie, Clyde Glenn, J. L. McWhorter, Frank Huffmaker, Henry Leiman, Col. Hugh C Marfarlane, and Henry Abrams.

Matthew W. Berriman of Berriman Bros. who has been in New York several weeks has returned to the factory.

Ludwig Lasker, sales manager for the Perfecto Garcia factory, which is introducing its cigars in the south for the first time spent the greater part of last month in Texas and is still in the Lone Star State. He has secured a number of excellent contracts, and will shortly move upward through the northwest.

"Bobby" Clark, for a number of years office manager for Jose Lovera & Co., has taken a similar position with the Cuesta-Rey factory.

OELRICHS SENTENCED

Hoboken Saloonkeeper Sent to Prison for Three Years —Lighter Penalties Imposed on Others Who Sold Liquor to Soldiers.

Emil Oelrichs, a Hoboken saloonkeeper, received the maximum penalty—a sentence of three years in the federal penitentiary at Atlanta—for selling intoxicants to soldiers within the barred zone, when he faced Judge J. Warren Davis in the Newark branch of the United States District Court Monday.

He was also denounced as an enemy alien who played a part in the great German propaganda, seeking to demoralize the country and its armed forces.

"An enemy alien such as you are could inflict upon this country incalculable injury by such acts as you are convicted of," snapped Judge Davis.

"For nine years you have enjoyed the unrivaled opportunities and shared the blessings which this country affords. Like a leech you have used them to demoralize it. Apparently it would be your desire to see William Hohenzollern on the throne at Washington and London and Paris."

Mrs. Annie Lindenhauer, a barmaid employed by Oelrichs, escaped with a fine of $50. Judge Davis declared she was a mere tool of her employer.

Richard Schwart, another Hoboken saloon keeper, was fined $100 and his bartender $25 for selling to civilians in the barred zone.

The other saloon keepers convicted of similar offenses escaped with light fines because their places were on the boundary line of the barred zone, and they did not know they were included in it. Some other saloon keepers and waiters and bartenders who were rounded up for selling to a soldier in isolated cases were given light jail sentences by the court.

ISSUE TOBACCO RATIONS

To U. S. Soldiers and Sailors—Representative Gallivan Urges—Two Bills Introduced.

Washington, D. C. March 4.—Representative Gallivan, of Massachusetts introduced two identical bills in the House last week providing for tobacco for the sailors and soldiers.

In the one "providing for the issuance of tobacco in its various forms as part of rations to the United States troops as the Secretary of War may direct," and referred to the House Committee on Military Affairs he says:

"That in the issue of rations to troops tobacco in its various forms shall be provided in such quantities as may be prescribed by the Secretary of War as a part of the ration."

The other bill "providing for the issuance of tobacco in its various forms as part of the rations to the United States Navy as the Secretary of the Navy may direct," has been referred to the House Committee on Military Affairs, and is identical with the above bill only giving the power to the Secretary of the Navy.

MEETING OPPOSITION

McAdoo's War Finance Measure Don't Suit Some Influential Senators—But the Secretary of the Treasury Is Persistent.

WASHINGTON, March 5.—The unexpected snag struck by the War Finance Corporation bill brought Secretary of the Treasury McAdoo to the Capitol in a hurry today in an attempt to have members of the Banking and Currency Committee, who form the backbone of the opposition to the bill, abate their opposition and permit the bill to go through the Senate.

In secret session with the members of the committee, Secretary McAdoo urged strongly the desirability of the War Finance Corporation bill as it now stands, asserting that the vital changes which the Banking and Currency Committee members wish to make would ruin the purpose of the bill.

Their opposition, it is learned, is based on two vital features of the bill:

First, the proposal to permit the War Finance Corporation to issue its own short term securities to the extent of $4,000,000,000, and

Second, the proposal that the Secretary of the Treasury, through appointment of the directors of the corporation, control its activities absolutely.

Objections of the members of the committee, which had no voice in the framing of the original bill, to the first proposal is based on the theory that the issuance of such securities would lead to inflation. Senators are unwilling to grant authority for the issuance of such a large amount of securities until they are satisfied that the corporation scheme would work without a hitch.

The objection to the second proposal is the old objection to the centralization of power in the hands of the Secretary of the Treasury. It is no secret that many Senators look with suspicion on the efforts of Mr. McAdoo to gather all the financial authority of the nation in his hands, and they fear, at least some of them, that he might use this authority to attain personal ends, and—that it is unwise to permit him, a possible candidate for President in 1920, to exercise the power of life and death over the great corporations of the United States.

Those opposing this feature of the War Finance Corporation feel that it would be best to delegate the authorities under the bill to the members of the Federal Reserve Board by making them directors in the corporation. To this Secretary McAdoo is strongly opposed, declaring that there might be differences of opinion between the Treasury Department and the board, which would mean disaster for the Government's financial policies.

It appeared today that the upshot of the whole thing would be that either Secretary McAdoo would have to yield some of the authority which he proposes to exercise under the bill, or that he would have to summon the White House and Administration forces in an effort to put the bill through the Senate, even over the objections of the Banking and Currency Committee, some of the members of which are the most influential in the Senate.

The opposition in this committee is not at all of a partisan nature, since Senator Owen of Oklahoma, Democrat, and chairman of the committee, started the fight yesterday which resulted in today's conference. Senator Owen's attitude on the bill is backed by other Democratic and Republican members.

TOBACCO AS A MONEY CROP.

The tobacco sales in the Greenville, Tenn., market up to the past week aggregated about three million pounds, and the average prices at which the tobacco has been sold has been about 25 cents per pound. During the past season a market has been established at Johnson City, where probably from 700 pounds to 1,000,000 pounds of tobacco will be sold this season, this all coming from territory heretofore controlled by the Greeneville market, but, notwithstanding this loss, it is believed that the sales in the Greeneville market will show an increase over the sales during the last season, which were about 4,000,000 pounds.

A greater acreage to be planted this year than was planted last year. As a money crop it has been shown that tobacco very much excels any other crop that can be raised. It is also true that small farmers can plant a few acres in tobacco and cultivate the same with but little loss of time from the attention demanded for other farm crops.

DECEMBER PRODUCTION

Washington, D. C., March 4.—The Commissioner of Internal Revenue gives the figures relative to the manufactured snuff, tobacco, cigars and cigarettes manufactured in the United States during the month of December, 1917. The figures show that in December, 1917, there were only 590,398,691 large cigars manufactured as against 691,733,163 the preceding December. However, the manufacture of small cigars increased from 67,489,200 in December, 1916, to 74,317,876 in December, 1917.

The manufacture of large cigarettes increased from 2,853,050 in December, 1916, to 3,756,539 in December of last year and also the manufacture of small cigarettes increased from 1,969,319,760 in December, 1916, to 2,316,901,570 in December, 1917.

There were 3,167,769 pounds of snuff manufactured in December, 1916, which was reduced ot 2,653,401 in December, 1917.

The manufacture of both smoking and chewing tobacco decreased from 33,082,917 pounds in December, 1916, to 30,327,877 in December, 1917.

ARIZONA SCARE OVER

Report That Powdered Glass Had Been Found in Plugs of Chewing Tobacco Proved to Possess Scant Importance.

Regarding a recent scare in Arizona, caused by a report that ground glass had been discovered in plugs of chewing tobacco, the Phoenix Republican says:

"G. C. Wimer, whose work in the distribution of samples of chewing tobacco was stopped by the authorities in the claim that it contained ground glass, has his crew of samplers on the job again and the matter has been entirely dropped by the department of justice.

"David Proctor, special agent of the department of justice, said: 'After a very thorough investigation of the charges that had been presented to us we have returned the tobacco which we had confiscated. We found nothing that would indicate intent to do harm in any fashion. In fact, I took a great bunch of the tobacco to the pathological laboratory and secured a thorough analysis and only two minute portions of some substance which probably was glass were found in the entire lot and they would have done no harm. When soaked in water no sediment showed which would indicate powdered or ground glass.

"'I have told Mr. Wimer that he has carte blanche to do what he wants with his tobacco samples. We can't find anything to hold it for. In fact, one of the officials who was connected with the case is consuming some of the suspected tobacco himself.'"

TOBACCO FACTORY SWEPT AWAY.

LANCASTER, Pa., March 5.—The receding flood waters of the Susquehanna River upset the Washington-Borough tobacco factory, owned by E. S. Smith, and it was swept away in the creek.

E. P. Oakes, representing the E. H. Gato Cigar Co., is attending to business in Chicago; G. W. Thompson is busy in Pennsylvania, and H. A. Schwartz is down in Louisiana.

Some dealers on the Pacific coast are putting up a stiff kick against the six and eleven cent cigars. Many of them, sensing the jump in prices, loaded up with stock at the old prices. One druggist who handles cigars has 400,000 nickel cigars stored away.



As they do it in a factory at Deli, Sumatra

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AMERICAN EFFICIENCY

The searchlight of war has brought out many interesting facts, and one of these is that the vaunted German efficiency will not always stand the test of comparison with American efficiency.

The Germans boasted of being the greatest farmers on earth. Investigation shows that in efficiency in agriculture, measured by the produce per acre, America being graded 100, Belgium leads the world, at 205; Great Britain comes second, at 164; and Germany third, at 155; America comes fourth.

But the better test is the man test rather than the acre test, and here America leads the world by over 2 to 1. Again, grading America at 100 per farm worker, Great Britain produces 43 and Germany 41. The American farmer cultivates 27 acres, the German farmer but 7. With the aid of vast quantities of fertilizer the German produces more per acre, but he produces at a much greater cost per bushel and he produces much less than half as much per man.

REGARDING "GREENBACKS"

The enormous increase of governmental expenditures made necessary by war has been so often the occasion for issues of paper money that many people are ready to assume that a great war cannot be carried on without them. That idea is strengthened in this country by the fact that this Government resorted to paper money during the Civil War, was victorious in the war, and eventually brought the "greenbacks" to par with gold, and has retained them as a part of the permanent currency stock. A great many people were so favorably impressed by the apparent services of these paper issues during the war that they could see no reason for retiring or redeeming them at any time, and for fifteen years after the war was over the political life of this country was intensely agitated by controversies over them. There were proposals to pay the bonded debt by further issues, on the theory that what was good enough for the soldier was good enough for the bondholder, with numerous variations of the idea that the Government should furnish an adequate supply of money for every laudable enterprise, and it took a long, and at times doubtful, struggle to get this paper, originally issued as a temporary expedient to tide the country over a dire emergency, definitely established on a gold basis.

In the eyes of many people the "greenbacks" had become hallowed as an agency by which the life of the nation had been saved. They were lauded as means by which the country had escaped from the clutches of the money-lenders, and suggestions for their retirement were usually attributed to bankers, who were supposed to want them out of the way for selfish reasons. The influence of the paper money upon prices and wages was too obscure to be traced by the average man, but he thought he could see that the Government got something for nothing when it issued them, instead of hiring money from bankers, and this was held to account for all antagonism in that quarter. It was a difficult question to deal with in popular discussion. As the publicist of the National City Bank says: "No issue could be injected into politics that would be more easily subject to misrepresentation or that would better serve the purpose of demagogues than the paper money issue which dominated our politics from 1865 to 1879. It is one of the most serious objections to any departure from sound principles in dealing with money, credit or banking that the controversies which inevitably result are sure to be distorted into the form of class conflicts—of antagonism between those who have capital and those who have not."

The insurance people have some very interesting figures by now on the remarkable increase of incendiary fires in this country since we declared war on Germany, If you have anything the Kaiser wants burned, guard it night and day. He has plenty of scoundrels at work over here trying to burn it. A case in point was that big fire at Port Newark, N. J., where some huge shipbuilding yards are getting under way. But, above all, don't lay the fire yourself so that the boches need only touch a match to it. That is precisely what was done at Port Newark. After doubling the guards and taking every other precaution, the men in charge anchored a loaded oil barge up against their big pier, and the fire started there just as anyone with common sense would have expected.—*Collier's.*

FUMIFERA JAPONICA

[*From the Japan Mail, August* 28, 1874.]

Like butterfly in sunbeam gay,
Or precious gem of dazzling ray,
Ohana is the brightest fay—
  The sweetest flower in Yedo;
Almost as fair she is as those
With eyes of blue, and cheeks of rose,
Who dance, till happy daylight goes,
  On daisied English meadow.

Her eyes—dark wells of passion deep
Whene'er her soul is stirred—now sleep
In sunshine, and her fancies leap
  Like wavelets soft and stilly;
Her hair is bound with skill and grace;
Upon her laughing lips a trace
Of saffron flower is seen; her face
  Is powdered like the lily.

As many-coloured is her dress
As that entrancing loveliness
Which spans the rain-swept sky to bless
  The Earth—a gladsome duty;
With *samisen* upon her knees,
And gaudy fan to coax the breeze,
She sits beneath embowering trees—
  A little Eastern beauty.

But, smiling, from her sleeve she takes
A tiny pipe, and gently breaks
A tiny pipe, and gently breaks
The Kokubu's beloved flakes,
  And lights a morsel gaily;
A whiff or two—the joy is done,
But scarcely ere again begun;
She smokes, I trow, if she smokes one,
  Of pipes a hundred daily.

INFLATION AND DEFLATION

Roughly speaking it is said that the debtor class will gain by inflation and the creditor class lose, and it is usually assumed that the debtor class is composed of poor people and the creditor class of rich people, but this classification is widely erroneous. The owners of property, the employers of labor and operators of business belong with the debtors rather than with the creditors, so far as the effects of rising prices are concerned. What they own and what they sell is not ordinarily fixed in price, although that is true of most public utilities. The great bulk of private property usually responds in nominal values to changes in the prices of the products. The laborer for fixed wages is in the creditor rather than the debtor class, and while wages in some lines follow more or less closely the general state of business activity, in many instances they lag seriously behind advances in the cost of living. The salaried class and all who for any reason are least independent and able to help themselves are sufferers by rising prices.

Along with these is the great body of people who are not in business but who have saved something for old age or a rainy day, and have it out at interest, or in a bank, or who have made provision for dependents by carrying life insurance. If it is assumed that the present level of prices and cost of living is permanent, then it must be allowed that since 1914 nearly one-half the value of all such savings have been wiped out as with a sponge! Do we realize what is taking place, and are we content for the sake of maintaining for a time the useless effort to do business as usual to allow this process to go on?

But it will be said that this situation is only temporary, that after the war prices will subside and those losses which now appear on paper will be recovered. Very well, suppose we take that horn of the dilemma, and face the task of reducing wages to the pre-war level, and of paying the debts and taxes inherited from the war out of the pre-war profits and earnings. Is that outlook so much more encouraging as to reconcile us to going still further on the path which must be retraced?

There are many uncertainties about the future but one thing is certain, and that is that the gravest dangers will be connected with the inflation of wages, prices and indebtedness. It is granted that a degree of inflation is unavoidable, and a degree great enough to cause serious concern has already occurred. With another great loan pending more is unavoidable and the end is not in sight, but it is of the highest importance that the tendencies shall be understood and that the remedy shall be applied so far as possible. That remedy lies in concentrating the energies and resources of the country upon necessary work to the exclusion of work which is not necessary—either to the prosecution of the war or to sustain the health and strength of the people, and in finding purchasing power for the Government by conserving and transferring to it the purchasing power of the people.

What McAdoo Will Do

Director General McAdoo has announced that while the railroads are under the control of the Government it is futile to impose fines upon them for violations of the law and of the orders of the Interstate Commerce Commission, and it therefore becomes the duty of the Director General in the enforcement of the law and said orders to impose punishment for wilful and inexcusable violations thereof upon the person or persons responsible therefor.

It is also announced that when the prompt public transportation service requires it, employes will be required to work a reasonable amount of overtime, but excessive hours of employment will not be required.

Pending a disposition of the question of wages and hours, all requests of employes involving revisions of schedules or general changes affecting wages and hours will be held in abeyance. The question of wages when determined will be made retroactive.

The Director General states that if he is notified of the location of specific supplies for transport to Europe and the port or ports in the United States to which such supplies should be sent he will guarantee the necessary transportation subject alone to interruptions from blizzards and floods.

All officers and employees of the railroads, says the Director General, now serve the Government and the public interest only. He asks them to get the spirit of this new era—a supreme devotion to country and an invincible determination to perform the imperative duties of the hour, co-operation, not antagonism; confidence, not suspicion; mutual helpfulness, not grudging performance; just consideration, not arbitrary disregard of each other's rights and feelings; and an earnest desire to serve the great public faithfully and efficiently. To save America, to save the world from despotism, we must work together.



If State areas were in proportion to population a map of the United States would be drawn this way

In making plans for trade campaigns the above map may be of assistance. It shows, practically at a glance, the relative importance of States so far as possible sales are concerned. The cigar and tobacco business may not be circumscribed exactly by State lines. Nor is the amount of trade obtainable for a named brand always proportionate to population. In general, however, in selling goods, it seems wisest to go where the most people and money are.

Time and effort should be expended on population and not so much on area. Manufacturers who have had to wrestle with this problem, and have found that certain parts of the country warrant little attention, concentrate on East and the Middle West as the big buying States. Three years ago a mail order house covered the entire country with advertisements by carrying copy in twenty-five magazines of all types. The article advertised sold for ten cents, and a person had no occasion to write in unless he sent along the dime. There was and is a universal demand for the article, and the manufacturer used the magazines to find out just where his salesmen were likely to get the largest amount of business. For every reply that came from the South twenty were received from the Middle West, and the replies from Wisconsin, Michigan, Illinois, Indiana, Pennsylvania, New York, Massachusetts and California outnumbered all that came from the rest of the States combined. Two insertions in a Southern magazine brought one reply, and a magazine that circulated mostly in the Middle West brought in 570 replies for two insertions. The Western magazine had a circulation about ten times as large, but even so, the Southern magazine should have made a much better showing. From then on the manufacturer followed magazines that circulated in the East and Middle West, and in so doing he was keeping on the trail of population, for where you have the population you have the markets for goods, provided, the inhabitants are of a wage earning kind, and this applies to the cigar business as well as any other.

Assertion of 100 Per Cent. Patriotism

Perkins, President of Cigar Makers' Union, Writes to McAdoo

Writing to Secretary of the Treasury McAdoo, regarding freight embragoes and other matters pertaining to the war, G. W. Perkins, president of the Cigar Makers International Union, Says:

"Tobacco, especially the raw material, should under no circumstances be classed as non-essential, or an embargo in so far as transportation is concerned placed thereon, except of course in absolutely unavoidable instances. The cigar industry ranks about twelfth in the value of its total production. The total annual value of cigars produced is about $450,000,000. The wages paid amount to about $85,000,000. The industry gives employment to about 140,000 people, fully 80 per cent or more of whom are outside the draft age.

"It is true that our first concern should be the maintenance of military efficiency in the highest degree. It is equally true and secondary only in importance that we must maintain intact our economic and financial system. That is absolutely necessary in peace or in war. It is just as important that we maintain confidence in our financial system as it is that we make guns for the men in the trenches. The breaking down of the economic and financial systems of Russia is more largely responsible for the present chaotic condition existing there and the serious consequences than any other single item. Destroy confidence in our financial system and you will bring about a panic, consequent unemployment, and distrust in our government, and start us on the downward pathway, overshadowed with doubt, confusion, and discord. Draw 150,000 men out of an industry such as ours and you will pull one of the bricks out of the economic and financial structure which may tumble the rest like a pack of cards, and precipitate a financial panic and consequent industrial depression.

"We are one-hundred per cent American, one-hundred per cent patriotic; we stand squarely back of our government; we endorse its course in this war. We realize that this is war; we expect to suffer, to undergo hardship and privation, and to make the supreme sacrifice when called upon. But we earnestly protest against singling out our industry with others and placing an embargo on it, or declaring it as non-essential. We have shown you that it is just as much an essential as anything else if our economic and financial system, and confidence in our government and in ourselves is to be maintained. Destroy our economic and financial system, and all chance of winning the war is absolutely lost.

"While it is true that we must, and we will furnish men for the trenches, our chief duty at present, however, is to furnish food and money to our allies; hence then the maintenance of our economic and financial system at present is equal in importance to the maintenance of industries necessary for military efficiency.

"We hold that it is highly important, even necessary, that we maintain the morale of the masses at the highest point. Men who make a living in any one industry earnestly consider that they have a right to continue to make a living at that industry, and look with disfavor upon what would seem to them to be discrimination, and this would have a consequent damaging effect upon the morale, which in time would have a depressing effect upon the enthusiastic support and loyalty.

"We urge that great care be taken to avoid singling out of any particular industry to the extent that will have a tendency to dislocate or even temporarily destroy it.

"With assurance of absolute loyalty to our country, which nothing can shake. I am

"Very respectfully yours,
(Signed) G. W. PERKINS."

Trade of the United States With Cuba in 1917

Trade of the United States with Cuba in 1917 was $445,000,000 against $198.000,000 in 1913, the year preceding the war. A compilation by the National City Bank of New York shows that the United States is now supplying 76 per cent of the imports of Cuba against 53 per cent in 1913, and taking 75 per cent of its exports against 80 per cent in 1913, this reduction in our share of the exports being due to the heavy European demands for Cuban sugar, due to the shortage of beet sugar in Europe since the beginning of the war.

Sugar, tobacco, bananas, cocoa, tropical fruits, iron ore, manganese oxide, and cattle hides are the principal articles imported from Cuba, while our exports to the island include meats, lard, flour, corn, eggs, cheese, condensed milk, temperate zone fruits, coal and all classes of manufactures.

The more important of the manufactures exported to Cuba in 1917 are approximately ten million dollars' worth of cotton goods, about five million dollars' worth of automobiles and parts, approximately six million dollars' worth of railway supplies, including rails, cars and locomotives, over two million dollars' worth of structural iron and steel, six million dollars' worth of boots and shoes, nearly two million dollars' worth of pipes and fittings, wire, tinplate, typewriters, sewing machines, agriultural implements, cement, paper, wire nails, steel plates, barbed wire, rosin, lubricating oil, illuminating oil, gasoline, newsprint paper, wrapping paper and many other articles.

The flour exports to the island alone are about ten million dollars in value, corn nearly three million dollars, lard and lard compounds approximately ten million dollars, meats over five millions, eggs more than two million dollars, condensed milk over one-half million dollars, and cheese nearly one-half million dollars. The cotton cloths aggregate about eighty million yards, the eggs over six million dozen, lard and lard compounds about fifty million pounds, crude mineral oil about ten million gallons, boots and shoes nearly four million pairs, paper over fifteen million pounds of newsprint and ten million pounds of other paper, chiefly for wrapping.



CAPT. GEO. RENO
The "Hoover of Cuba"

The sugar imports from Cuba in 1917 are in round terms 4,500,000,000 pounds, being slightly less than in 1916 by reason of the very heavy demands upon the island for shipments direct to Europe, for the reasons above stated. Other imports from the island include over twenty million pounds of tobacco, valued at approximately fifteen million dollars, approximately thirteen million pounds of cattle hides, valued at three million dollars; nearly two million bunches of bananas, valued at $750,000, and a million pounds of crude cocoa, over a million and a half dollars in value, and the manganese oxide and ore, over half a million dollars.

Trade between the United States and Cuba since its independence has shown very rapid growth. It aggregated in the fiscal year 1895 $65,000,000; in 1905, $125,000,000; in 1910, $176,000,000; in the calendar year 1913, $187,000,000; in 1915, $293,000,000; in 1916, $409,000,000, and in 1917, $445,000,000.

Thos. J. Farrell, of the Hotel Plaza, New York City, president of the Greeters and one of the special representatives of the Hotel and Restaurant Division of the Food Administration, has organized the Greeters of the country into a volunteer corps to call upon the smaller eating places and enlist them in the food saving campaign of the government.

M. J. Tropauer, now associated with the Themelis Bros. Co., fairly astonished other officials of the company, selling so many cigarettes recently.

A FACTOR IN THE WORLD'S TOBACCO TRADE

The International Planters' Corporation

Recently organized, but already doing a tobacco business running into millions, the International Planters' Corporation bids fair to be a more conspicuous factor in world-wide trade.

Of the big company, Amos J. Mace, formerly vice-president of Gaston, Williams & Wigmore, Inc., is vice-president. In itself the fact that he heads the enterprise is a prediction of continuous success for the International Planters' Corporation. For Mace has shown great ability. He has won the confidence and high esteem of some of America's shrewdest and most successful financiers. How well he stands is attested by an excerpt from the *G. W. W. Bulletin* descriptive of the presentation of a loving cup:

"Ostensibly Mr. Mace was present for the purpose of discussing tobacco matters with the officers of Gaston, Williams & Wigmore, Inc., but in reality, and wholly unknown to him, he was to hear words of praise about himself and be presented with a Loving Cup as a token of the esteem in which he was held by his former fellow officers.

"When Mr. Mace had finished his remarks about the tobacco business, Chas. H. Sabin, Chairman of the Board of Gaston, Williams & Wigmore, Inc., spoke and among other things said:

"'Years ago myself and some friends invested in a business concern in the upper part of New York state. One day we discovered that this concern was on the verge of collapse. We decided upon changing the management. Mr. Mace had come to my attention while a clerk for this concern. I then believed he had the qualifications to pull that concern through. We put him in charge, and no man ever worked harder or more loyally than he did. In the end he made a success of it. I became convinced then that he was what we call "a comer." He has ambition, energy and courage, is absolutely loyal and conscientious, so I fully expect him to achieve an unqualified success in this new undertaking.'

"W. H. Williams, Vice President, spoke next with special reference to Mr. Mace's constructive imagination and enthusiasm. M. J. Budlong, Vice President and General Manager, concluded his apt remarks by paying a tribute to Mr. Mace as a student.

"G. A. Gaston, President, in concluding his remarks, related how, while Mr. Mace was busily engaged in building up the Tobacco Department, he had also been creating admiration and affection among his fellow officers, which they desired to express in the symbol of a Loving Cup. The cup was then presented to Mr. Mace.

"In response Mr. Mace said: 'I severed our uniformly pleasant relations with real regret. Your advice and support in my work has been most considerate and helpful. My new undertaking calls for patience and hard work in no common measure, but I shall undertake it with the confidence your good wishes and God-speed gives me. I shall always cherish this loving cup as a symbol of our past association, as well as a constant reminder of the many pleasant days spent as one of your co-workers. I am deeply appreciative of the friendship which has been demonstrated by the Gaston, Williams & Wigmore organization, and which organization I firmly believe to be one of the greatest of its kind in the world.'"

F. Theyskens, vice-president of the International Planters' Corporation, is a tobacco expert having an international reputation. A Belgian by birth, and associated importantly with European tobacco trade prior to the war, he was in Antwerp during the siege and there received injuries that exempted him from further military service.

In Holland later, associated with the great house of A. Meyer & Son and other big Dutch tobacco merchants, Mr. Theyskens was identified with a number of important operations, including the purchase of large amounts of tobacco that England had seized because it was consigned to German accounts.

In the United States, on the following year, Mr. Theyskens was a tobacco buyer who astounded the trade by the magnitude of his purchases for export. Next he proceeded to the Philippines and China, inspecting market conditions in the Orient and arranging for extensive developments of the tobacco trade. Returning to the United States in February, he was made vice-president of the International Planters' Corporation. In that capacity he will be one of the world's largest and most active tobacco buyers.

Besides connections in the United States, the West Indies, South America and the Orient, the International Planters' Corporation has representatives in Great Britain, France, Holland, Italy, Switzerland, Denmark, Sweden and Norway. It will be active in procuring tobacco for various European regies during the war, and afterwards who can say how tremendously important the corporation will be in international tobacco trade.



La Giralda in Manila After the Fire That Occurred on Nov. 19. A Big New Factory Will Replace the Burned Structure

After the fire that occurred on November 19, 1917, La Giralda cigar factory in Manila was the ruin here shown. But, on the old site, to replace the burned building, a new factory capable of an output of 3,500,000 cigars a month is now being erected.

The Philippine Co., Ltd., which operated La Giralda factory is in course of liquidation, preliminary to reorganization on a stronger basis.

Bowring & Co., the general sales agents in this country for La Giralda cigars, report that some shipments are just arriving in the United States from Manila. But no more consignments will be obtainable for several months.

Being stored elsewhere, the reserve supply of tobacco, which the operating company had, was not destroyed when La Giralda factory burned. To this tobacco reserve has been added considerable quantities of very desirable Cagayan tobacco, representing recent purchases.

So, immediately on completion of the new factory, the work of manufacturing begins again and brands made by La Giralda will be kept up to the previous high standard. Bowring & Co., about the middle of the year, again will be in receipt of shipments from La Giralda factory and the trade will have an opportunity to see how excellent is the distribution.

BIG VAUDEVILLIAN HELPS SMOKE FUND.

Charles Withers, the prominent vaudeville star, anxious to do his bit for the boys in France, has planned to cooperate with the newspapers conducting campaigns for smokes for "Our Boys in France Tobacco Fund."

The success of the recent get-together luncheon of the New York Leaf Tobacco Board of Trade prompted the directors to send cards to members asking for comments on the luncheon, and if the members were in favor another on the last Saturday of the month.

The R. J. Reynolds Tobacco Co. has notified stockholders that $5,000,000 of the $10,000,000 class B stock, the issuance of which total was authorized February 7 last, will be issued at once. Holders of the $10,000,000 old common stock now outstanding may subscribe at par to one share of the new B stock for every two shares of the common stock held by the respective holders. The privilege for such subscription will end April 1. Holders of class B stock will have all the rights belonging to the holders of common, except voting power.

Gassing the Price Situation in Philadelphia

Intimations of Increases Intensify Discussion at the Retailers' Meeting—Stephano Bros. Reincorporate for $3,100,000—Schulte Opens in Trenton—A Series of Deals Planned—The "United" Does Some Quick Work—A Little Squeal from Hog Island—Police Round Up About 200.

PHILADELPHIA, March 4.—Another mystery has busted into the limelight hereabouts. What is worse, or better, depending solely upon the point of view, is the fact that the said mystery has also horned its way into the well known pocketbooks of smokers of various brands of cigarettes. Old D. Rumor seems to have been responsible in the first place, but at the time of skidding to press a partial explanation has been found in notice sent to managers of chain stores here by their head offices in New York and elsewhere that in the near future cigarette prices are due for an increase. Pending formal notice of the said increase, a lot of retailers in Philadelphia have already added two cents a pack to the price of Camels, particularly, making the sum total that one must hand over for one pack fifteen cents. The other brands to be increased, according to the dope received by retailers who wait for definite information before putting on the tax, include nearly everything that formerly sold for fifteen cents and has recently been going for 17. These will go to 18. Sweet Caps are scheduled to move along from a nickel for eight to six cents, and so with other five cent brands.

Be that as it may, the retailers have got to do something. Dan Ostrow suggested after the meeting of the association last week that if the government don't do something to improve the shipping situation so dealers here can get chewing and smoking tobacco without committing assault and battery on the jobbers, there'll be nothing else to it but for the retailers, backed by smokers of all ages, sexes, colors, nationality and shades of opinion to take over the railroads. Incidentally, everything but assault and battery was handed to the jobbers at that last session of the association, which was held as usual in the Adelphia hotel and which wound up with an excellent buffet lunch.

It seems, according to the loud wails emitted by nearly every one of the fifty members who attended, that everybody has been running shy of smoking and chewing brands. Wires have been kept hot to the jobbers' offices, but it didn't seem to do any good to make threats, to plead or to cajole. The situation has been so bad within the past few weeks that many retailers, even some of the big fellows, have been forced to do the high and lofty borrowing act with each other. "You lend me a case of Prince Albert and I'll lend you three cans of Edgeworth," and so on. All the accumulated annoyance of all the retailers at the last meeting gathered itself into one big gas bomb, and this was exploded for the benefit of the jobbers. Nobody had anything to say about just how the jobbers can remedy the situation if they don't get the shipments. But there seemed to be a feeling on the part of some members that the jobbers have not been distributing properly. No formal action was taken, the consensus of opinion being that the association ought to stand aside and see what happens after the jobbers get an earful of what was said about them at the meeting. Then, if they don't do something, blooie will go another gas bomb.

After getting all this off their chests, members of the association made such a howl about the necessity for higher cigar prices that it got into the newspapers. It was made clear that nobody not equipped with a Rockefeller roll should be selling popular brands at a nickel in these days of the H. C. of L. and the H. C. of War. Likewise it was made quite plain that before long, what with increased costs of production and so on, the six cents now being garnered by the wise dealer will grow to seven if he stays wise and don't become altruistic. This is another rumble of the rumor that the $43 a thou. price maintained by most of the big producers here is to be increased to $48, as a maximum. No manufacturer has had anything definite to say about it to the public as yet.

Horace W. Leach, president of the Association, took occasion to bounce hard on the story which has been circulated among jobbers and salesmen that the organization is intended to develop into a cooperative buying association that would jut the jobbers and salesmen out of business. E. A. Geipel of Bayuk Brothers sales force put the yarn officially up to the association and asked for some assurance that it was all wrong. He got it.

Perhaps the most important action taken by the association since its inception a few months ago, however, was the appointment of a Price Committee to work up recommendations for resale prices upon all standard brands of cigars, cigarettes, chewing and smoking tobacco. Nearly every big retail industry in the country with any organization is taking steps in this direction nowadays, the Philadelphia Stationers' Association having lined up on a re-sale catalogue a few weeks ago. L. W. Erlichman brought up the question and after some discussion made a motion that the price committee be appointed. President Leach named Franklin K. Sterner, Samuel Corson and Charles B. Lloyd to make up the catalogue.

New members admitted at the session were: J. J. Henry, of 4801 Wayne avenue; "Nifty Ben," of 133 South Tenth street; C. W. Reynolds, of 52nd and Haverford streets; H. W. Kreh, of Hilbronner and Jacobs, Joseph Kaufman of the G. H. P. company and Nat Rosenheim of San Martin & Leon.

Stephano Brothers, Inc., one of the largest manufacturers of turkish cigarettes in this district, have just been re-incorporated under the laws of Pennsylvania. The total capitalization of the company is now $3,100,000. No changes have been made either among the officials or in the board of directors. The company was formerly incorporated under the laws of Virginia.

A. Schulte has at last invaded Trenton, N. J. With Stanton M. Harris, from the New York office, on the job, along with Robert Reed, formerly an assistant in one of the Philadelphia string of Schulte stores, the Trenton stand was pried open last Sunday just across the street from the United. According to reports received here business has been coming in with a rush.

Word has been received by Schulte managers here of a series of big deals to run from 3 o'clock Friday afternoon, March 8, until the close of business the next day. Here's the way they line up:

Deal No. 1: 10 per cent discount on all sales of $1 or over.

Deal No. 2: Five per cent of total receipts to be equally divided among salesmen of the store.

Deal No. 3: $1 per hundred off every brand of cigars we sell.

Customers will not be given both of the above discounts, however. But they can select the one that looks best to them and take it along home. As for the salesmen, next Friday and Saturday will be a little Spring Christmas.

The Schulte company will not appoint a district superintendent for Philadelphia at present, it is understood. Each store manager is to be in complete charge, reporting to Mr. Harris on his frequent trips through this territory.

Pending alterations to the United store at the southwest corner of Eighth and Chestnut streets, which was considerably scorched up, not to say deluged, by fire and water a few weeks ago, the store will operate from 821 Chestnut street. That address happened to be vacant at the time of the fire. A remarkably quick piece of work was done by the United force in turning the empty store into an up to date cigar stand.

Another change has taken place in the ownership of the lease holds for the string of cigar, candy, and news stands in the Market street subway-elevated stations here, formerly controlled by the Central News Company. The Union Company is now in charge. It has announced that it will add considerably to the lines of cigars and tobaccos.

Bobrow Brothers have announced that their factory at Binghamton, New York, has been sold to E. M. Schwarz and Company, of New York, makers of "Mozart" and other high grade brands. The Philadelphia firm had difficulty in getting supplies to the Binhamton plant during the past winter and came to the conclusion that its business could be better handled if centralized at the big plant here and others near the purchasing offices. One of the terms of the sale, it is understool, was that the Schwarz company would continue the factory, thus caring for the force of employes at Binghamton.—"Suits everybody."

Recent visitors to the trade in this city included E. Kleiner, of E. Kleiner, Inc., New York, who stopped off with Mrs. Kleiner on his way for a short vacation at Atlantic City; H. S. Lederer, of A. Oppenheimer Company, New York, manufacturers of G. B. D. pipes; Nat Rosenheim, of San Martin and Leon Company and Harry F. Adams, of the John W. Merriam Company, New York.

Kuenster Brothers, formerly of 712 Arch street, have moved into their new cigar store and pool room at 812 Arch street. L. N. McBride, a cigar dealer formerly of 26th and Toronto streets, has opened a new stand at Germantown avenue above Lehigh, closing the old place.

An awful dent has been put into somebody's business by Rear Admiral Francis A. Bowles, who was sent to this city a few weeks ago to find the Hog in Hog Island, which is the site of the 50 way shipbuilding plant being put up by the American International Shipbuilding Corporation. The Admiral issued a lot of rules. He was about running out of 'em a week ago when he suddenly realized that men were still smoking on the island, so sez he, "cut that out." And they did—some of 'em. Hog Island being a large place with a lot of buildings, shipways, railroad cars and other things on it, a fair percentage of the weed is still being consumed here and there.

Cigars are a little safer in this town since the cops decided to do a little work and in three hours one night last week rounded up about two hundred thieves, near thieves and ordinary hangers-on in the central section of the city. Before this there were so many robberies that the pressure was getting terrific on the safe deposit boxes where dealers had to stack all their stock o'nights.

"Ah, Bill, This Is Democracy"

By R. V. Wright of the Pioneer Division

It was early in the morning. A large, handsome $1,000 Bill turned one of the corners in Washington, and hurried up the avenue which leads to the Treasury Department. Far off in the distance a small brown object was furiously growing up a little cloud of dust, and was literally "burning up" the road.

"Well, well!" exclaimed $1,000 Bill. "I'm a Dutchman if that isn't little old 'Red' Copper Cent. Wonder what the little devil's up to now?"

In a few minutes $1,000 Bill, moving along with his magnificent stride, was within hailing distance of "Red" Copper Cent.

"Hello, 'Red,'" called $1,000 Bill. "What re you doing here?"

"Hello, Bill," came back the answer, Haven't time to stop and talk, old fellow; Frank Vanderlip has just sent for me to come nd help win this war. I'm bound for the Treasury. Where are you going, Bill?"

"Same place, 'Red.' McAdoo has sent for ne. They're going to make ten Liberty Bonds ut of me, I understand."

"By Jove, that's interesting, Bill, Uncle Sam's going to make a Thrift Stamp out of me. Twenty-four of my comrades will be along in few minutes. I'm hurrying to let Vanderlip now that they're mobilizing and will soon be here."

Bill has now caught up with "Red." The little fellow's legs are vibrating like a tuning fork, and he was utilizing every ounce of his energy to keep up with his big brother Bill.

"Your legs are longer than mine, Bill, and you'll no doubt get the edge on me before we get to the Treaseury," apologized "Red," between breaths.

"Tut, tut, 'Red,' we are going in together, even if I do have to slack up a bit. This is the big lesson, we are learning in this war how to keep step, how to march shoulder to shoulder and present a front united to the last man, the ast dollar, the last penny. Ah, 'Red,' this war s working wonders, old fellow. The folks back home had planned for me to go into a touring car this year. I heard them talking about t. Mother and the girls wanted the biggest car in town. They said that the Jones' had just ordered a $7,500 car, and that we would have o order a $10,000 one to retain social leadership. I didn't relish the idea a bit—of spending he remainder of my days speeding down the road and dusting every poor old chap that has o walk. The biggest car in town will almost nake anyone an autocrat, 'Red.'

"Well, before the decision was made, war was declared. Both of the boys in the family are young and brimming with patriotism. They enlisted, and my, but it changed things at home! One of the girls has gone as a nurse. The other wo are busy at the first peep of day, knitting, knitting, knitting. Mother has actually gone back into her own kitchen. There is no meat on meatless days, either. She says she is going to save enough in the kitchen to buy several Liberty Bonds. Father has always said that he was going to retire this year, but he has changed his mind. He is now one of Uncle Sam's $1-a-year men. I am on the way to the Treasury to let Mr. McAdoo know that five hundred more of us are on the way. I am happy this morning, 'Red.' After all, it's not what you get out, but what you put into life that counts. Now, 'Red,' what's your story?"

"Well, Bill," smiled "Red," "I didn't run the hazard of going into a $10,000 touring car, certainly. However, I did come dangerously near to falling in with bad company. You know some 1,600,990,000 of us go into chewing gum every year. Well, little Jack, who delivers papers to buy his clothes and school books, stopped at a slot the other day, and I fairly shuddered for a few minutes. I thought that I, too, was sure to go for chewing gum. Fortunately, his school teacher came along and in a friendly way said: 'You had better save that penny, Jack. We are going to organize a whole company for Uncle's Sam's Army of Thrift tomorrow, and you'll want to join.' Jack laughed and replied: 'Sure I'll join. My big brother is "over there" now, and I want to be a real soldier in Uncle Sam's Army of Thrift.' Little Jack then took his hand out of his pocket and started down the street with his teacher. My, but I was relieved, Bill. I'll tell you it was a close call.

"The next night, father and mother, little Jack and his sister Mary, who works at the telephone exchange, were sitting around the fire. 'Daddy,' said little Jack, 'teacher told us this morning how we could help my big brother and the other boys' big brothers win the war.' Daddy was reading his paper and pulling on a cob pipe. He lowered his paper, looked over his 'specs' and demanded: 'How's that?' Then Jack explained how the Thrift Stamps can help you win a future for yourself, a future for your country, a future for democracy, and a future for civilization, and help bring back big brother all with the same penny. That night the family, made the decision. Mother said that she would save expenses in the kitchen. Sister said that she would walk to work. Jack said that he would cut out gum. And Daddy clinched his big fist, pounded on the table and declared, 'By Golly, I'll save a dollar a week if I have to bust a button in the trying.' So, Bill, we haven't anything on each other after all. We are both soldiers for Uncle Sam. It is just like 'Daddy' said the other night. 'By Golly, the world ain't big enough for the Kaiser and Woodrow Wilson, too, and I have a hunch that the Kaiser'll have to light a shuck and leave these parts soon.'"

"Well, well, 'Red,'" philosophized Bill, "who would have thought it? Who would have thought it!"

"Hold on there, Bill!" shouted little "Red" as he grabbed his big brother Bill by the coat tail, "We're about to pass the Treasury!"

"By Jove, you are right," replied Bill.

"Now, listen, Bill," whispered little "Red," half choked with fear, "you'll have to help me along a bit, old fellow. I've never been here before, and I don't know what to do. You're used to it."

"Oh, never mind that, 'Red,'" replied Bill. "Give me your hand and let me help you along. Frank Vanderlip will make you feel at home. Don't worry about that."

"Ah, Bill, old pal," chuckled little "Red" with a big smile from ear to ear, "this is Democracy."

A Tribute to Tampa Cigar Manufacturers

(Paid Editorially by the Tampa Times.)

Any one who was so fortunate as to have attended the banquet given by the manufacturers in honor of T. Ed. Bryan, chairman of the cigar manufacturers' bureau of the board of trade, with L. P. Dickie and the mayor and owner of this newspaper partially sharing the honors, would quickly have seen why the Times has always been attached to these men as well as to the great industry upon which the real Tampa was founded. Practically every manufacturer is a man of education and wide travel, is interested in Tampa's development, and each is a business man of the first order or he could not survive in a business in which competition is so keen and present conditions so adverse.

These men have passed through some deep waters in marching to the positions they hold in the business world, and but for their integrity and courage, combined with the support of the press and public at Tampa, the local industry might more than once have gone on the rocks. For years, though, it has been so firmly founded that it cannot do other than grow and continue to add to the wealth of the city.

The Times has had knowledge of all phases of labor troubles through which the manufacturers have passed for nearly thirty years, has generally played a part in bringing about a settlement of these difficulties, and invariably justice has prevailed in these settlements. It has only been when the cigarmakers were swayed by scheming, grafting agitators into making unjust demands that such demands fell on deaf ears—and that will continue to be the case when demands of such character are made.

In view of the strikes that have occurred during the period mentioned the outstanding feature of the banquet was the interest manifested by the manufacturers in seeing to the fair treatment of factory workers of all classes—in adjusting all differences justly. While wrestling with fearful problems for a number of years, the manufacturers, individually and collectively, have not for one moment lost sight of the needs of their employes—of the fact that rising prices of food, wearing apparel and all necessities have made conditions hard for them. Therefore they have exercised all the liberality possible, even suffering losses in order that their workers might live under the best possible conditions, and from now on that problem will receive increasing consideration from the manufacturers as well as the manufacturers' bureau of the board of trade.

The Times is glad that the cigar manufacturing clan of Tampa is singularly free from grasping men, and that each, while standing firmly against imposition, regarding the Biblical decree, "The laborer is worthy of his hire."

Serious labor troubles were threatened during the latter months of the past year, but these were avoided principally through the fairness of the manufacturers and the work of mediation done under Mr. Bryan's chairmanship. The Times hopes the present year will be even more free from disturbances, for there is absolutely no reason therefor.

The Times took pride in the character of the men manufacturing cigars in Tampa on the first day of its publication. It takes the same degree of pride to-day.

Business of the Strand Cigarette Co. is exceeding expectations. Orders from all parts of the country are coming in so fast that President Grashof is seriously thinking of looking for larger quarters in addition to the present ones. Philadelphia has sent orders for 50,000 cigarettes; Atlantic City, 25,000; St. Louis, 50,000, and those with orders from other cities bring the total to 750,000, which speak well, considering the length of time that this high-class brand has been on the market.



WHEN THE BOYS CAME HOME IN "65"

Manila cigars then held a firm place on the American Market. SIX and NINE cents were popular prices for smokes at the close of the Civil War, and Manilas sold for exactly the same money—size for size—as the Imported Havanas.

High Tariffs, made necessary by the public debt and the cost of war, excluded Manila cigars from the United States until Free Trade was again established with the Philippine Islands in 1910. SINCE THEN THAT TRADE HAS GROWN FROM 67,261,-545, IMPORTED IN 1915, TO 215,693,368 IN 1917.

Manila Cigars Have Come Back To Stay

Boost Manilas! ***There's Money In It!***

List of importers and manufacturers on application to the

MANILA AD AGENCY, 546 West 124th Street, New York

SIGNING UNREAD CONTRACTS

(Copyrighted, 1918, by Elton J. Buckley.)

Every once in a while I like to get back to the subject of signing contracts without reading them. I have written several articles on this subject, but no point of law needs more emphasis, and no legal requirement is violated oftener ,or by a greater number of business men. Every time, therefore, that such a case arises in my own practice, I like to say something about it if it has any interesting features. I will report a case like this in this article.

A retail merchant, with a good-sized store, much experience, and large intelligence was busy one day when he was accosted by a solicitor. The solicitor was selling a puzzle advertising scheme which was supposed to attract children to the store. He endeavored to interest this merchant. The latter wasn't interested. The puzzles were to be delivered every week for a year, with a fixed charge per week, and in the course of a year the cost ran into considerable money. The salesman talked and the merchant fended him off, and finally the solicitor said, "Well, let me send it to you for one week. That won't amount to much, and you can see how it goes." The merchant, to get rid of him, agreed to this, and the solicitor then produced a printed form, filled with fine type. "All right," he said, "I'll just send it to you for one week. You sign this." The merchant hastily signed in order to have done with the matter. He did not read what he signed.

Several days later he received word from the solicitor's employer acknowledging receipt of contract *for one year,* and stating that four weeks' supply had been shipped. The four weeks' supply duly came and was rejected by the merchant in high indignation. When he got his copy of what he had signed—the solicitor left him one—his indignation changed to doubt, and he then consulted counsel.

"Is that your signature to the contract?" I asked him.

It was.

"Did the solicitor give you plenty of chance to read it before you signed it?"

"I suppose so; he gave it into my hand."

"Did he use any misrepresentations for the purpose of preventing you from reading it?"

"No, he didn't say anything, only asked me to sign it."

"And you could have read it first?"

"I suppose I could."

"Why didn't you, as a matter of fact?"

"Well, I thought it was only for a week instead of a year."

The facts being thus clear, there was nothing to do but to tell the client that he was liable on the contract. Here is a little law on the subject from leading cases which every reader hereof can profitably read over several times:

From a high authority on contract law:

As a written contract is the highest evidence of the terms of an agreement between the parties to it, it is the duty of every contracting party to learn and know its contents before he signs and delivers it. He owes this duty to the other party to the contract, because the latter may, and presumably will, pay his money and shape his action in reliance upon the agreement. He owes it to the public, which as a matter of public policy, treats the written contract as a conclusive answer to the question, "What was the agreement?" Hence the courts do not permit one to avoid a contract into which he has entered, on the ground that he did not attend to its terms, that he did not read the document which he signed, that he supposed it was different in its terms, or that it was a mere form.

From a leading Pennsylvania case:

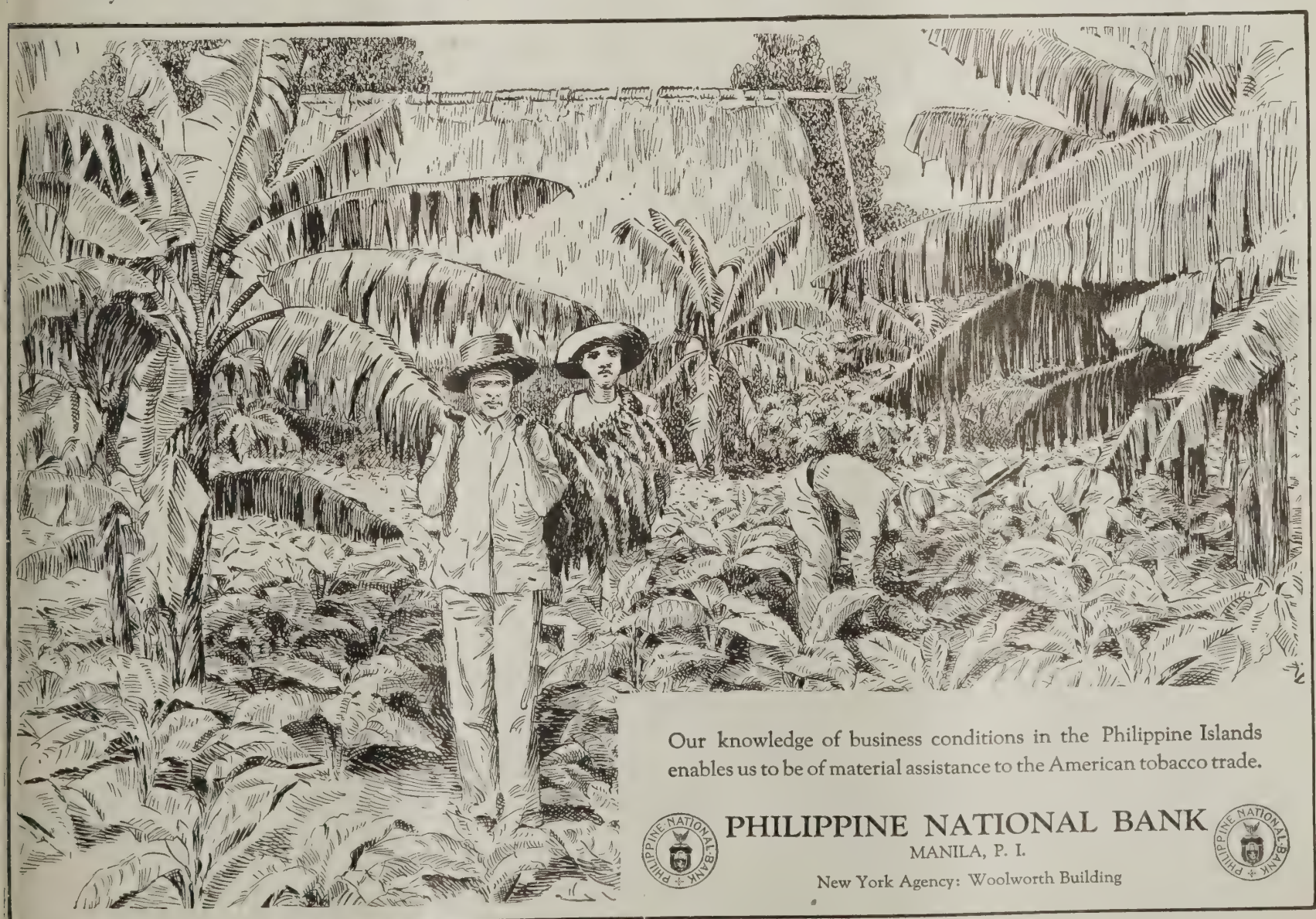
If a party who can read will not read a deed (or contract) put before him for execution, or if unable to read, will not demand to have it read or explained to him, he is guilty of supine negligence, which, I take it, is not the subject of protection, either in equity or in law.

From a United States Court case:

It will not do for a man to enter into a contract and when called upon to respond to its obligations, to say that he did not read it when he signed it, or did not know what it contained. If this were permitted contracts would not be worth the paper on which they were written. But such is not the law. A contractor must stand by the words of his contract, and if he will not read what he signs, he alone is responsible for his omission.

There is really but one chance of escape to a man who signs a contract, or an order, or any paper involving an obligation, without reading it. If the solicitor, with the evident intention of preventing him from reading the paper, makes some fraudulent representation about it, then he has a chance to repudiate it on the

(*Continued on page* 34.)



Our knowledge of business conditions in the Philippine Islands enables us to be of material assistance to the American tobacco trade.

PHILIPPINE NATIONAL BANK
MANILA, P. I.
New York Agency: Woolworth Building

SLOW SHIPMENTS CAUSE CIGAR SHORTAGE

It Took 82 Days for a Consignment of William Penns to Go from Philadelphia to San Francisco—"Mollie" Hull Reports on Conditions in the Northwest—Elam May Take a Trip to the Philippines—Judell & Co. Inaugurate a Tom Moore Campaign.

San Francisco, February 27.—Congested freights, and shortage of output in the eastern factories due to labor conditions is having a serious effect upon the cigar trade of this city and State. The supply is falling behind the demand, and it has now become a case of production and not of selling. So serious has the shortage become that M. A. Gunst & Co. have laid off their sales force for a period of two months in order to catch up with orders. While no other distributor has as yet taken a like drastic action there is a very serious shortage felt by all of them and in some brands and sizes their shelves are bare. As an example of the slowness of deliveries H. L. Judell & Co. report that they have just received a case of Little William Penn's which were shipped from Philadelphia eighty-two days ago. "Mollie" Hull, of the General Cigar Co., says that he knows of cases of shipments which took two months from New York to Chicago, and while most of the delay has been between these two cities there has also been serious delay from Chicago to the River. Even allowing two weeks for the latter and a reasonable time for the balance of the trip to the Coast it would seem as if the Little William Penn shipment is nearly a record.

"Mollie" Hull, who covers the territory from Denver west, tells an interesting story of conditions in Montana and Idaho, where the despised penny is held in even lower esteem than on the Pacific Coast. He says that the Six Cent cigar is going well in that territory. The dealers have taken the public into their confidence and shown it the necessity of charging more than five cents for the old nickel cigar. They have used printers' ink freely to show the injustice of doubling the price, and have dwelt upon the necessity of the "penny as an equalizer," in order that the consumer may have a square deal. He says that those dealers who were the pioneers in this movement are now reaping the benefit of the stand which they took. Of the northwest, Spokane, Seattle, Tacoma and Portland, he says that the 7 cent cigar is very popular. Throughout all his territory he finds the Tom Moore and Robert Burns going better than ever.

The M. Bercovich Co., is getting ready to take off its coat and get into the 6 cent game with all the power of its twelve stores. As soon as enough stock arrives to warrant the move the 6 cent cigar will be featured in a prominent place on the counters and this cigar will be given the right of way.

One of the results of the freight congestion and the advance in the price of standard brands of cigars has been that the retail dealers everywhere have had a chance to move the dead stock which has been on their shelves for many months and in some cases for years. As a consequence the cigar stores in the future will have nothing but good sellers and in this way the unusual conditions prevailing the past few months have been a blessing in disguise.

E. M. Ealam, representing the La Minira factory of Manila and one of the best known men in the trade, is contemplating a trip to Manila with a view of extending his connections.

Elliott R. Jacobs, of Melbourne, Australia, managing Director of the States Tobacco Co., of that place, is visiting San Francisco with his family on his way back home from a five months' visit to the eastern part of this country and a trip to Havana, where it is understood he made heavy purchases for his house.

H. J. Judell & Co. announce that E. C. Hull, of the General Cigar Co., is going to make a special campaign in this State in the interest of the Tom Moore ten cent and two for a quarter cigars. Mr. Hull will spend a time with each of the Judell salesmen in their territory and will give them a special course of instruction along the line of selling talk plan devised by the company to popularize these cigars.

Some of the cigar shipments arriving over the Santa Fe are arriving with a serious shortage and it is evident that a considerable pilfering is going on somewhere along that line. One distributor has twelve claims for shortage against the railroad company and others have nearly as many.

H. L. Judell & Co. say that they will far exceed the quota of sales in the Fighting Bob which they set for themselves when they took over the agency. The T. & O. roughs are also going remarkably well, even better at 6 cents than they did at 5 cents. The company is displaying an interesting poster labelled "Welcome Arrival" showing a group of soldiers opening a box from home and taking out first a box of cigars.

H. P. Eakin, manager of the M. A. Gunst Branch in San Francisco has resigned after a number of years service and has purchased the jobbing business of the Capital City Tobacco Co., of Sacramento, from William Bercovich. Eakin was succeeded in the Gunst Co., by Harry Jones, who is well known to the country and country trade.

Emil Judell is just back from a trip to the different forts and to Camp Fremont. He reports that a number of new Exchange stores are opening up in the latter place, and that his whole trip was very successful.

Milton Glass of the same company is now in Fresno and finds that business has increased there wonderfully since the rains of the last week have given assurance of good crops in that section.

J. L. Pincus of Pincus Bros., New York, specializing in high grade Turkish cigarettes, is visiting the trade in San Francisco. He is very pessimistic over the outlook for renewals of the supply of Turkish tobacco.

Henry Mack, manager of the Farmers Co-operative Store at Mintern, Nev., heavy buyers of cigars and tobacco, was visiting the trade in this city recently.

Sol Arkush, of Welcher Bros., has been booking some very satisfactory business in this city.

Utilizing Motor Trucks

It is estimated that there are in the country 400,000 trucks. Most of these are in use in cities, but practically all of them, authorities say, could be released for interurban service by converting into light trucks, by the substitution of new bodies, a sufficient number of our 4,000,000 passenger cars to replace the trucks on city streets. The commandeering of one-tenth of the passenger cars in the country for commercial purposes would find precedent in the much more drastic requisitioning of automobiles in other countries for war purposes.

American makers turned out last year something like 90,000 trucks. At the same time they were manufacturing passenger cars, and for a portion of the year munitions and aeroplanes. Towards the end of the year, production was somewhat slackened by the fuel shortage. Closing down of plants for days at a time was not unusual.

In the months to come, building of motor trucks may easily be as important as building of ships. It may become, for the time being, tremendously more important than fabrication of aeroplanes. It is conceivable, then, that a situation might arise in which the country would "speed up" manufacture of trucks to the limit of its capacity, in which every plant that could turn them out would be put at that work, in which the Government would stipulate that such factories were to be served first in the matter of fuel and materials so there would be no more shutdowns.

The number of trucks which could be turned out under such conditions is problematical. One company estimates that America, under pressure, could produce from 350,000 to 500,000 commercial vehicles in 1918. Automobile men say that the using of entire plants in the making of trucks would mean the installation of much new equipment, a great deal of that used in the manufacture of passenger cars being unsuited to the making of trucks. It was much easier to shift from passenger cars to aeroplanes.

The American public is now receiving two great object lessons as to the possibilities of motor trucks. One of them, the "drive-away" of 30,000 military trucks destined for Europe, does not lack elements of the spectacular. The trucks are going by their own power from the plants where they were assembled, plants in Michigan, Wisconsin, Indiana, Ohio, Pennsylvania and New York, and delivering themselves at seaboard ready for shipment. They are also delivering 90,000 tons of freight three tons for each car. It would require 2250 railroad cars to haul that freight to tidewater, and it would take 15,000 more cars, with a capacity of 600,000 tons, to carry the trucks themselves.

The second of these lessons is the extension of the use of motor trucks in mail service. The Post Office Department announced a short while ago that within perhaps the next three months many new motor truck parcel post routes would be in operation in various parts of the country, these routes aggregating between three and four thousand miles. One chain of routes will extend from Portland, Maine, to New Orleans.

The truck in the interurban service may find its greatest field of usefulness in the transportation of food supplies. Were all other means to fail us, the automobile could keep the people in food.

It is not impossible that the railroads of the United States may have to adopt a plan somewhat similar to the embargo established by the English roads on all shipments of freight between points less than 40 miles apart. Some of the men working at the transportation problem believe this is likely to happen. If it did happen, deliveries of food supplies to millions of persons would, so far as the railroads are concerned, be stopped. Cities could not draw upon the territory surrounding them. Small communities could not get the supplies for which they depend upon cities. Motor trucks could fill this gap in rail transportation, and because they could fill it is a reason which leads many to believe such an embargo may be established. It would be one of the most practicable ways of doing the thing that must be done—relieve the railroads. In an emergency, a fleet of trucks supplied New York hotels daily with fresh meats from Philadelphia, and not long ago a Washington merchant, confronted by delays in railroad shipments, went to New York in his passenger car and brought back urgently needed supplies. The food trail of the automobile may reach some day into every city, every village, every household.—*The Nation's Business.*

SCHINASI BROS
NATURAL
CIGARETTES

The smoking public knows how hard it is to get Turkish Tobacco, these days—

And they know we are putting pure Turkish Tobaccos only into Schinasi Brothers Natural, famous for a quarter of a century.

Sales on this great cigarette are steady and sure.

Natural-ly!

SCHINASI BROS.
1790 Broadway, New York



"A Gentleman's Choice"

The Cigarette of Quality

STRAND



Guaranteed absolutely 100% pure Turkish Tobacco.

A good margin of profit for the dealer.

STRAND CIGARETTE CO.

17 West 42d Street, New York

Havana Cigar Exports

Exports of cigars, from Havana, during the first half of February, 1918, in comparison with exports for 1917, were:

	Cigars
United States	669,650
Great Britain	531.069
Australia	111,700
Chile	103,036
Japan	100,500
Portugal	73,000
Canada	38,000
Argentina	34,000
French Africa	12,000
Brazil	11,660
British Africa	10,000
Guatemala	9,500
Panama	3,050
Venezuela	2,500
Honduras	2,200
Peru	2,000
Bolivia	1,000
Costa Rica	1,000

Total from Feb. 1 to Feb. 14, 1918	1,716,115
Total from Feb. 1 to Feb. 14, 1917	3,287,187
Decrease during the first half of February, 1918	1,571,072
Total from Jan. 1 to Feb. 14, 1917	11,811,418
Total from Jan. 1 to Feb. 14, 1918	10,547,296
Decrease during the 1½ months of the year 1918	1,264,122

Increases by countries in the first half of February, 1918, as compared with 1917:

	Cigars.
Japan	95,500
Portugal	73,000
Australia	64,700
Great Britain	43,119
Chile	15,836
French Africa	12,000
Brazil	11,660
Total	315,815

Decreases by countries in the first half of February, 1918, as compared with 1917:

	Cigars.
United States	1,640,677
Canary Islands	62,000
Canada	60,500
Uruguay	32,000
British East Indies	25,000
Denmark	24,600
Switzerland	21,000
Spain	12,900
Argentina	8,700
Total	1,887,377

ROSAM.

HAWAII BUYS MORE TOBACCO

The export trade of the mainland of United States with Hawaii toward the close of last year was on an extensive scale so far as manufactured tobacco products are concerned, according to the latest available Government statistics. With the exception of plug tobacco, outgoing shipments to Hawaii during October, 1917, showed material gains over the corresponding month last year, while the record for 10 months of the calendar year indicates the stability of the year's trading.

The total value of all manufactured tobacco products exported to Hawaii during October, 1917, was $95,693, an increase over October, 1916, of $41,663, or 77 per cent. In this increase were represented gains of 1,569,000 cigarettes, or 49 per cent; 458,000 cigars and cheroots, or 294 per cent; and 32,322 lbs. smoking tobacco, or 50 per cent, as contrasted with the corresponding month of the preceding year, and a decrease of 4,081 lbs. of plug tobacco, or 54 per cent.

The record for 10 months of the year 1917 shows a total valuation of $871,750, an increase of $168,732, or 24 per cent. The shipments for the 1917 period show the following comparisons in contrast with the same period of 1916; cigarettes increased 26,832,000, or 80 per cent; cigars and cheroots increased 862,000 or 39 per cent; plug tobacco decreased 11,195 lbs. or 10 per cent; smoking tobacco increased 124,814 lbs. or 15 per cent.

The following is a summary of the shipments of tobacco products from the United States to Hawaii during the month of October, 1917, the corresponding month of the previous year, and 10 months of both the calendar years 1917 and 1916:

	Oct., 1917	Oct., 1916
Cigarettes	4,743,000	3,174,000
Cigars and cheroots	614,000	156,000
Plug, pounds	3,481	7,562
Smoking, pounds	96,498	64,176

	Ten Months 1917	Ten Months 1916
Cigarettes	60,186,000	33,244,000
Cigars and cheroots	3,093,000	2,231,000
Plug, pounds	113,609	124,804
Smoking, pounds	968,900	844,086

VALUES REPRESENTED.

	Oct., 1917	Oct., 1916
Cigarettes	$26,100	$18,713
Cigars and cheroots	35,273	6,075
Plug	1,747	3,455
Smoking	32,359	25,714
All other	214	73
Totals	$95,693	$54,030

VALUES FOR TEN MONTHS.

	1917	1916
Cigarettes	$300,396	$167,404
Cigars and cheroots	142,735	97,379
Plug	47,657	48,593
Smoking	378,608	388,413
All other	2,354	1,229
Totals	$871,750	$703,018

CONSERVATION.

What would you think of a merchant who made it a practice several times a day to throw into the waste basket some article of stock more or less valuable? What would you think of a banker who made it a practice several times a day to go to his office window and throw into the street a half dollar or a dollar bill?

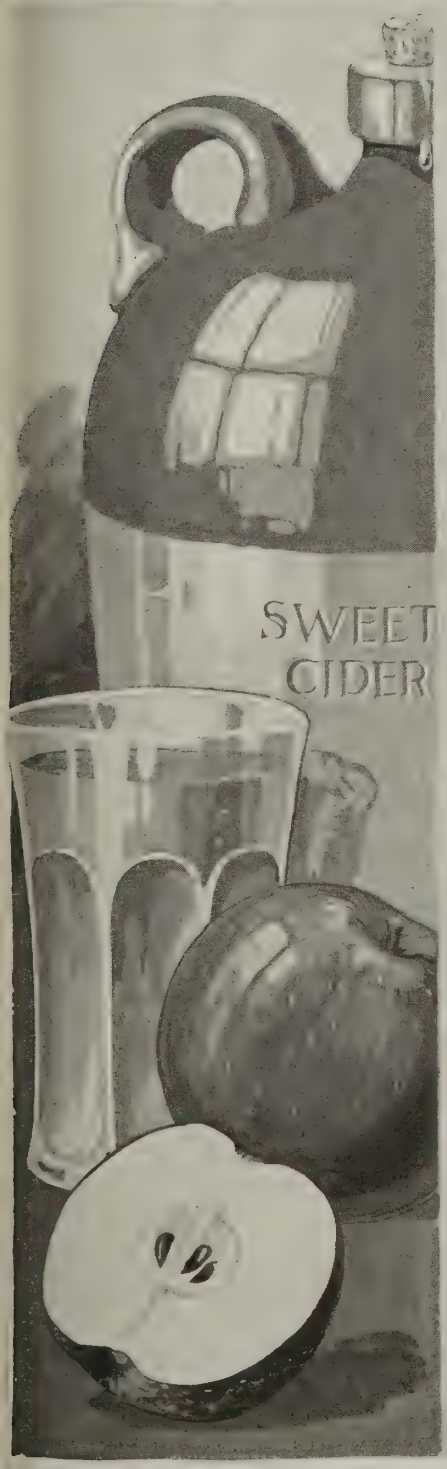
Whatever you think, you must agree that such a man would not be considered a shrewd, far-seeing business man. And yet, this is exactly what any man does who devotes his time to unprofitable thought or effort.

Is your earning capacity $1,200 per year? If it is, your time is worth just 1 cent a minute. When you waste 10 minutes you throw away 10 cents. If your earning capacity is $2,500 a year, 10 minutes wasted means 20 cents gone, and if you are a $5,000 man, your time is worth $2.50 an hour.

Every man wastes time—every man always will waste time, but each man who reads this can, if he will, waste less time than he does. And if the time he saves he devotes to right thinking, he will find that the time thus utilized will give him the greatest return of any of the minutes he spends.—*Field Notes.*

The postal savings on deposits in the New York Post Office, which covers Manhattan and The Bronx, are now $30,000,000 and the number of depositors on February 1 was 154,592. There was an increase of $118,515 in deposits during January.





HOW do you know it's apple season ?

"Your Nose Knows"

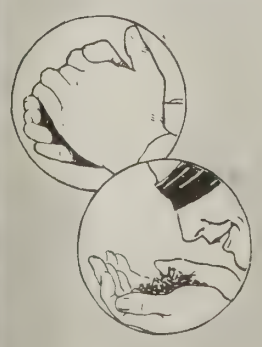
By the appealing *Fragrance* of ripened fruit. Nature labels her most particular products with *pure fragrance*—to guide you to her best. Sight, sound, taste, touch, often deceive—pure fragrance *never*. Depend upon it. Trust it—"Your Nose Knows." The *pure fragrance* of a fine tobacco is Nature's infallible guarantee of smoke satisfaction—a guarantee to *you* personally, and—"Your Nose Knows."

Such a guarantee you will find in

Tuxedo

The Perfect Tobacco

Blue Grass sunshine and the soil of old Kentucky give the blended Burley leaves of Tuxedo that rich, *pure fragrance* which is so appealing, so satisfying. There is no fragrance like it—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.
INCORPORATED



With the Red Guard of the Tobacco Trade

Shouting for the Interest of Dealers Up-State

New York State Capitol District,
March 4, 1918.

Fire was discovered in the Mill street plant of R. Whalen & Co., tobacco manufacturers in Rochester, on Wednesday morning last. Before the firemen got control the entire five-story building was wrecked. Several close shaves of the escaping employes resulted in injury to a few, who were hurt slightly. Among them was Louis Whalen, of the firm, while helping his folk get to the street. He also was cut and burned during the rush to the air. Estimated damage is placed at $120,000. Whalen's Scrap was the leading brand of the house.

"Whadyethink uv th' Red Guard?" axed Benny, as he changed th' price stickers on the cigarette bins from 16 to 18 cents, net cash. "Say! Didcha notis th' dif' 'tween th' Red Guard an' th' White? All th' fellers wit' th' red ribbons on the'r coats looked kinda income-taxi like. An' th' White guys!—well, they seemed to be in immediate need of new soles, heels, an' haircuts!

"Uh-huh, them red robbins were all semi-prosperous hotel-an'-beer men, wit' quite a fair sprinklin' of jess common cusses lik' wine agents an' cigar men. But th' milky-white bunch marched up th' Hill las' Tuesday afternoon wit' grim determinashun 'round th' chin an' tooth line for th' battle on prohibition in th' Assembly Chamber.

"Led by Big Bill Bryan, an' odder welsh-juice boys an' girls, th' fight to 'bolshevik booze was started wit' a whang! Then Sammy Gompers riz up. My, my, but he didn't 'prove a-tall 'bout what Bryan said in his sermon. No, sir, Sammy, th' cigarmaker, wit' th' help of Jo Bailey, som'time Senator f'om th' kingdom of Colonel House, jess pitched right inter Bill an' his White Wings!

"Things were said rough-like, an' Jolly-Jim Emerson, Senator-Chairman of th' meetin', sorter lost his smile som'times, tryin' to mak' th' Red an' White Armies cut th' clinchin'. After goin' o'er th' top an' gassin' one 'nother for nigh onter six solid hours, th' donnybrook broke up f'om lack of eats an' drinks.

"So I gently removed th' W. C. T. U. dame leanin' on me port shoulder, while at th' same time kindly requestin' th' beverwyck-brewer to man th' capstan on his starboard anchor, jess so I could git back here to th' Hot Chair Club, an' resume tendin' bar at th' six-cent segar section, where I'm so well an' favrubly known as Benny, th' Bar-Boy."

Touchin' on an' appertainin' to th' liquor trade, the import unofficial figures for last year show a remarkable decrease from the previous report. For instance, champagne imported last year went from 239,000 dozen quarts to 167,000. Malt liquors and gins fell off proportionately. And the reason tobacconists are not obtaining chewing gum is evident from the chicle import decrease from one to two million pounds in two years.

Swingin' inter th' office one day with a big bunch o' orders, Tom McGowan felt kinda inflooenshul like. So he says, says he, suggestin' sumthin' good: "Why wouldn't it be a big idear to change th' name of Prexy tobacco? Call ita—call ita—oh, I can't think of a name jus' now! But we can dope it out bime-by!"

"What!" yelled Boss McEwan, "change the name of Prexy with all those valuable tin boxes back there in work? I guess not! No, sir! But I'll tell you what you can do, Tom. Think of a title for a new cigarette. Get some strong, snappy stuff! For we're going to get out a brand of good cigarets the very next thing we do!"

And, sure enough, the Payn Tobacco Co. has ordered a pile of cigarette machinery! Just what the label or nom de plume will be neither Boss McEwan, Tom McGowan nor none of the other boys in the Albany plants on Broadway have registered an' copyrighted yet!

Still, the floor of the North Albany office is some days knee-deep with scratch-pad paper! Each an' every sheet contains some fine brain-storm, though the *real* honest-to-goodness million dollar brand name hasn't been hitched to the post for the currycomb an' brush action up to the time Tom McGowan got outa bed this yere mornin'.

In the upper Broadway factory of the Andora Cigar Company, formerly the Payn plant, about fifty girls are now working on the new suction-table system. Andora cigar prices are considerably lower in quantity lots since the new plans and schedules went into effect with the reopened shop.

"Say, Duker," opened up Boss Locke, of the A. T. Co. staff, "why don't you take a few samples of Liberty and Five Brothers in addition to your Durham-Tuxedo outfit? You can sell a lot of Liberty around here I know. And the Five Brothers brand goes fine with the foreign sections. Load 'er up, an' see what you can do."

So A. N. Duker, who stirs the sugar, started out. Yes, every retailer had Durham and Tuxedo. But they'd buy some more. "Now," counselled Duker, bringing his field artillery to the front at a gallop, "you'd better try some of this Five Brothers tobacco. It's an old-established long cut smoking an' chewing of ours which sells big in——"

"Yes, yes," interrupts the dealer. "I know about Five Brothers. It's good stuff, an' all that, but my trade wants what you see on the shelves here."

"Well, then, Mr. Dealer," Duker goes right on, just as though he had the floor of the Civic Forum, "here's a piece of goods which goes right in with the stock you have there. It's our famous Liberty bra——"

"Put on the market by the Liberty Loan Committee?" innocently inquires the merchant. "Does the Government get credit for the sale an' profit of the tobacco?"

"Hardly that," smiles Duker, thinking of his recent experiences selling Thrift Stamps, "hardly that. But you'll get credit for selling a rattling fine bit of goods with this Liberty brand. Shall I put you down for a carton to come with this other order? Thank you. Please sign on the dotted line—that's it. I'm obliged. Good day!" And Duker proceeds on his way with the Liberty Bond—er, Brand!

"My trip last week," remarked Ph. Wilkinson, "was out the Susquehanna. Only two trains daily are operated on the main line from Albany to Binghamton. So you can readily see why, with ten minutes in a town, I couldn't very well call upon seven customers.

"But," went on Phil, "in two or three weeks more I'll have the little limousine on the highway, bounding o'er stone and stumble, frost kinks, detours, and the many other Spring-like attractions of the commercial motorist, a la Bennett, Sloan & Co.

"Nevertheless, I can make practically everything on the list with the car, and I hope to recover lots of the ground I've lost by this terrible winter. Why, over in Massachusetts the other day, I was in a dealer's place when he sent a boy for a bag of coal. Just one single bag is all the dealer could get each day, and frequently not that. And, on this occasion, the boy returned without the blackburn, saying he couldn't wait in line with the crowd because he'd be late for school. Then, when the merchant did get the coal, he paid $1 for a hundred pounds, including the go-and-get-it charge."

On Church street, Albany, at the tobacco factory of Shields & Son, the famous one-ounce foil Cavendish chewing is now manufactured in a pasted stamp package instead of the former Government printed foil-stamped, so long on the market with the little red tab.

At the Green street shops of H. Heck & Son, Albany, the cigar factory work is gradually being turned over to the son, as Henry Heck is concentrating his business interests.

Two Green street drug-cigar men are changing business plans in Albany. On the corner of Green and Hudson avenue, John J. Knauf is disposing of his entire stock at auction. While a few blocks below, at Green and Madison avenue, F. T. Heyman has recently purchased the old established stand of Dr. E. C. Brumaghim, who died a few weeks ago.

All the Liggett drug stores in the Capitol District are featuring their own private brand, Black and White. Very attractive displays in the Albany, Troy and Schenectady locations are made on the Black and White in cigars, cigarettes, small cigars and tobacco. This label readily lends itself to excellent display of a vivid contrast.

Quite a number of people go to Troy to get other things besides collars. For instance, Walter Branche goes to Troy to get orders for R-B cigars. That he has been there recently is evident in the window of Ryan & Sickles, 398 River street. There the entire display is composed of R-B specialties, and the boys inside shove 'em out, too.

Across the Square, at C. A. Hulett's upper River street store, all the available window front is given to Union Leader tobacco, in ten-cent tins. And, at the lower River street place, Zira cigarettes form a background for twelve bushels of pipes! Six of the big baskets are chuckful an' spillin' over with 23-cent pipes. While th' other half-dozen bushels are 33-cent goods. This enormous array sells lots of pipes to Troy smokers, you bet!

Comin' across th' Green Island bridge to Troy was a saxonette boilin' over with three large men, all a-puffin' like smokers of good segars! They made the half-turn at the end of the Bridge, all right, when the cop shoots up that semaphore fist of his'n. Quite naturally, everything stopped with a jerk, even the saxonette.

Cinders an' ashes! All three of the saxon-smokers were soon covered with them! Not from the cigars! No, no! These here coals from Newcastle were blown around an' into the saxophone an' th' occupants thereof by a wind which swept through Troy like Mercury!

For the aforementioned Green Island Bridge is the Great White Way to Troy's new ash-dump, across the river. So, in making the turn, it's the duty of the traffic cop to hold up all ordinary vehicles, includin' Dorf limousines and saxonettes, 'till th' ash-wagons catch th' cross-currents of the stiff river breeze.

Then down goes the Charing Cross copper's great right arm, an' on goes Fred Osborne an' party in th' Saxon, brushin' off th' hot coals from hats an' ulsters, meekly wonderin' if all Ash Wednesdays are like this!

"Because, if they are," gritted Fred, "I'll ask Mayor Burns to pass a few Osborne panetelas 'round to the boys on the carts so we'll be covered with ashes from our own stuff, just to act as antiseptic against all that refuse afloat on the Bridge!"

"But," objected the chauffeur, "you want to fix that cop first, Fred. If you don't, he'll hold us, Horatius-like, at the Bridge, till you send 'im a thousand perfectos!"

Bill bit th' tip o' his faber. He had started to write, "I will call on you on February 29th——" when he happened to think that wouldn't do for two years yet. And two years is entirely too long a time to defer a visit to the Capitol District!

So Bill Noonan decided to come right away!

(*Continued on page* 20.)

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

UP STATE SHOUTING

(*Continued from page* 18.)

Which he did. Though, as an indication of his approach, he reinforced his postal advices with a parcel post package. Outside this parcel was plainly marked, in Bill's own chirography, "Please stack on end!" Inside was the reason.

For there, sittin' on a chair, was Tom Jefferson! Same person exactly who was third President of the Nation! Also, the very identical man who, with John Adams, urged the Declaration of Independence on July 4th, 1776! Then, fifty years later, to a day, on July 4th, 1826, both these President-Signers passed away!

But, the coincidence now is that Bill Noonan sends this big window-frame cut-out to the trade from 1214 Filbert street, Philadelphia, the very town where the deed was done, an' th' bell was rung!

Though, to be sure, Tom Jefferson didn't realize, at the moment, bein' so occupied with th' details of th' plot, parchment, quill pens, inkpots, etc., that the Cameron Tobacco Co. would name such a good mixture of tobacco after his name and fame!

Probably, too, Tom Jefferson didn't stop to think, just then, amidst all the clatter of spearminting stenogirls, dictagraphs, mimeographs, and Remington-writers, that he'd live fifty years more, so he'd eventually get his name on Bill Noonan's brand! For, at that time, if our friends, the English, coulda landed on Tom, his 33d year woulda been his last, an' Jefferson Mixture now'd be Noonan's Best!

"It has occurred to me," remarked Robert H. Fischel, president of the Fischel Paper Co., Albany, "that pipe and smoking tobacco manufacturers don't take advantage of a possible advertising argument.

"Now, here's my own case," he continued, "where I've been smoking for years both cigars and pipe. When I buy cigars, or even cigarettes, I don't consider it extravagant to spend, say, fifty cents to a dollar per day for the enjoyment I obtain.

"Neither does the average smoker, even if he happens to spend more or less on his smoking, think twice about the cost of the material, unless it be a pipe or smoking tobacco.

"Here, however, the pipe smoker, except he be a rather rare example of pipe-bug, will usually hem and haw over a $5 pipe and a smoking tobacco which costs either $2 or $3 the pound.

"But figure it out. In the possession of a guaranteed brier of superior quality the smoker has a gem which nearly lasts forever. On the other hand, if he buys the customary cheap pipe he is in continual hot water. For those flashy bargain pipes, selling for less than one or two dollars, are a perpetual bother with their accompanying defects, coming to the surface with each recurring smoke.

"Same, also, with cheap tobacco. There is no satisfaction in smoking a grade of goods which tastes rank, smells bad, and is rotten! Why, the most costly pipe tobacco on the market, giving keen pleasure—even joy to the ladies in the house, who invariably complain about rank flavored material—even this excellent tobacco costs only ten to twenty cents the day, allowing for lots of smoke! And this comparative argument for good goods I've never seen in print!"

"Soon I'll have my Chevrolet on the job. Then this hiking stunt will be taboo." So saying, M. A. Schufeldt rolled his pants up 'nother notch, preparatory to a wade into the slush an' muck of the Capitol District streets. "Yes, the auto game has got this walking idea stopped. Over in Schenectady, Mr. Killeen now operates some $25,000 in various cars. And he ordered another one a while ago over the phone, just like a box of Bolds to be delivered to a smoker!"

Up there in Corinth, back o' Saratoga, they make a pile of pulp into fairly good news paper. But now they're goin' to start a little sumthin' on th' side! And this'll make Mizzouri kick lik' a Washington mule, even though th' houn' dawg doesn't holler!

For D. Davignon, twenty years a tobacconist, and owner of several vichy spring farms, is goin' to plant corn this season! Then, next Fall, when th' frost is on th' pnnkin', Brother D. D. figgers he'll market the cobs, an' so increase his income tax nex' year!

"Much of my work is among the tobacconists, both wholesale and retail," said Dan Long, "and I'd just like to say our trucking and storage firm has been reorganized. It will still be known as the Albany Trucking & Storage Co. But Mr. Simpson will withdraw, and the new owners are D. E. Long & Sons. We'll continue the very same service and methods, moving or storing anything, from the State Capitol building to a case of cigars. I'll fight the thing out Over Here 'till my two boys finish the job Over There. Then, upon their return from the war, we'll settle the details at 21 Hudson avenue."

"Did you ever see anything, in all your life, die so fast as the trade for imported and domestic clear Havana cigars?" asked Manager Drummond, of the Albany United Stores. "Why, since last Fall, the business on this class of goods, especially the Cuban, is practically nothing. And they require more attention, as to condition, moisture, colors and so on, with less profit than the more attractive Porto Rican and Manila cigars.

"In the United Shield, our organization paper," went on Drummond, "Expert Peterson, who looks after the conditioning of goods, tells how the various grades of cigars should be kept in wholesale and retail stock.

"He advises, where convenient, even the separate compartment in retail show cases for the individual classes of leaf represented in the subdivisions of brands. For instance, Porto Rican and Manila appear to require considerably more moisture than Havana or domestic cigars. So Petersen recommends partitioned-off sections in display cases for these goods. This prevents each line of merchandise from absorbing the distinctive flavor and bouquet of any other nearby type. And it seems to be an excellent id though rather difficult, in the average ret store of limited space, of devoting any specifi sections to a permanent position. Though tl might be overcome, of course, by using moval partitions, adjustable to stock increases and c creases."

"Yes, it's rather difficult to obtain goods ju now. Brands in demand are scarce. But bu ness is a trifle slow, anyway. So I suppose we get along all right 'till the betterment com with early Springtime, surely not far away."

"Up in th' mawnin' at half-past five,
Feelin' a darn sight mor' dead than alive;
An' now I'm goin' to my happy home,
With nawthin' left but skin an' bone!"

Now if you don't believe all this song-stu jess look at Boss Draudt! Why, he hard weighs so much as a weekly report—nawthi mor' than a shadder of his former portly form bein' reduced f'om 149 to verra, verra clos' a mere gross o'pounds, avoirdupois!

And all this came about, too, through getti up in th' dew at 5:30 A.B., which Draudt say is no business college degree, but simply befo breakoday-an'-breakfast!

Not that Draudt is practicin' for war! N he's merely tryin' to boss th' gang of Luck Strike boys by bein' on th' job all th' while To do this correctly, Draudt gets up earl makes train connections from Ogdensburgh t metropolitan centers like Boonville, Carthag an' similar great towns in York State!

But lissen a-minnit, an' he'll tell you all abou it: "North of Utica last week I ran into bunch of poor train connections. So I had t arise at the wish of the time-table. Fact is, sat up all night in a long run back to Alban in order to arrive in season for my krumble and postum. Then I jumped the West Shor for a look-in at Kingston. And here I am bac in Albany again with the key of the Stuyvesan Hotel in my pocket, and due in Kingston onc more tonight!

"Moving 'round like that, though, gives m a hump on the job," continued Draudt, "and can look after A. T. Co. business from th Canadian line to the Hudson River territory b hustlin' a bit now and then. During January I put four men to work in the crew. Tw other vacancies are open. I've got eight appli cations in my grip for the jobs, but I think it' good policy to put on married men above th draft age only just now. Salesman Countryma is doing very well indeed with the Lucky Strik game. Tyndall is also a new man. Griffin ha resigned, having gone with Van Slyke & Hor ton. So I guess I've got plenty to do breakin in green men and looking after the Lucky Strik cigaret development right here in the Capita District."

Writing from his Gloversville office jobbe W. F. Orr says: "I'm sold out of Eccentri cigars. None are in sight. And I'm four t six weeks behind back orders. Anticipate you business on this brand as much as possible, an I'll thank you very much indeed."—*The Smoker*

TEL. 7997 CHELSEA ESTABLISHED 1902

Heywood, Strasser & Voight Litho Co.

CIGAR BOX LABELS, BANDS AND ADVERTISING

ADOLPH FRANKAU & CO., Inc.

Selling Agents for Heywood, Strasser & Voight Litho. Co.
Cigar Box Labels, Bands and Trimmings of the highest quality.

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"EVERYTHING THAT'S LITHOGRAPHED"

PASBACH-VOICE

LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

CATERING TO THE CIGAR & ALLIED TRADES

MAIN OFFICE & FACTORY

25TH ST. COR. OF 11TH AVE.

NEW YORK CITY.

Our new machinery and additional facilities *now* makes possible the highest grade American workmanship, lowest prices and prompt service.

Let us prove it.

WESTERN BRANCH:
30 EAST RANDOLPH STREET, CHICAGO, ILL.
John B. Thatcher, Mgr.

GARCIA GRANDE'S undeniable mildness is associated with the distinctive quality of Vuelta Abajo tobacco.



When we originated the *Garcia Grande,* we gave the world a real mild Havana, a large cigar, a good cigar that could be sold for a moderate price. The *Garcia Grande* represents the triumph of a new idea.

The *Garcia Grande* has attained a national distribution, not through extensive advertising, but strictly on its merits. It has developed continually increasing sales in all parts of the country. The fact that it appeals to everyone who likes a mild Havana, makes the *Garcia Grande* a brand that both the jobber and retailer may depend on for steady business.

J. KLORFEIN
Manufacturer
476-478 Broome Street—New York—62 Wooster Street

Protecting the Situation

A Plan to Make Credit a Little Less Cheap

(*Copyright,* 1918, *by Elton J. Buckley.*)

A few weeks ago a certain jobber sold a large retailer about $2,000 worth of goods. The two had had business relations for several years and the retailer had always been slow, but eventually had always paid. When the jobber booked and shipped the $2,000 order, he had no reason to believe that his customer's financial status was in any way changed from what it had been when he first started to do business with him.

Two weeks after the receipt of the $2,000 worth of goods by the retailer, he went into bankruptcy. It was a very bad failure, and it doesn't seem possible for creditors to get over 10 or 15 per cent. This bankruptcy so closely followed the receipt of these goods by the buyer, that if the jobber had properly protected himself, he could have stepped in and seized the entire $2,000 worth, or such part as had not been disposed of. This is under a familiar and highly protective rule of law which is thus stated in a recent case in the United States Court:

If one who at the time is insolvent, or in failing circumstances, obtains goods from another on credit, with no intention of paying for them, or at least with no reasonable expectation of paying for them, and the sale was induced by false and fraudulent representations as to his financial condition, on which the seller relied, or if the sale would not have been made but for his fraudulent concealment of his financial condition, or of the fact that he did not intend to pay, or reasonably expect to be able to pay, for the goods, the seller has the right to rescind the sale and recover his property.

In other words, he doesn't have to give the goods up to the trustee in bankruptcy, or whoever the official may be, and take the pitiful dividend which after many months may be declared, but he can seize his goods and take them back, and thus, in effect, get 100 per cent. of his claim.

The trouble is that sellers of merchandise, when it turns out that a customer who owes a bill is bankrupt, are not usually in a position to avail themselves of this remedy.

It can be put down as usually certain that any representations made by a buyer of merchandise, for the purpose of obtaining credit, a few days, or even weeks, before he fails, are untrue, which means that every seller who has sold him goods within that priod, can, if *he has properly protected the situation,* step in and seize his goods and thus save a loss.

What do I mean by properly protecting the situation? Every buyer of merchandise on credit, whether wholesale or retail, whose purchases are likely to run into a substantial sum, should be compelled at the beginning to sign a written statement of assets and liabilities. That is of course very often done, especially in the jobbing business, but the written statement often fails to include really protective items. The strength of a financial statement is usually in the warranties which are set forth in the preamble. Following is an outline of a good preamble to a financial statement:

Paragraph 1.—An averment that this is a correct statement of assets and liabilities, made for the purpose of obtaining credit.

Paragraph 2.—An averment that certain other conditions, covenants and agreements which appear below, are also made for the purpose of obtaining credit. These are:

a.—That bills will be paid on certain named terms, unless the customer becomes bankrupt, in which case all bills shall become immediately due.

b.—An agreement in case the seller has to collect unpaid bills by legal process or through an attorney, that the buyer shall pay all expenses.

c.—An averment that all of the assets shown on the statement are the property of the customer and are held by him in his own name, that he has not pledged same or encumbered same or put a chattel mortgage on same. Also an agreement to give the seller five days' notice of any intent to encumber his assets in any way.

d.—An agreement to give the seller immediate notice of any change in his financial status which reduces the net worth shown in the statement.

e.—An admission that the buyer has read and understood everything in the statement.

The buyer who signs this will be tightly bound by it if it is not true. The difficulty is that it may be true at the time it was given, but become untrue by reason of deterioration in the customer's affairs, of which he carelessly or intentionaly fails to give his creditor notice. In such case, if the seller has just gone on accepting orders from the buyer in the belief that the financial statement is still true, there having

(*Continued on page* 25.)

SING A SONG OF SIX CENTS IN CHICAGO

Some Dealers Perhaps Do Not Impress Their Customers Sufficiently Concerning Changed Conditions—Buyers Keep on Asking for Nickel Goods—Business Isn't So Fine as It Could Be—But the World Wags on and the Cigar Trade Gets a Moiety of the Money in Circulation

CHICAGO, Ill., March 1.—While business is not good, it could be worse, so everybody is knocking wood, and hoping for an improvement soon. The weather has been adverse to retail business. Several rainy days squelched sales considerably. Work in Chicago cigar factories is slack; in fact, most of them have not worked this year, having carried over a large surplus stock from last year; 6-cent cigars don't seem to make much headway and it is reported that several New York, Philadelphia and Baltimore factories shortly will put out smaller sizes of their now 6-cent brands to retail at 5 cents.

Havana Blend, a 5-cent cigar made by Labinsky Brothers and Kleiner, is featured by Shoemakers & Co.

The Congress Cigar Co. is one of the fortunate factories. Workers there are as busy as bees turning out La Palina cigars. The additional floor they opened last month is now filled with cigar makers but they still are not able to get all orders filled. La Palina is a Java wrapped all Havana filled cigar that has come to the front very rapidly the past two years.

Dolan's Segar Shop is showing Cuesta Rey, Romeo Garcia, Square Guy and El Roi Tan cigars. Of late the pipe department has shown a lot of life and Dolan is disposing of many high-priced briar and meerchaums.

The P. Lorillard Co. is placing the new "Windsor Castle" cigarettes. The package is very nifty, being brought out in white, red and gold. 4 and 20 smokes are packed in each package, which retails for 20 cents. The Sherman Hotel store of Breitung's has already worked up a big trade for this newcomer. Walter Berger has charge of "Windsor Castle Fags" in this market.

The sympathy of the trade is extended to Harry Gray, manager of the Borland building cigar store, whose father passed away last week.

Eddie Hoellen, of the Breitung sales force, has been drafted and is now in training at Camp Grant, Rockford, Ill. Ed. took plenty of smokes with him so he would not be lonesome.

Harry Rinaldo, "he sails from Frisco" and sells for F. Garcia & Brothers of Tampa, arrived to spend a few weeks, helping his distributers Ruhstrat, Cowley & Co. F. Garcia has a good local sale, and Harry will devote much time to this market from now on. This is Rinaldo's first trip here for work and he has already spotted the "bright lights" and is meeting with much success.

The executive committee of the Chicago Retail Cigar Dealers' Association held a special meeting February 23. R. Mason Lewis, who held office temporarily as secretary, resigned, having been drafted for the Army. John H. Weber, the present acting treasurer, was elected to fill the office of secretary also. A committee composed of Harry Kantor and Harris L. Harris, has arranged a deal with the Chicago *Morning Telegraph,* a weekly paper, whereby they are to receive full pages of publicity pertaining to the Chicago Retail Cigar Dealers' Association and news items of the local trade's doing. The Chicago *Morning Telegraph* is edited by Jack Lait and Thos. Bourke. The paper will reach practically every dealer in Chicago. A trade organizer will be engaged by the association to bring in new members, and a strong spring campaign will shortly be launched to make the Chicago association one of the strongest in the United States.

Ben Lesser, the "Old Reliable," is again with us, booking orders for his firm, the Havana Products Co., of New York and Key West.

Beacon Hill Mixture of C. B. Perkins & Co., Boston, is carried here by several of the high class stores. The eight-ounce tin being in much demand.

Walter Tobin, of Walter Tobin & Co., is laid up, sick, because of overwork. Business with this firm is bigger than ever.

A boy in short trousers and said to be in his teens, is being sought by the police, charged with having stolen a box of cigarettes valued at $75, from a wagon of the Western Express Co.

War has made the landlords do away with May 1 as moving day. The storage companies cannot handle more than 25 per cent of their normal business. Well, if you can't move—you must pay rent. What an awful war?

E. G. Wallace & Co. are the owners of a busy cigar stand in the lobby of the National Life Building, at 29 South La Salle street. Their main place is located in the Stock Exchange Building.

"O. P. M.," our private mixture of Cobb, Bates & Yerxa Co., of Boston, can now be purchased in Chicago. Walter Tobin & Co. are the agents.

The lobby of the Ashland block, in Shoemaker & Co.'s window, shows a pippin of an Omar display.

The popular restaurant of Louis Deutsch & Co., at 185 N. Clark street, does quite a business on the Lozano brand.

Al Johnson has changed his mind again. Instead of joining the Schinasi sales force he has signed up with the Mendelsohn Co., of Cleveland, and will push Paramount brand of cigars. Watch Al's smoke.

Heineman Bros., of Baltimore, have placed a new 6-cent brand with the cigar department of Franklin MacVeagh & Co., under the title "258," this being the first number drawn in the draft. It goes to the retailer for $43 per thousand. Ernest Jacoby, the factory representative, closed this important deal.

The Illinois Athletic Club, a few days ago, held its eleventh annual birthday party and carnival. Crowds were tremendous and several well known cigar men took part. Ernest McKenzie held forth at the "dice" table on the "days of 49" floor, while Geo. Stocking "Tuval Geo." pranced around the Japanese Garden on the main floor showing Geisha girls all the latest steps. Your correspondent was arrested for winning too many prizes and was find $500 by Judge La Buy, but on payment of the fine (stage money) was released. The Illinois Athletic Club is the largest club of its kind east of New York.

I. R. Cohn, 50 West Lake street, has added several of Schulte's brands to his stock. In the window displays are seen Bellefair, El Morello, Schulte's Invencibles, and La Luz brands.

Now comes along Wm. White, who says that "many patriots think the only way they can give their lives to their country is either by dying of old age or joining the Home Guards."

Walter Tobin & Co. have added the Carmona brand of mild selected Havanas made by Simon Batt & Co. They are carried in 10 sizes. Frank Rian wears a big smile, as he closed the deal for the factory and they are surely repeating with Tobin's high class trade.

Call up Park & Tilford and tell Irving Studwell to send Ramon Dobler back here in a hurry, for there are several fine orders waiti for him.

Fred Oakes has returned from his Easte trip. He says the mosquitoes are frozen and it doesn't seem like home any more. Bu ness was big, for Fred and the E. H. Gato Cig Co. received several handsome orders wh he was out on the trip.

Ed. Kirsch, in the Schiller Building, is sho ing several sizes of Robert Bacon and Flor Bustillo cigars in his case. Corina of Jc Escalante & Co., Tampa, is also a big sell with his trade.

Star Plug tobacco has gone up in price. now comes seven cuts to a plug.

Here's the unusual—praise from New Yo for Chicago: "Certainly a wonderful city Governor Charles S. Whitman of New Yo said on his recent visit here. "I mean it si cerely, Chicago is the most representative ci of America. I mean one of the most."

George Stocking has been "Tuvaling" arou town. Business on the several Marcelino Per & Co. brands in Chicago is increasing all t time. George is one of those "real" salesm and has a big following in the local field.

Cubador blunts are selling well with the jo bing house of E. Hoffman & Co.; they ret for 5 cents.

Sunday Specials, a union label 5-cent ciga made in Pennsylvania, is jobbed here by Tho wart & Roehling Co.

The G & E Crown, made for Grommes Elson, is being placed with the southside trad The brand is made by Haas Brothers of Ci cinnati, and the cigars sell for 5 cents eac being packed 100 in a box.

Jos. Beck, 537 East 47th street, is buildin up a nice trade on Press Club cigars, made Randall & Landfield of Chicago and Bento Harbor, Mich. Romeo-Garcia opera size also a good seller with Beck.

Rosadora, from the factory of A. S. Vale tine & Son, Philadelphia, is sold in a great man places; Ruhstrat Cowley Co. are the local di tributers.

C. I. Case has placed with Albert Breitung 10 for 35 cents finished little cigar in package that are made in Tampa. It will be made unde Breitung's private label "Puritan Girl." Th opening shipment will arrive shortly.

Wm. Wolfson returned from a trip to S Louis last week. He has dispatched H. D. Roth of his Chicago sales force, to St. Paul an Minneapolis to boost Pall Mall cigarettes.

All Schulte's windows are showing big di plays of Little Lovera cigars. They still reta for 25 cents the package.

Royal Bengals and Hoffman House now cos the retail dealers $15.70 per thousand. The retail for 18 cents.

Albert Breitung has become Chicago distrib uter of the Continental, a 3 for 25 cents ciga made by the Graham-Ernst Cigar Co.

Adele Rowland, the actress, who appeared a the Palace Music Hall last week, gave a tobacc tea on the stage to the public after each per formance. The only requirement being tha each person who accepted gave a package o tobacco or cigarettes, to be sent to the soldier and sailors. Hearing of the plan, Miss Luc Page Gaston, superintendent of the Anti-Ci garette League of America, called on Mis Rowland and expressed regret that one of th country's leading vaudeville actresses shoul sanction the use of cigarettes. Miss Rowlan has already forwarded several cases of smoke to the boys and will keep up the work in all th cities she will visit. H. L. H.

A German report, dated January 14, is to th effect that the Dresden Chamber of Commerc has considered substitutes for tobacco an recommended lime tree leaves, also those o pear trees, apple trees, walnut, hazel, chestnu and beech. These would, it is pointed out, in crease the supplies and lower the prices.



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO



"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

Busy Cigar Departments in Big St. Louis Stores

Extensive Advertising Makes Many Sales on Saturday—Newly Organized Union Soon Causes a Strike—A Grocer May Pay Rather Dear for Stolen Tobacco That He Bought—George Pennoyer a Leading Tobacconist of Hannibal, Mo., Passes Away.

St. Louis, Mo., March 2.—Probably the most effective advertising now being carried on in daily newspapers by retailers in St. Louis is that of the two big department stores which have cigar shops—the Stix, Baer & Fuller Dry Goods Co. (Grand-Leader), and Scruggs, Vandervoort & Barney Dry Goods Co. The Grand Leader's cigar department, which occupies a commanding position on the main floor in the men's clothing and furnishing goods department, has been in operation for the last four or five months, and under the management of Charles Schreck, formerly of the Tobacco Products Corporation, has been successful. The department at Scruggs is about two years old, and is under the management of Charles Schreiber, under whose direction there has been a marked increase in sales. The department has a very favorable location, especially in view of the fact that it is at the entrance to the big Syndicate Trust building, and is the only cigar store in the building.

Saturday is the day these department stores appeal to smokers, and a liberal amount of space is used in the morning and afternoon papers to induce men to stock up for Sunday and for the week. One of the most unusual methods employed is to advertise men's wear right with the cigars. Recently under the same heading advertising men's first showing of spring hats, the two stores named called attention to some cigar "specials."

"What to smoke and why," was the title of a recent Grand-Leader ad. It gave this argument before stating prices: "There is a reason for every one of the cigars in our cigar shop—why men will like them. First of all, they are fresh, kept in humidors and in prime condition. They are the best known brands, and they are sold at prices that are making scores of friends every day for the cigar shop." Convincing arguments, aren't they?

As a result of these advertisements, Saturday is a big day in both stores. They have found that advertising does pay.

Several hundred workers, practically all twistmakers, are now on strike at the Liggett & Myers Tobacco factory, following the formation of a union at a mass-meeting held at New Club Hall, Thirteenth street and Chouteau avenue, last Wednesday afternoon. A. McAndrews, president of the Tobacco Workers' International Union, with headquarters at Louisville, said that the organization was a measure of protection. These officers were elected: President, James Hilton; vice-president, David Clifford; recording secretary, Charles Schneider; financial secretary, George Balz, and guard, Silas Craig. The question of wages is involved in the strike of the twistmakers. These strikers were joined by some girl wrappers, stemmers, pickers and rackers, who voted to ignore request of the company to return and finis a lot of tobacco that they had started on th previous day.

Some of the clerks in the five big depart ment stores refused to return to work Tues day morning after the employers had decline or failed to recognize the union after a few hours' notice. A readjustment of the wag scale was to follow the recognition of th union. Most of the strikers are young girls and clothing salesmen. Only a very smal majority of the clerks are out, and the strikers' ranks have been daily thinning out Business is about normal in the stores.

There is such a thing as cheap tobacco Witness the statement of a St. Louis grocer who says that he has been buying tobacco for 35 cents a pound from employes of Liggett & Myers' plant since last July. But Liggett & Myers got even less than that for it; in fact, they got nothing. The tobacco was stolen. Two employes and the grocer have been arrested. One packer confessed to stealing the tobacco, declaring that he took it from the factory in his shirt bosom and sold it.

Word has been received in St. Louis of the death this week at Hannibal, Mo., of George Pennoyer, proprietor of the Stag, the leading cigar store of that hustling Mississippi River town. He was well known to traveling men and to the trade generally in St. Louis.

Basil Condax was in St. Louis the last week pushing the sale of Condax cigarettes.

Good progress has been made on the new cigarette factory of the American Tobacco Co. at Reidsville, N. C. The walls are now up to the fifth or last floor. Work on the roof will begin in a few days.



THE CIGARETTE OF THE PERIOD



THEMELIS

ROSE TIP CIGARETTES

These Cigarettes are tipped with Petals of Fresh Roses.
REWARD OF $1,000
Given to anyone proving otherwise.

The Petal of the Rose is the mouthpiece most practical and **absolutely sanitary.**

Jobbers and Retailers, get in touch with this live proposition.

THEMELIS BROS. CO. INC. MFRS

333 FIFTH AVE. NEW YORK

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK



Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent Office
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.

ESTABLISHED 1851
TRADE C.P.F. MARK

THE OLDEST PIPE HOUSE IN AMERICA.

ITALIA PIPES



REAL ITALIAN
BRIAR ROOT,
SOLID VULCANITE
MOUTHPIECES AND
STERLING SILVER BANDS.

Write for Samples and Prices

KAUFMANN BROS. & BONDY

33 EAST 17TH ST., NEW YORK, N. Y.

K B&B K B&B

MOTOR TRUCK PARCELS POST ROUTES.

Instead of loading parcels on a truck, transferring them to a train, and loading them on another truck at their destination, the postoffice authorities are preparing to let the truck do the whole business and save two transfers, in a considerable number of instances. Altogether, several thousand miles of truck-routes are to be established by the Postoffice Department in the near future. That this plan may be extended to the whole local postal service is suggested by the writer of an article in *The Commercial Vehicle*. The new method will play an important part in lowering the price of food products by facilitating their distribution. It is said:

"The installation of motor-truck parcel-post routes in various sections of the country, aggregating between 3,000 and 4,000 miles, is the ambitious plan of the Postoffice Department. It is expected these routes will be in operation within the next three months. One main of truck-routes will extend from Portland, Me., to New Orleans, La. Another will over much of a large stretch of territory in Ohio, Indiana, Illinois, and West Virginia. In the Pacific Coast routes will be established between San Francisco and Sacramento, via Stockton and Fruitdale, a distance of 125 miles, and between Redlands and Los Angeles, via Ontario and Pomona, Cal., a distance of seventy-six miles.

"With the Government, State, and local authorities today working in harmony with individuals, motor organizations, railroad heads, and others to the end that the present congestion of freight be removed, and that the future be as free as possible from situations such as exist today, the action taken by the Postoffice Department looking to radical extension of motor parcel post routes is of vast interest, not alone to the motor truck industry, but also to the general public.

"Recognition by every branch of the Government up to this time of the utility and value of the motor truck means, undoubtedly, that the production of such vehicles is to have Federal Government encouragement, instead of discouragement. The new postoffice plans, in detail, look to the ultimate motorization of the entire postal service, with the exception of some of the cross-country trains, both local and general. At present authority from Congress will have to be awaited by the Department before it can carry out all the program which it is considering in this connection.

"As an indication of the efficiency of the present truck mail service in one of the cities where it was in operation during one year, the motor trucks engaged in the transportation of mail between the depot and the postoffice were scheduled to make 384,526 trips, and there were only 132 failures, or one failure to every 2,913 trips."

PROTECTING THE SITUATION

(*Continued from page* 21.)

been no new representations made, it is almost impossible to seize the goods, if the customer becomes bankrupt, because he can plead that he made no false representations, or any representations at all, about his finances immediately prior to that particular sale. The thing to do, therefore, is to make the customer reiterate the representation contained in the financial statement every time he gives an order. This is much simpler than it sounds. You need only print the following on your order blanks:

> **As an inducement to this order, the undersigned expressly reiterates and warrants the representations as to financial status contained in the last financial statement given John Jones & Co.** (the seller to whom the order is being given.)

If a buyer signs an order with this in it, he is bound by it whether he saw it or not, and if he goes bankrupt while the goods covered by the order are in his possession, the seller can seize them, because he will have made explicit representations about his finances as an inducement to that very order.

There are some cases in which the seller can seize the goods even without false representations made as an inducement to the sale. These are cases where the buyer's financial conditions proved to be so rotten that his silence about it, when he bought, was in itself a fraud. It is only occasionally, however, that this is true, and it is a great deal better to have the protection I have outlined above.

TOBACCO PRODUCTS CORPORATION.

The consolidated balance sheet of the Tobacco Products Co. and subsidiaries, as of December 31, 1917, compares as follows:

Assets:	1917	1916	1915
Real estate	$4,571,016	.....	.....
Supplies	6,159,135	.....	.....
Treas. stock ...	.....	.....	171,581
Inv. sub. cos...	1,124,000	1,297,052	1,577,820
Bills & accts. receivable ...	595,305	.....	.....
Inv. in Cairo....	190,068	.....	.....
Sund. debtors...	252,832	438,545	175,206
Cash	490,783	321,485	1,577,820
Stk. other. cos..	.....	9,020,191	5,816,907
Total	$13,383,139	$11,077,273	$8,490,838
Liabilities:			
Pfd. stock ..,..	$7,350,000	$7,150,000	$7,000,000
Com. stock	160,000	160,000	160,000
Divs. pay.	128,625	125,125	122,500
Accts. pay.	181,504	119,874	56,688
Bills pay.	1,587,000	.....	.....
Reserves	409,968	.....	.....
Due sub. cos....	204,509	.....	.....
Bank loans	.....	1,500,000	.....
Surplus	3,361,533	2,022,274	1,151,650
Total	$13,383,139	$11,077,273	$8,490,838

Reports from Vuelta Abajo Are Discouraging

Vegueros Going to Work in Remedios Districts

HAVANA, March 1.—People here are clamoring for flour. A bread shortage is reported. Meat is scarce, and lard is also almost impossible to get. Condensed milk apparently arrives in fair quantities from the United States, but here in Havana we have scant supplies. Prices of all necessaries of life are sky high. Even Cuban products have gone up, out of all proportion, except sugar, which has been controlled by the American Government, and is relatively the cheapest product of our soil.

Crop news from Remedios and Partido continues to be favorable but owing to the drought no improvement is reported in the Vuelta Abajo region. Spring has come and there is hardly any chance of a betterment in the Vuelta. The exodus of the poor vegueros to Santa Clara province, continues upon a larger scale than ever.

Business on leaf market has been restricted principally to local manufacturers, who are picking up any desirable vegas of Vuelta Abajo, which may still be had, at fancy figures.

Receipts of leaf tobacco from the country.

For two weeks ending Feb. 21, 1918		Since Jan. 1, 1918	
Vuelta Abajo....	1,640 bales	9,753	bales
Semi Vuelta.....	234 "	833	"
Partido	— "	23	"
Remedios	670 "	2,122	"
Oriente	— "	6	"
Total	2,544 "	12,787	"

Exports of cigars per S. S. Mexico, February 16, 1918, totalled 677 cases, containing 3,026,512 cigars, and which were consigned to the following countries, viz.: To United States, 1,260,940; to Great Britain, 1,082,320; to Australia, 179,500; to British Africa, 147,500; to Canada, 128,700; to Argentine, 115,252; to Uruguay, 59,500; to France, 21,000; to New Zealand, 10,000; to Greece, 10,000; to the Bahamas (Nassau), 5,500; to the British East Indies, 4,500; and to the French West Indies (Martinique), 1,800.

Exports of leaf tobacco from Havana, for the week ending February 18, 1918, totalled 10,040 bales, which were distributed to the following countries, viz.: To all ports of the United States, 7,879; to Canada, 167; to Great Britain, 240; to Argentine, 1,429; to Uruguay, 275; and to Chile, 50 bales.

Among the leaf buyers who arrived this week were: Fred Hirschhorn, President of the General Cigar Co., and S. Ruppin, of S. Ruppin, Inc., both from New York, and both accompanied by their wives. Godfrey S. Mahn, of Philadelphia, paid a visit to our cigar manufacturers this week.

Antonio Gutierrez, buyer for the Gene-Val Cigar Company, returned to New York after making purchases of leaf for the factory.

Romeo y Julieta is striking a balance for the year ending February 28, and while the company sold more cigars than in 1917, the profit may not be so big. Romeo y Julieta is, however, as busy as ever.

Partagas also complains that while sales exceeded the previous year, the net result has been less favorable. Nevertheless the factory is increasing its output.

Punch prefers to do a smaller business a profit than to execute more orders, b without any corresponding gain. Punch h good orders.

La Corona, Henry Clay and La Flor de S. Murias, Hoyo de Monterrey, Eden (Ca ixto Lopez & Co.), Por Larranaga, Belind and Ramon Allones, all are working on goo order slates. The rest of the factories repo trade rather dull at present. ROSAM.

The Tobacco Association of the United State is not "asleep at the switch." The officers c the association and the various committees ar at work on matters of vital importance to th trade. A vigorous campaign will soon be mad for new members, and it is a good time for u to suggest that every tobaccoman who can pos sibly do so ought to join the association. What ever is good for the trade as a whole is good fo every man or firm engaged in the tobacco trade There was a meeting of the board of governor held recently in Richmond, when matters o great importance were discussed, and some o the more momentous were acted upon. Th time and place for holding the next annua meeting has not yet been decided upon, but wil be in a short time. We believe that the meetin will be held at Atlantic City some time in June although organizations in New York City ar urging that the meeting be held in that city —*Southern Tobacco Journal.*

—

Under the Ohio plan of exclusive State fun insurance for workmen's compensation, insure workers and their widows and children receive last year $8,000,000 in compensation benefits, a an administrative cost to the State of only $312,279.



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St

TAMPA, FLA.
BONDED

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

Notes and Quotes

The Red Cross has no use for old stamps. The person or persons who started the absurd appeal for them is mistaken.

—

Secretary Lansing at a luncheon talked about the German corruption funds, says the Detroit Free Press. "Germany gave over ten million marks to Bolo," he said. "She gave over five million to Lenoir. She handed to Count Bernstorff for his various propaganda at least one hundred millions. This proves to us that there are lots of easy marks in Germany."

—

Schulte has procured, through the Charles F. Noyes Co., for his 117th location, at an aggregate rental of about $200,000, the northeast corner of John street and Broadway, New York, two stores in the former Chatham and Phenix Bank Building, with a frontage of twenty feet on Broadway and forty-five feet in John street. The location extends from the Broadway frontage to a new arcade entrance to the subway which will be incorporated in the building as the result of extensive alterations about to be made to the Corbin Building Co.

—

Kalgan, a gate in the great wall of China, 125 miles northwest of Peking, is the present chief entrepôt of Mongolian trade. The railway from Peking follows the old caravan route through Nankow Pass, where the grade is 3 feet in 100, across a great and fertile plain dotted with walled cities, up into the Mongolian hills to Kalgan, where it turns westward into Shansi Province. Kalgan Pass is about 2 miles north of the railway station. Through this pass comes a never-ceasing procession of camels, horses, and carts of all kinds, bringing Mongolian commodities to the railhead. There are few more interesting sights in the world than the traffic through Kalgan Pass. In this picturesque old Mongolian city of 60,000 inhabitants, the British American Tobacco Co. has established a depot, of growing importance for the distribution of cigarettes and smoking tobacco.

—

Cigar-making, paper manufacturing, and the steel mills were the only industries out of thirteen in the United States, investigated by the Bureau of Labor Statistics, which employed more persons in January, 1918, than in the same month last year. The increase was 4.9 per cent. in cigar factories, three-tenths of 1 per cent. in paper mills, and 2 per cent. in iron and steel. Automobile plants showed the greatest decrease in workers, 10.4 per cent.; silk, 9.8; boots and shoes, 9.2, and leather, 8.9. Nine industries had a greater payroll in January than in the same month of 1917, the greatest increase being 18.3 per cent. in woolen manufacturing, in which there was a decrease of two-tenths of 1 per cent. in the number employed. The pay-roll of cotton factories increased 17.4 per cent., as compared with 1.8 per cent. decline in the number of workers. Boots and shoes, automobile manufacturing, and leather manufacturing showed the only decreases in total pay-rolls, the greatest being 11.9 per cent. in the last named.

Items of a Striking Nature

Marcelino Perez adjusted matters with his dicontented cigar makers.

—

The strike in a Gato factory in Key West was settled last week. The men were out ten days.

—

A part of Water street, New York, Tuesday, suggested a Bolsheviki parade, but a policeman said, it was just a gang of striking cigar makers, having orders to keep moving.

—

Official announcement is made that the names of T. Gabarde, Consuelo Schwab and Sastre y Hijo of Havana have been removed from the "Enemy Trading List."

—

The strike in the factory of the Erlich Manufacturing Co. was settled last week. The cigar makers made demands for an increase. A strike was not a very pleasant thing for Mr. Erlich to meet on his return from the coast.

—

Horace R. Kelly & Co. have been notified by cable that the Germann factory has shipped them 2,610,000 cigars. The same steamer is bringing them 128,000 lbs. filler and 66,000 lbs. of scrap tobacco.

—

The Germann factory in Manila has been placed in the hands of Chas. Durham as custodian. Business will be conducted as usual, and customers will be supplied with cigars as fast as shipments can be made.

FROM THE FIRING LINE

Personals and Trade Jottings

All the representatives of C. S. Nicholas & Son are in town at present.

—

The Boucher Cork & Machine Co. had four of its factory hands called to the colors.

—

W. A. Parson's cigar store was rather badly damaged in a recent fire at Grand Rapids, Mich.

—

M. A. Brunner, star Regensburg salesman, is confined to his home, hurt, having a dislocated hip.

—

The net profits of the United Cigar Stores in 1917 were $3,423,501, as against $2,892,072 in 1916.

—

A new Schulte cigar store will be opened at the corner of John street and Broadway, New York.

—

The Hornung Cigar Manufacturing Co. at Iowa City, Iowa, suffered a $1,500 fire loss recently.

—

"Such as it is" and "what there is of it," smoking tobacco in France now sells for $1.75 a pound.

—

C. W. Boom of Cien Porciento Co. will leave for Porto Rico this week and will be gone for ten weeks.

—

The John Ruskin cigar is carrying an advertisement in the subway cars of the new Broadway Branch.

—

Ben. J. Straus, representing A. Santaella & Co., is in Kansas City, and A. H. Caro is covering Oklahoma.

—

The Old North State smoking tobacco factory is now in full operation in new quarters in Reidsville, N. C.

—

The cigar store of Oliver & Kosse, in the Oliver building in Bremerton, Wash., was damaged by fire, recently.

—

Fred. N. Grafer, a dealer on Fifth avenue, near Twenty-second street, has a fine window display of Jose Vila cigars.

—

Wm. Spies, manager of Schulte's store at Twenty-third street and Fifth avenue, reports February to be a record breaker.

—

The Hotel Association of New York City will hold its annual supper-dance at the Hotel Biltmore on the evening of April 10.

—

The Hodge Tobacco Co., Inc., has recently transferred its head office from Henderson, Ky., to 822 West Market street, Louisville.

—

Having resigned his position as metropolitan sales manager, A. M. Davidson no longer is connected with the Benito Rovira Co.

Thos. F. Healy, United States and Canadian representative of Allones, Ltd., is still in Cuba and is not expected back for several weeks.

—

The Roundy, Peckham & Dexter Co. has become distributors for the Mi Carmen cigar, one of the popular brands made in Milwaukee.

—

John J. Flaherty, manager of the United store in the Flatiron Building, has a big window display of General Braddock five-cent cigars.

—

Fred Rosenbush, of Lowenstein & Rosenbush, cigar manufacturers at 318 Sycamore street, Cincinnati, is reported to be seriously ill, in the hospital.

—

At San Antonio, Tex., the Oppenheimer Grocery Co. has changed its name to the Oppenheimer Cigar Co., and increased its capital from $25,000 to $50,000.

—

The tobacco market at Clarksville for last week was the best during the season so far, and it is the opinion of buyers that it will gradually grow stronger.

—

According to announcement made by Chris Brubaker, head of the concern, the Lanton Cigar Co., at 303 Brady street, Davenport, Iowa, will go out of business.

—

The National Cigar Co., with a capital of $10,000, has been incorporated at Roanoke, Va. Adam Giesen is president and George Giesen secretary of the company.

—

Since he moved his cigar business from 523 Elm street to 619 Elm street, Cincinnati, securing larger quarters, Walter Ingram reports a notable development of trade.

—

M. Stearn, who has the elite cigar store on Wall street, has returned from Havana. In Havana he found everything high and everybody looking for more wages.

—

Tobacco, of London, says: "Judging by reports received from the various curing sheds, this year's Irish tobacco crop has been a record one. It has exceeded all expectations."

—

The annual report of Imperial Tobacco Co. of Great Britain and Ireland for fiscal year ended October 31, 1917, shows net trading profit of £3,538,539, against £3,912,685 for 1916.

—

P. & L. Elting, Inc., with a capital of $5,000, has been organized in New York City to deal in stationery, cigars, etc. Louis Elting, Sol Elting and Abe S. Gussow are the incorporators.

—

L. S. Gardner, M. E. Gardner, R. E. Gardner and H. A. Slonecker have incorporated the L. S. Gardner Co., which with a capital of $50,000, will engage in the cigar business at Lima, O.

John J. Moriarity, manager of Old King Cole, is wondering if he is going to lose his clever secretary, Miss A. Moran, who is reported to have become engaged to a petty officer in the navy.

—

The Old King Cole Cigar Company received 73,000 cigars last week, which manager Moriarity shipped out within forty-eight hours after their arrival. At present he is oversold to the extent of 110,000.

—

J. B. Russell, manager of the United Cigar store at 200 Fifth avenue, said that in spite of the two holidays and the heatless Monday last month he did more business than any February since he has been in the store.

—

J. D. Lawrence, of the Greenwood neighborhood, near Bowling, Green, Ky., has just sold his tobacco crop on the floor of the loose leaf warehouse. He raised 4,400 pounds of tobacco on two acres of land and realized the sum of $782.97.

—

The Times Square Hotel, in West 43d street, New York City, which was recently sold to Morris Newgold, has been leased by the new owner to H. Rubenstein for a term of ten years. The reported rental for the period is given at $120,000.

—

During the past week, 6,679,375 pounds of tobacco were sold on Lexington markets at an average price of $29.78, which is the highest average ever reported for the same number of pounds in the history of the markets in Lexington, Ky.

—

E. M. Freeman is spending this week in Quincy, Ill, and Chicago. Percy Freeman, now a soldier in the army, sent word from Cleveland that he was on his way but did not know where he was going. Somewhere in Texas is his destination.

—

Since the American soldiers have been going to France the cigar stores near the flatiron Building have noticed an increase in purchases made by young women. Goods bought by the fair sex represent more than five per cent of the entire business done weekly.

—

The resort hotels along the west coast of Florida and throughout central Florida report the biggest tourist season that section has ever known. The hotels of the city of Tampa are said to be taking care of several thousand more tourists this winter than heretofore.

—

M. W. Berriman of Berriman Bros. has gone back to Tampa. Al. Metzger, representing Berriman Bros., is after business in the upper part of New York State. H. Rosner is still in town. Al. Shipman, who joined the Quartermaster's department, has arrived in France in the best of health.

—

Wm. Demuth & Co. have put a "Safety Pipe" on the market. The bowl has a perforated top to prevent sparks and ashes from flying about. 150,000 have been sent to the soldiers in France. Mr. Demuth's grandson is a member of the Naval Reserves. The company's service flag contains forty-five stars.

bcky Mount has cinched her place as the il largest tobacco market in North Carolina ɔsales for the 1917-18 season, according to a a:ment given out by the secretary of the ocy Mount Tobacco Board of Trade. He s: says that it is believed his town will be in cnd place next season.

—

'he Prince George Hotel, New York City, h:h is under the management of George H. eton, has opened a new addition which in-eses the capacity of that hotel 200 rooms. h new adition will also provide a new dining ɔn, with a seating capacity of 200, which will e pened in a few weeks.

—

. T. Treasure, manager of the University hrmacy at Salt Lake City, has been elected ɾident of the Tampa-Cuba Cigar Co., at t Tampa, Fla. W. D. Mathis, proprietor he Mathis Drug & Jewelry Co., in Salt ae City, has been named a member of the ɔpany's board of directors.

—

lamage of $3,000 was caused Saturday after-ɔn, a week ago, to the stock of M. Smolev, gr manufacturer, of No. 66 Oak street, Buf-l when fire broke out in the four-story brick iiling. W. J. Jones owns the building. The ɾis supposed to have started on the ground ɔr under electrical machinery.

—

bose tobacco sales in Hopkinsville, Ky., sday, a week ago, were about 300,000 nds. Market conditions were unchanged, ies holding very firm at the high figures rh have prevailed. The demand shows no abatement and everything offered is snapped up greedily. Prices ranged from $11.00 to $21.

—

Detective Sergeants Husfield and Pazak went into Mike Chutrinatis' store at 1400 Blue Island avenue, Chicago, Saturday, to buy some cigarettes. When the Remus brand was offered the detectives arrested the owner of the store, for 10,000 of Remus cigarettes were stolen February 2 from a wagon of Sprague, Warner & Co. And they were the only cigarettes of the kind in Chicago.

—

Consul General A. L. M. Gottschalk, at Rio de Janeiro, reports that by a decree of January 12 the President of Brazil has authorized H. P. Finlay & Co. to operate in that southern Republic. According to the articles of incorporation of the company, a West Virginia corporation, its purposes are to import, export, and deal in alcoholic liquors and tobacco, to open hotels and restaurants, and to engage in other enterprises.

—

Twelve retailers were enrolled by the Cincinnati Cigar and Tobacco Association in launching a new membership drive last week. The meeting was the largest held by the association in months, and prospects seemed favorable for every cigar dealer in Cincinnati becoming identified with the body. Various traveling cigar and tobacco salesmen and jobbers were guests of the association. Judge Bernard C. Fox delivered an impromptu talk.

—

The capital stock of the new loose leaf tobacco warehouse to be erected at Woodburn, Warren County, Ky., 12 miles south of Louisville, has been increased to $25,000, all of which has been subscribed. The board of directors is as follows: T. V. White, C. M. Caldwell, Richard Buckner, Will D. Neale, and J. V. Davis. The company has just purchased the Barber Property, containing two acres, for $1,350, on which site will be erected a large building.

—

Thomas J. O'Hara, one of Trenton's best known sportsmen, famous as an all 'round athlete and a promoter of good clean sport, has purchased from William Keegan the State Street Cigar store opposite the post office in Trenton. N. J. Keegan retires from the smoke shop to accept the assistant managership of the State Street theatre. With O'Hara as the new owner, the store will become the headquarters for basketball and baseball players in Trenton.

—

Two men were injured and a loss of more than $100,000 entailed when fire destroyed the five-story tobacco factory owned by the R. Whalen Tobacco company at Brown's Race in Rochester. Lewis Whalen, president of the company, was burned on the hands and face, and a brave employe suffered injuries while assisting a fellow employe who had been trapped by the flames. The fire started on the fifth floor of the building. It gained rapid headway and when the first apparatus arrived, a second alarm was sent in. The flames continued to spread and a third alarm was turned in. After two hours' hard work the firemen confined the blaze to the factory.

THE
NEW BACHELOR



T. J. DUNN & CO.
MAKERS

Executive Offices:
31st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

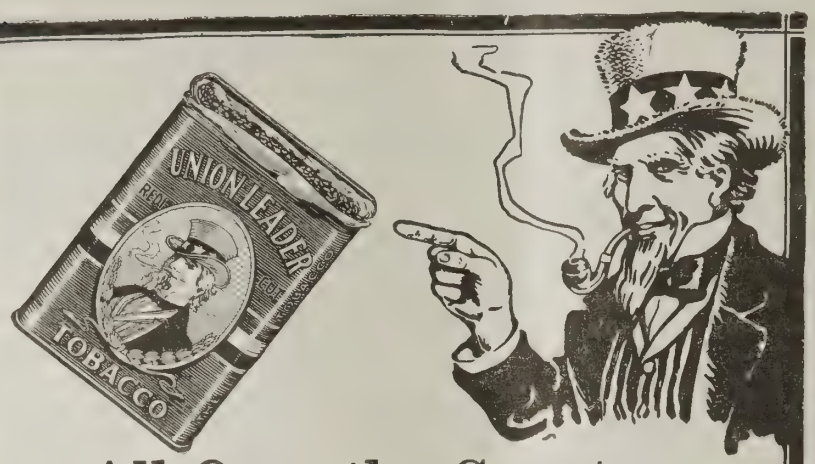
La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
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77 Chambers St.,
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THEY GET THESE IN THE EVEN MONEY

NEW SIZE 10c TIN

For PIPE or CIGARETTE

P. Lorillard Company Established 1760

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

"PARTAGAS"

CIFUENTES, PEGO Y CA.,
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The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

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IMPORTERS OF

MANILA TOBACCO and CIGARS

20 Broad Street
New York, N. Y.

Listen to Tom X. Jones

"Hello, Minneapolis, Tom Jones of Mankato, Minn., is on the wire."

"What's that? Mustn't call a man by his nickname. I know that. But this man's name isn't Thomas Jones. No one would know him by that cognomen. Besides, his parents didn't name him Thomas. They knew he would be called Tom, if they did, and so they named him Tom, throwing in an 'X' for a middle initial. What does X stand for? How do I know? I am not a census taker or a revenue officer trying to get his income tax. All I know is his name is Tom X. Jones, that he runs a nifty cigar store, is a director of the Northwestern Cigar and Tobacco Association, a good fellow as all fellows are who are wider than they are high, and besides I know he is a merchant who has ideas. Just hear him, if you don't believe it:

" 'I am going to sell my goods at a price which will yield me a profit, and I don't care a whit what any other man sells for. There's a druggist round the corner from my store who, I understand, sells cigarets on a license which a cigaret manufacturer's agent bought for him, and as a result he sells their cigarets at the price they want them sold at. The price isn't my price, for it does not yield a profit of more than 20 per cent, if it does that much. I told my customers what my goods cost, and they just keep on buying from me, although they could run down to the drug store and save money. But the boys are of a class who believe that a cigar merchant is entitled to a profit as well as any one else. So I should worry.' "

Last fall Jones worked out a price list, submitted it to other cigar dealers in Mankato, all of whom approved it, but that is the last that was heard of it, except that it is in force in the Jones store. And there isn't any odd cent in it, so far as cigarets go. Packages which are selling in St. Paul and Minneapolis, "the cities," as they call us down there, at 13 and 18 cents, are selling at Jones' at 15 and 20 cents, although two packages are given for 25 and 35 cents respectively. This fact brought out the information that Jones is not a believer in the odd price. Here is what he says on that score:

"Cigars have always been built to fit the coin —5 cents, 10 cents, 15 cents, and so on. And it appears to me this fact is going to be hard to get away from. If we had a six-cent coin the situation would be easy. But to my notion unless the manufacturer makes his cigars fit the coin in the future as it has in the past, he will soon find that the cigar business is in the hands of druggists and others who conduct it as a side line.

"Eastern manufacturers," he went on, "do not understand the west. Pennies have never been popular out here, and I don't believe they ever will be. Many of my customers refuse to accept them when handed out in change, saying they will leave them, and pay the balance on a second purchase. I, of course, am obliged to charge 6 cents for nickel cigars that have advanced over the $40 mark, but I hate to do it, and still have in my case two rows of cigars that sell at a nickel. But of course they can't be sold for that price much longer, and so unless the manufacturer cuts the size, I shall be forced to charge six cents, for every article I sell is going to give me a decent profit or I won't sell it."—*Cigar and Tobacco Journal.*

A visitor from Europe now in New York declares that American soldiers are teaching the men of Europe to chew gum. The demand for this cud favored by human beings has increased so rapidly that one American factory in England cannot supply it. This is one of the most hopeful bits of news from the front. The new habit will tone up the morale of the men and increase their determination to win—develop their powers of jaw-setting. But our hint would be that the habit be extended beyond the fighters. If we could get some of the talkers—premature peace advocates and the like—to devote their atention to gum-chewing, it might be worth a victory in the field. It might eve possible to make the gum for civilian use cessively sticky.—*New York Sun.*

Offerings on the Louisville breaks one da week totaled 610 hogsheads, while price mained about steady with those for the pre ing days of the week. Sales for the week wer heaviest of the season, and prices were stro than on the previous week. Taken as a w the market was very satisfactory. Receipts tinue heavy, and every indication points t other good showing next week. Fancy p were obtained for some extra good leaf. hogshead at the Planters-Central brought $4 another at the Kentucky & People's brough and one at the Tenth-street house $39.50.

SIGNING UNREAD CONTRACT

(*Continued from page* 13.)

ground that fraud threw him off his g But active misrepresentation must be used. plied misrepresentation is not enough. puzzle solicitor used implied misrepresent when he asked the merchant to sign a y contract for the purpose of binding a w order. And without doubt the solicitor crooked and intended to defraud the merc But he was shrewd enough to leave the thing to the merchant's carelessness, and did the work quite as effectually as active representation would have done it, and le solicitor free from *legal* blame.

An example of active misrepresen would be this: In the above case if the a ment had been for one week, and the so had said, "I'll leave you the week's supply now. Please sign this, it is only a recei them," there would have been fraud if th ceipt" turned out to be a year's contract.

WAR TORN CUBAN FLAG

Brght to Havana from France by Two Cubans Who Cae Home on Furlough After Going "Over the Top."

[AVANA, March 6.—Adolfo Trò and Anoio Lopez Rubio, the first two Cuban soldirs to go "over the top" in France, are now ortheir way to rejoin their comrades of the Foeign Legion from an Atlantic port, after naing brought, as a gift to President Menoa on their furlough here, a tattered Cuban dg, which was raised in "No Man's Land" a April 7, when Cuba declared war against ; many.

While the measures which the Cuban Govrment contemplates taking to send an acie fighting force to the French front are not ompleted, many Cubans, like these two roes, have volunteered in the French Forin Legion. Rubio and Tro left Havana September 23, 1914, to enlist in the French ary as volunteers. They were accompanied veight other Cubans, and all were incorporaid in the infantry of the Morocco division the French army. Tro and Rubio have aried themselves bravely during their three ars of service, Rubio having been wounded fo times and Tro three times.

The shrapnel-torn Cuban flag, which is a ozed souvenir of General Menocal in the Pesidential Palace, was hoisted by Tro and Rbio with two other Cubans, Privates Cirno and Crespo, who were attached to the sme division. The French military telepone had just brought to the sector where th Cubans were stationed the news of Cuba's dclaration of war against Germany, and the flg was hoisted on a small parapet amid the cheers of the French soldiers. Its appearance was saluted by the Germans with a shower of shrapnel which killed Ciruelo and Crespo. Their companions regained the flag, and Rubio and Tro were commissioned to bring it back and hand it to General Menocal.

"A Fine Meeting"

The Tobacco Salesmen's Association had an unusually interesting meeting, Friday evening. A number of new members were initiated. It was voted to send smileage books to members and sons of members in the United States service. It was decided to give an entertainment and dance at the Palm Garden on the evening of May 12. Regarding an aspersion of New York cigar stores as "gambling places," the association voted to send a "resolution of protest" to District Attorney Swann. The matter of having prominent men address the association on topics of general interest to the trade, was taken up and discussed and plans were made to "speed up" the progress of the Association.

Wisconsin Notes

EDGERTON, Wis., March 1.—The coming of spring-like days is facilitating the movements of the tobacco crop, both on the farms where stripping can now be completed, and in the improvement of the county highways, so that deliveries are becoming more plentiful. Wednesday was the largest receiving day of the season in this market, when hundreds of teams filled our streets. Owing to the inability to secure cars for transshipment, packers are experiencing a good deal of inconvenience in deliveries at outlying points, where temporary storage must be obtained until the car shortage is relieved. The farmers mostly have their crops ready and are anxious to make deliveries before their work on the farms commence, so the pressure to hurry along the receiving is becoming strong. The tobacco now coming to market is in fairly good condition, there being very much less complaint of high case or wet stems than earlier in the season.

Eastern railroad connections have not yet raised the embargo on carload shipments from storage, so the movement to factory points is limited.—*Edgerton Reporter.*

From an authoritative source it is learned that the smoker in Germany is experiencing more acute difficulties in getting his "rations." The tobacconists' shops in Berlin are now open for only four hours a day and cigar queues occur in all parts of the city. The "smokes" controller is down on hoarders, and the order is that only five cigars may be bought at a time, or 20 if they are to be sent to the front, in which case the retailer makes sure by despatching them to their destination.—*London Tobacco.*

The names of Herman Michaelson and Schumann & Co., of Santiago de Cuba, have been added to the "Enemy Trading List."

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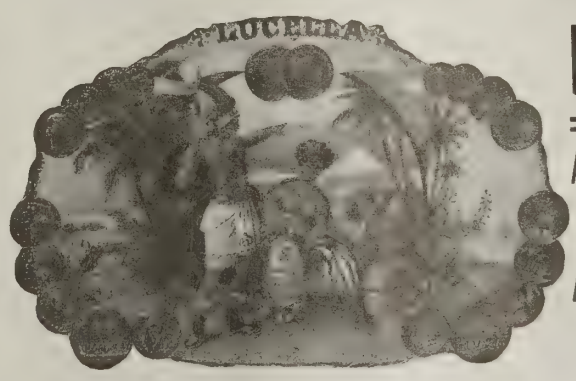
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241-243 West Broadway, New York TAMPA, FLA.
CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.

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Established 1872
MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

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229-239 WEST 28TH STREET
NEW YORK CITY
PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

By Special Appointment
To the Late King Edward VII
Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York



LUCELLA
A Mild Havana
Made in
ALL SALABLE SIZES
A Winner Wherever Placed
JOBBERS' ACCOUNTS SOLICITED
R. GANGEMI & CO.
20 Fulton St. -:- New York

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SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

FOREMAN—Energetic man to take full charge country cigar factory, 20 miles from New York. Must thoroughly understand all branches. Excellent opening. State age, salary, previous employment. Address Box 804, care Tobacco.

SALESMAN, THOROUGHLY EXPERIENCED, DESIRES POSITION with progressive cigar manufacturer. Excellent business getter and can furnish good references. Address Live Wire, care Tobacco.

CIGAR FACTORY having office and humidor space to spare "Gratis" wants good jobber to take advantage of offer. Address Gratis, care Tobacco.

YOUNG MAN, thoroughly acquainted with the cigar and cigarette business, to pick out orders for wholesale house; no others need apply. Must have first class references. State age, qualifications and salary desired. Address Wholesaler, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SALESMAN, with excellent record and big following, would like to hear from first class factory. Twelve years' experience, trade references. Address Hustler, care Tobacco.

YOUNG MAN OF GOOD APPEARANCE for wholesale cigar importer to go out and solicit orders, and visit the trade. Must have experience in that line and have first class references. State age, qualifications and salary desired. Address T. E. C., care Tobacco.

YOUNG MAN, 20, knowledge of bookkeeping, also generally useful, desires position in reliable tobacco concern. Address F. C. Y., care Tobacco.

SALESMAN IS OPEN FOR ENGAGEMENT for high grade line of cigars. Acquainted with jobbing trade and high class retailers, in states east of Mississippi river. Address Aggressive, care Tobacco.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

PAY ROLL STATISTICS

WASHINGTON, March 4.—Figures for the month of December, 1917, have been compiled by the Bureau of Labor Statistics, Department of Labor for employment.

Fifty-seven cigar manufacturing establishments reported for the month of December, 1916, and December, 1917. In December, 1916, there were 19,451 persons employed in the 57 establishments, increasing in December, 1917, to 20,988 or an increase of 7.9 per cent. The payrolls in these same establishments increased from $231,335 in December, 1916, to $270,125 in December, 1917, or an increase of 16.8 per cent.

The same fifty-seven cigar manufacturers answered inquiries for the months of November and December, 1917. In these establishments there were employed in November, 1917, 20,978 increasing in December to 21,081 or an increase of .5 per cent. The payrolls decreased from $269,830 in November to $268,939 in December, 1917, or a decrease of .3 per cent.

AMERICAN BANK IN THE DUTCH EAST INDIES

Announcement is made that the International Banking Corporation of New York has opened a branch office for general banking business in Batavia. This institution has been doing business in Manila and Singapore for some years, but this is the first time that it or any other American concern has established direct connections with the Dutch possessions. Conditions arising from the war, such as the shutting off from the Dutch East Indies of sources of supply upon which they had previously relied for manufactured goods, the greatly increased demand in this country for tropical raw materials, and the establishment of Dutch trans-Pacific steamship lines giving reasonably direct connections between the Pacific coast of the United States and Batavia and Soerabaia, have tended greatly to increase the importance of our trade with these countries during the last year or two. The establishment of these banking connections represents, therefore, an important step forward in making these connections permanent.

The War Trade Board announces that the regulations requiring shippers, who propose exporting goods to their branches or agencies abroad, to execute and file with the Board a certain form of agreement, are suspended in the c of shipments consigned by individu firms, or corporations in the Un States to their branches or agen located in the United Kingdom, Fra the Dominion of Canada, Australia, N Zealand, or the Union of South Afr Before, or at the time of filing appl tions, exporters should execute and with the Board the prescribed form agreement.

"Bill" Gates, the first baseman for Winecke & Doerr establishment in Paul, has political aspirations, being candidate for city councilman, in municipal contest of the coming spri If he runs in the primaries as he did the Liggett & Myers popularity cont there'll be nothing to it except goi through the form of counting the vot



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

GRAVELY'S
CELEBRATED
Chewing Plug

BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.

P. B. Gravely Tobacco Co. DANVILLE, VA. ESTABLISHED 1831

The Flower of Tobacco
well cured and skilfully
used has maintained





MI FAVORITA

at the forefront
of all brands





The Park and Tilford Standard is the warrant of their excellent quality

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KEY WEST, FLA. 529-549 West 42nd St., NEW YORK

Cable Address: Karnak, New York Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.
DIRECT IMPORTERS OF HAVANA CIGARS
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Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
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Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

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Sweet and Aromatic

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The Union-Made Cigarette of Quality Bearing Union Label
Mouthpiece, Cork Tip or Plain
EST. of I. B. KRINSKY
35 Mulberry St., New York

El
Principe
de
Gales

THE OLD
STANDARD
IN
PURE HAVANA
CIGARS
SINCE
1854

TOBACCO CONSUMPTION IN FRANCE

C. W. A. Vedidtz, American commercial attache in Paris, reports that the recent increases in the price of tobacco in France were brought about practically without notice in order to prevent speculative operations and upon the assurances of the Minister of Finance that there would be a sufficient quantity of tobacco available. For some days, however, the newspapers have complained of a shortage of tobacco. The reasons for this shortage lie mainly in decreased domestic production, smaller imports, and largely increased consumption, for, contrary to the general impression, the use of chewing tobacco and of snuff has not diminished, and the price of cigars and cigarettes has not yet been advanced.

A rise in the price of tobacco has apparently never resulted in decreased consumption. In 1830 the per capita consumption was 352 grams (12.42 ounces); in 1845, 529 grams (18.66 ounces); in 1861, 763 grams (26.91 ounces); in 1875, 840 grams (29.63 ounces); in 1890, 944 grams (33.3 ounces; in 1915, 1,362 grams (48 ounces); and in 1916, 1,484 grams (52.34 ounces); yet each of these years was marked by an increase in price.

LANNIN'S NEW HOTEL MARNE

Joseph L. Lannin, who for over fifteen years was proprietor of the Garden City Hotel at Garden City, L. I., has filed plans for the erection of a new hotel in New York City to be built on the northwest corner of Seventh avenue and Fifty-sixth street, fronting 100 feet on the avenue and 200 feet on the street.

The new hotel will be Italian Renaissance in design, 270 feet in height, rising 22 stories above the street level, with a basement and sub-basement. The exterior will be of granite, limestone, brick and terra cotta; the interior construction will be of concrete.

The hotel will contain 920 guest rooms, of which 875 will be provided with private baths, and the remaining forty-five will have running water. In the basement will be a grill room 50 x 90 feet; on the ground floor will be a cafe 50 x 50 feet, the main dining room, 48 x 115 feet, the ball room 48 x 100 feet; on the mezzanine will be a lounge 40 x 90 feet; the library 30 x 40 feet, the ladies' room, etc. A roof garden will be provided.

The estimated cost of the building is $3,000,000 and work will be started as soon as possible. It is estimated that it will take about eighteen months to complete the construction. The plans for the new hotel have been drawn by Laurence L. Barnard.

The hotel will commemorate the battle of the Marne, and accordingly will be named the Hotel Marne. The hotel will be complete in every detail for the comfort and convenience of its guests. Mr. Lannin is a widely known hotel man, and was formerly owner of the Boston American league baseball team, at the time when that team held the world's championship.

In 1916 in New York City 154 apartment buildings were built, ranging from five to fourteen stories high, in which homes for about 22,000 people were provided. The buildings cost $23,000,000. In 1914, the year the war started and during which there were no building restrictions to curtail operations, 119 apartments were erected at a cost of $19,376,000.

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ROMEO
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The Leader in All the World's Markets
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WM. T. TAYLOR - 140 East 34th Street, New York

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"HAVANA RIBBON"
THE PERFECT CIGAR

FINEST IN QUALITY— MILDEST IN TASTE
DUBONNET CIGARS
Some Territory Open—Correspondence Solicited
AMERICAN EXCHANGE CIGAR CO., Makers
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All kinds of Cork
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All kinds of Cigar and Cigarette Humidors
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All kinds of Tins
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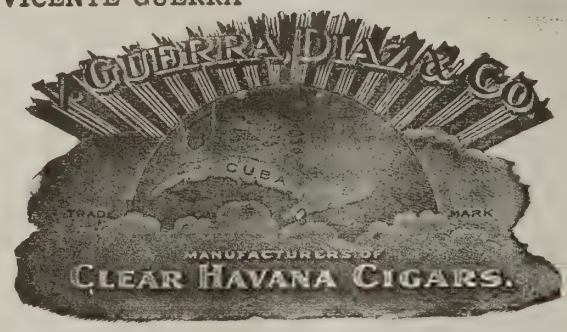
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First Consul
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SOLD SINCE 1865 CONTINUOUSLY
MILD HAVANA

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TOBACCO

ESTABLISHED 1886

SOLE ORGAN OF THE WHOLESALE AND RETAIL TOBACCO TRADE

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AT THE TOP OF THE WORLD A WELL FILLED PIPE IS AN APPRECIATED COMFORT

(From a photograph taken by Duncan McMillan, the Arctic explorer, at Etah, Greenland.)

"From Greenland's icy mountains," to ever frozen isles in the Arctic Ocean, wherever an Eskimo may go, he takes with him, if he possibly can, a supply of tobacco. In the gelid North, a well filled pipe verily is a comforter of man.

Etah is the settlement in Greenland nearest to the North Pole. Inhabitants of that village on the edge of the frigid wilderness all testify how highly tobacco is prized at the top of the world.

The seal hunter shown in the picture wouldn't exchange a pound of Tuxedo for a quart of diamonds. Good tobacco to him is the supreme luxury.

How American Industry Has Been Halted

Strikes Caused the Loss of 6,285,519 Production Days

BOSTON, March 12.—Increased cost of living and failure of employers in many cases to anticipate this influence has been one of the important contributory causes of recent strikes, according to the report issued today by the National Industrial Conference Board on strikes in American industries in war time.

From April 6 to October 6, 1917, there were strikes at 2,521 establishments the existence of which was definitely verified by the board. Each establishment was asked to report upon causes, but complete information was received from only 1,156. These plants showed 283,402 men idle and 6,285,519 days of production lost. Opinions were asked also of labor commissioners and mediators. Direct conference appeared to have been the most satisfactory method of settling these disputes.

(*Continued on page 4.*)

NOW OR NEVER

"The hour is a dark and a black one, the obstacles cannot be overestimated, the danger cannot be sounded too insistently. It is now or never.

"It will not do for us one, two, three or four years from now to say then: 'We will now in this great struggle for democracy do differently.'

"It is won now and won for centuries or it is lost now and lost for centuries. Now is the accepted time. This is the day of salvation.

"For my part, the only fear that I have of America is the fact that we do not realize the imminent character of the peril, and moreover, the vital element of time. Time! Human endurance will not permit this war to go on endlessly. It will end in a compromise unless America shall sense the supreme peril of the hour and throw all of its supreme energies into the mighty task.

"It can do that. It will do it if it sees the peril. We are never lacking in courage, we are never lacking in idealism; but we do not see the vital nature of the present hour and it ought to be seen."—*From the speech of James M. Beck.*

Does the average man or woman who earns a substantial salary or good wages have any idea of the sacrifices made by the small investors in Thrift Stamps to do their "bit" in the war? It is often a story of silent heroism. If those in fairly easy circumstances emulated the very poor whose souls are filled with unyielding resolution to do their share to win the war, what a boom there would be in the Government's receipts from stamp sales.

THE 1917 SUMATRA CROP

As a matter of information to the tobacco trade in general, the Bayuk Bros. Co. of Philadelphia, makes public a cablegram received from Sumatra, March 9, which says: **"Estimated 1917 Sumatra crop will produce 35,000 bales, American grades. This exceeds normal requirements by 8,000 bales."**

"WETS" WIN IN ALBANY

New York Legislature Fails to Ratify the Prohibition Amendment—Referendum Proposed by Amended Hill-McNab Bill.

ALBANY, March 12.—Hope of ratification of the Federal prohibition amendment this year by the State Legislature was lost today, when the Assembly adopted an amendment to the Hill-McNab ratification resolution by a vote of 85 to 64. The amendment provides that the question shall be decided by a referendum.

This move by the Assembly came after a day marked by spirited debate. The amended Hill-McNab bill will come before the Assembly for a vote on Monday night.

The drys characterized the action as a victory for the saloon and brewery interests, and William H. Anderson, state superintendent of the Anti-Saloon League, not only charged that the Assembly had acted in bad faith, but that there was something sinister in its action. On this score he said:

"No member of the Legislature can possibly escape meeting this question next fall unless he concludes this is a discreet and possibly profitable time for him to retire from public life."

WAR SAVINGS STAMP SALES

WASHINGTON, March 8.—The War Savings Campaign has reached its first $3,000,000 day, as shown by to-day's report of receipts by the Treasury Department. Sales of the savings stamps in the past three days have been:

$2,295,000, $2,970,000 and $3,049,000.

Three millions a day from the thrift stamps provides the Treasury with about one-tenth of the entire amount now being expended by the nation for the war. While $3,000,000 is only 3 cents a day for every man, woman and child in the country, the entire cost of the war is only 30 cents per capita a day.

The National War Savings Committee, delegated by the Treasury to enlist 100,000,000 investors in the "baby bonds" anticipates soon reaching the $6,000,000 a day rate necessary to place the $2,000,000,000 issue within a year. This will be 6 cents a day per capita.

The sale of these stamps will finance the Government's entire emergency shipping program. The current Treasury receipts from their sale are already averaging the cost of building 12,000 tons of shipping a day.

MAJOR BRYANT'S "CARDS"

Major William A. Bryant, who saw forty years of service as a soldier before he retired, finds the old war spirit fired anew in the present crisis of democracy.

He can't shoulder a gun now, of course, but he is doing the next best thing, providing, so far as he can, the sinews of war for younger comrades. He finds himself "burdened" with an extra hundred dollars (he calls them "cards") and sends ten of them from the headquarters of 1st Squadron, National Guard of New Jersey, to the *Sun* fund, to buy smokes for American soldiers in France, with this letter:

"Retired after forty years' service, I find myself burdened with about 100 of these 'cards,' which I am sending across the seas.

"Please put the ten 'cards' enclosed with 'smokes for the soldiers.' "

IN UNCLE SAM'S GRAIN BIN

WASHINGTON, D. C., March 8.—Grain in farmers' hands on March 1, as announced today by the department of agriculture, was: Corn, 1,292,905,000 bushels, or 40.9 per cent. of the 1917 crop. Wheat 111,272,000 bushels, or 17.1 per cent. Oats, 595,195,000 bushels, or 37.5 per cent. Barley, 43,404,000 bushels, or 20.8 per cent.

The quality of wheat in farmers' hands was expected to be much lower than in other years, in view of the pressing demand the food administration has exerted to send that cereal to the allies.

Corn of the 1916 crop on farms March 1 last year amounted to 782,303,000 bushels, or 30.5 per cent. of the crop, and of the 1915 crop, 1,116,559,000 bushels, or 37.2 per cent., was on farms March 1, 1916.

Wheat of the 1916 crop on farms March 1, 1917, amounted to 100,650,000 bushels, or 15.8 per cent., of the crop, and of the 1915 crop, 244,448,000 bushels, or 23.8 per cent. was on farms March 1, 1916.

Oats of the 1916 crop on farms March 1, 1917, amounted to 394,211,000 bushels, or 31.5 per cent. of the crop, and of the 1915 crop, 598,148,000 bushels, or 38.6 per cent., remained on the farms March 1, 1916.

Barley of the 1916 crops on farms March 1, 1917, amounted to 38,244,000 bushels, or 18.2 per cent. of the crop, and of the 1915 crop, 58,301,000 bushels, or 25.5 per cent. of the crop was on farms March 1, 1916.

A "CUT PRICE WAR" IN BUTTE

A fight which is on among the tobacco dealers of Butte, Mont., one of the bitterest waged for many a day, has resulted in a lowering of the selling figure on almost all prepared smoking tobaccos and on most brands of cigarettes.

The fight is the outcome, say some of the dealers, of an effort on the part of one or more large dealers to put smaller competition out of commission. It commenced several days ago, but has just resulted in some big slicing of the prices; and this, as it is pointed out, in the face of very material advances in price on the part of the manufacturers and wholesalers.

As an instance of how some of the prices have been cut, one favorite brand of smoking tobacco has been lowered from 10 cents straight per package to three for a quarter, and one brand of cigarettes from 12½ cents per package to three for a quarter. Snuff drops from 10 cents straight per package to three for a quarter.

"An illustration of how small the margins of the dealers have become," said a prominent retailer dealer quoted by the Anaconda *Standard,* is contained in the fact that at the very time he received word by telegram from the wholesalers that a brand of cigarettes was to be sold wholesale to retailers at 12 cents per package they were selling retail in his own store retail at 10 cents."

"It is dog eat dog," is the way one of the prominent dealers put the case, in explanation.

E. S. Edwards, one of the directors of the Haytian-American Corporation, has returned to New York after a tour of investigation of the West and South in search of railroad cars loaded with material for the new central the company is building in Hayti. Mr. Edwards finally located the cars near New Orleans and accompanied them until their contents had been discharged into the hold of a vessel bound for the Black Republic. Never in his career, he says, and until recently he was a Vice-President and General Sales Manager of The American Tobacco Co., has he had such an exciting and exhausting experience.

At Hopkinsville, Ky., tobacco buyers have agreed to give to the Red Cross Society one bundle of tobacco from each truck sold. The first day, under this generous plan, the contributions reached $225.

On six acres of ground W. L. Robertson, of Union Star, Ky., raised 8,125 pounds of tobacco, which he sold for $1,868.75. He had the help of only one man, hence his receipts represented net profit to a large extent.

KELSEY'S CASE RESET

A Pueblo Cigar Store Proprietor Accused of Violating the Anti-Liquor Law of Colorado—Postponed a Week.

Frank O. Kelsey, a Pueblo billiard room and cigar store owner, who is charged with a second violation of the liquor laws of Colorado, was brought before Judge J. Ed. Rizer in the district court at Pueblo. The state's delay in producing material witnesses caused postponement.

Kelsey won the opening tilt when the district attorney entered a nolle in one of the cases which had been filed against him. Kelsey was charged with keeping liquor in a public place. A demurrer filed against the three counts pending, including the case which had been nolled, contended that Kelsey's place of business and his home are one and the same and that therefore, he could not be accused of keeping liquor in a public place.

Judge Rizer overruled the demurrer which had been filed covering all cases. It was contended by counsel for the defense, that Kelsey has not been convicted on a first offense of the crimes alleged in the complaints, and that while they are all included in the same law, it requires a second specific offense, to constitute grounds for a trial on the second offense.

Kelsey's attorney asked for a bill of particulars but this was also overruled by the court. He took exception to the ruling in both instances.

When Kelsey was arraigned he entered a plea of not guilty.

HOW AMERICAN INDUSTRY IS HALTED

(*Continued from page 3.*)

The conclusions of the board as to the causes of the unsettled condition of labor are that the following influences were of primary importances:

"Increased cost of living and failure of employers in many cases to anticipate this influence.

"Widespread discontent due to a belief that undue profits had been made by employers out of war business.

"Increased independence of the worker due in part to a labor shortage and in part to a feeling that the situation constitutes labor's opportunity for forcing union recognition on closed shop conditions.

"Inequality between wages paid in plants engaged on private work and government or private plants engaged on war work.

"The unsettling influence of the 'cost-plus profit' feature of many war contracts.

"The Federal Administration's virtual indorsement of the eight-hour workday."

The report concludes:

"Indications of improvement in the labor situation in recent months are apparent, but it needs only a cursory reading of the daily press to see that the war industries of the country are still heavily handicapped by labor disputes.

"Co-operation in efforts for the establishment of some workable programme which shall minimize these disturbances, at least for the duration of the war, is the patriotic duty of both employers and employes."

Reporting on employment in factories, the New York State Department of Labor says: "The food, liquors and tobacco group in January, as compared with December, showed decreases of almost 5 per cent in both the number of workers and the aggregate of wages paid. Three of the industries, especially groceries, increased in activity. All of the other industries of the group showed declines.

Was the Most Popular Man in Syracuse

Michael W. Whelan Passes Away— Oldest of the Famous Brothers—A Veteran of the Civil War—An Expert in Merchandising—He Named the United Cigar Stores

Michael W. Whelan, one of the men most prominent in the development of systematized merchandising applied to the retail tobacco business, died Saturday, aged 70, at his home, 614 East Genesee street, Syracuse, N. Y., of intestinal trouble, after an illness of several months.

No citizen of Syracuse was more popular nor could a business man stand higher in his home town than Michael W. Whalen did for upwards of half a century.

He had the respect, the confidence, the enduring good will of all.

Self-educated, a great reader, one who assimilated information rapidly, he didn't depend on book knowledge alone; he studied people; he knew human nature; he went far in his searches for methods that would better trade conditions; he judged shrewdly; he made accurate deductions. He could grasp big ideas. And he was generous in sharing with others the results of his labor and planning.

Eldest of the seven Whelan brothers, of whom the best known is George J. Whelan, the founder and former president of the United Cigar Stores Co., Michael W. Whelan in various ways assisted in establishing and upbuilding the business enterprise that now is setting its mark for sales amounting to $50,000,000 a year.

Of undenied Irish ancestry, although born in England on May 12, 1847, fate made him a good American. His parents came to the United States and settled in Syracuse when Michael W. Whelan was a small boy.

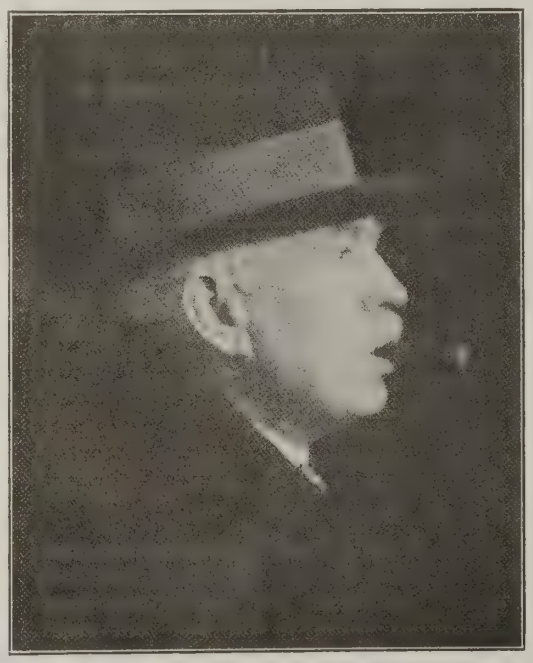
He wasn't quite 14 years old when the Civil War commenced, but he desired to enlist. He was eager to fight for the Union. Because of his age, however, recruiting officers declined to accept him. When he was 16 he managed to get into the service. Assigned to duty on a gunboat on the Mississippi River, he participated in the capture of Vicksburg. And, in the Red River campaign, where "gunboat work" was associated with plenty of fighting, young "Mike" Whelan served most creditably.

Returning to Syracuse, after the close of the Civil War, he decided to enter the retail cigar business. Forming a partnership with Ed. J. Lewis, the firm name being Lewis & Whelan, the "youngster from the gunboat" quickly showed that he could develop trade. The store in the Flatiron building in Syracuse became a rendezvous for the best men in town. Ed. J. Lewis died, but under the name of Lewis & Whelan the business was continued. And more, it prospered and expanded. As the Whelan boys grew up, Michael started each one in business. Five entered the cigar trade. When George J. was 19 years old, Michael made him the proprietor of the cigar stand in the Vanderbilt Hotel at Syracuse.

Michael and George J. were always in close touch with each other, and when George J. branched out with the chain store idea Michael advanced him some money. The chain store system was started in Central New York, and after it had proved a success George J. came to New York City and opened a store at 84 Nassau street. Uncertain as to what to call his chain, George went to Michael and asked for suggestions. Michael turned to his desk, and after scribbling on a piece of paper handed the slip to George. On the paper Michael had written: The United Cigar Stores.

While Michael had a great deal to do with shaping the policy of the business, as George had great faith in his brother's judgment, he was not actually connected with the business more than two years.

In politics, Mr. Whelan was a staunch Republican. He was a man prominent for many years in the councils of the party in



The Late Michael W. Whelan

Syracuse. Had he wished, he might have been Mayor. Or other important offices would have been his, if he could have been persuaded to accept. He served one term as city treasurer, but never again could be be induced to occupy a public office.

Long an active member of the Grand Army of the Republic, he ever was ready to assist in any undertaking that was truly patriotic.

He leaves a wife, Mrs. Catherine Whelan; three sons, Fred D., James D. and Robert J.; one daughter, Mrs. Frank Malone; a sister, Mrs. Hugh H. Cassidy, and four brothers, John F., David, Charles A. and George J.

FILIPINO SMOKES FOR OUR SOLDIERS IN FRANCE

Residents of the Philippine Islands are mobilizing to provide smokes for Uncle Sam's soldiers in France, and the first consignment of 30 cases reached a New York dock today. The Tobacco Fund is being raised under a plan fostered by the Philippine National Bank, which has its New York agency in the Woolworth Building.

The smokes contributions comes from the growers and manufacturers in the Philippines, of whom there are many, and in funds from hundreds of persons throughout the islands. It is estimated that several hundred cases of Philippine tobacco will be on their way from Manila in the course of the next few weeks.

U. S. MINT KEPT BUSY

Producing 284,025,785 Bronze Coins in 1917—The Increasing Circulation of Pennies.

WASHINGTON, March 11.—To meet the great demand for copper cents, the United States Mint produced 284,025,785 pieces of the bronze coins last year.

Last year was the largest coinage year in the history of the mint service, according to a report of Director of the Mint Baker, a feature of the year being the coinage of smaller denominations.

The number of coins minted for domestic circulation last year was 500,725,628, valued at $35,538,903.30. The highest previous record was in 1907, when 218,505,563 pieces were struck.

The increased circulation of pennies is attributed to the operation of the revenue law provision for the payment of penny taxes with theatre admissions, telephone taxes and revenue stamps.

In certain cities trolley car rides have increased to six cents, thus demanding a large circulation of pennies.

A shortage of pennies in one Western city caused one organization to issue paper penny certificates, redeemable for paper money when a sufficient number accumulate.

Over seventeen million coins for foreign countries were minted last year.

The striking of 35,840,050 pieces of metallic money for Central America and the Philippine Islands, and the preparation of 500,000 gold and 1,101,278 silver planchets for a South American republic, Director Baker says, contributed to the making of a very active year.

MOST PLEASANT DANCE

Employes of Park & Tilford Had a Very Enjoyable Entertainment at Harlem Masonic Hall, Saturday Evening.

With Frank Tilford and John A. Badenoch acting as patrons of the entertainment, officials and employes of Park & Tilford had a most enjoyable dance, which was attended by more than 400 people, Saturday evening. The Masonic Hall, at 125th Street and Lenox Avenue, New York, was the scene of the festivities, which were made the more pleasing because they were somewhat informal.

John A. Badenoch and Mrs. Buckner led the grand march. The dancing committee included Mrs. Hardy, Miss Feitner, Mr. Le Sueur and Mr. Botjer.

The bringing together of the heads of the various departments, the salesmen, and other employes, gave Irvin Studwell, the new manager of the cigar department, an opportunity to become better acquainted with his fellow workers, as well as affording every one a chance to have a good night's fun.

Refreshments were served and all minded to practice the latest steps had a splendid opportunity so to do, until midnight. Prominent among the guests was Robert E. Lane, the Partagas representative, who, report says, "had the time of his young life."

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· ESTABLISHED · 1886 ·

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, MARCH 14, 1918.

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ALL ARE OBLIGATED

Death is the penalty imposed on a sentry guilty of sleeping on post.

No excuse suffices for a soldier who fails to do his duty.

Nor, in time of war, is an apathetic, negligent citizen exempt from blame.

The soldier is expected to die, if need be.

Our men "over there" will do all that may be demanded of them, and more.

They will do their part, nobly, towards winning the war.

If victory is retarded, or failure made possible, it will be because people here haven't proved sufficiently their loyalty and zeal.

Diluted patriotism, inefficiency, indisposition to work for the country, unwillingness to make sacrifices necessary to insure success, lack of co-ordination, inclination to let the other fellow do what has to be done, faults such as these may not approximate the criminality of treason or be so reprehensible as the acts of an out-and-out slacker, but they are things that imperil the United States in this war.

Each man, woman and child in the United States, who can do even the least thing that will aid in winning the war, is obligated to help.

Refusal to assist the nation now has but one meaning.

THE FIVE-CENTER PASSES.

And now another humble but honored institution is to go the way of all things earthly! The tobacco dealers of Philadelphia, in solemn session assembled, have warned that one more cent is to be added to the price of what was in better days the five-cent cigar, but has lately verified Shakespeare's observation as to what's in a name by smelling as sweet under the designation of six-center.

Perhaps it is not known to the average resident that Philadelphia has long been hailed by the traveling public as the last of the large cities which has clung to the five-cent cigar. This has undeniably been one of our distinctions along with others that may perhaps be considered more important, but surely not more interesting.

Who shall celebrate the glories of the five-center?—the smoke of the people. Their brands are legion and how many stand out in blessed memory, from the one that made the phrase "generously good" famous on the signboards of a nation to the more humble favorite made in the back room of a local tobacco merchant!

When they announced that one cent was to be added to the immemorial price as a war measure, there was grumbling, but it was let pass for it seemed likely to be a temporary thing. Now it is plain there is to be price revision upward instead of downward, and once seven cents is reached all hope is gone.

What is to be the solution? Since the smoking sex will not carry pennies for change there seem to be only two ways out, either the acceptance of the aristocratic ten-center or the glorification of the stogie.—*Philadelphia Press.*

MAY TAKE OVER EXPRESS COMPANIES.

Washington, March 12.—Government control probably will be extended shortly to the leading express companies, it was officially intimated today at the railroad administration. The companies that would be affected are the Adams, American, Wells-Fargo, Southern, Great Northern, Northern, Canadian and Western.

Most express companies' earnings last year were far below the record of the year before, and some, notably the Adams, recorded an actual deficit in the latter months. Government operation and compensation on the basis of the average earnings for the last three years are sought by most companies. Since the government took over the railroads representatives of the companies have conferred repeatedly with railroad administration officials, urging that the government take over their interests.

Some decision probably will be reached within ten days. Action has been delayed by discussions of the proper basis of compensation.

An application of the express companies for a 10 per cent increase in rates is pending before the Interstate Commerce Commission.

AS A SOLDIER SEES IT

"When they knew that war was inevitable, they began to cry aloud: 'How soon will it end? Will it end before we have to make any sacrifices—before we lose our profits, before we know hunger and unhappiness and pain?' That was the first reaction, and they're just beginning to get over it.

"I'll tell them when it will end—it will end when the men who trampled down Belgium and France, who murdered people like cattle, who ruined the fruit trees and burned the homes—it will end when those men feel the grip of the world at their throats. It will end when the crowd who started this war of lust and loot are in full retreat, when Willie down at Verdun is shouting to papa at Berlin: 'Come, for God's sake!' and papa up at Berlin is screaming to Willie at Verdun: 'Run, for God's sake!' It will end with the siege of the Rhine!

"That's when it will end if it's left to us fellows who are going over. We're ready to stand in ice water up to our waists, to live with the rats in a rain of German shells, to go over the top and be finished. Nobody need worry about our boys over there. But how about the bunch left over here—the crowd that wants to know how soon it will end? Are they going to queer us? Will they fall for the German tricks? Will the pacifists turn their blood to water? Only one thing can do for us—and that isn't the German army. It's our own people at home. Maybe some guy in Terre Haute will get tired putting three-cent stamps on his letters. Maybe some fellow in Cleveland will get sick of the graham bread. Maybe some fat little soul in Denver will get to worrying about his profits. And they'll come together and decide that it's no use fighting it to a finish—and where will we be?"—*E. D. Biggers in Collier's.*

On Historic Ground

After his vessel, the Tiger, was burned in 613, Adrian Block built four huts, the earli- st structures erected by white men on Man- attan Island. The stout little log cabin at he South end of the row was used as a :orehouse. The spot, where New York's rst mercantile building stood is known today s 39 Broadway. And the location has his- oric interest aside from the fact that it was ccupied by the first Dutch settlers. The ite of the pioneer emporium of Niew Ams- erdam did not lose importance when the English superseded the Dutch, nor when the olony of New York became one of the origi- al thirteen that constituted the United States. It was the President's residence nce.

George Washington lived at 39 Broadway oon after he was inaugurated as President f the United States.

Where Washington then dwelt now rises superb building being erected for the ex- lusive use of Gaston, Williams & Wigmore, nc., and subsidiary corporations. Covering umbers 35, 37 and 39, the structure extends rom Broadway through the block to Trinity 'lace. The main entrance and the offices of he Globe Line Steamship Co., owned by Gaston, Williams & Wigmore, Inc., will oc- upy the extreme right hand space from vhich the elevators and staircase will com- nunicate with the upper floors.

As described in the G. W. W. Bulletin, 'Each of the upper floors will be arranged n as large an open space as possible, with a ight shaft extending down through the mid- lle of the building to the roof of the first loor. The Broadway front will be con- structed of concrete stone—the first time this very modern form of construction has been used on lower Broadway.

"The general front will have a strong base course with two monumental columns and two monumental pilasters at either end—47 feet high in the clear from base to cap, and approxi- mately 5 feet in diameter. This will make the facade one of the most imposing and dignified among all the other buildings that exist in this section of most handsome structures."



A new structure being erected where Adrian Block built the first hut on Manhattan Island —and where once stood the house in which President Washington lived.

WAR MAY BE LONG

"We realize that this war may not be, even from now, a short war.

"I am not venturing to prophesy. I am only speaking, after all, with the same judgment which you can form when you read the news of the day. But I am convinced of this, that the way to make a short war is to prepare for a long war, and that nothing will be nearer to bringing the war to a conclusion than the knowledge of the preparations which you are actually making and which you will continue to make.

"In the end, we shall together be able to say that we have conquered for liberty and for justice."—*From the speech of Lord Reading.*

JOHN BARLEYCORN LEAVES CANADA

OTTAWA, Ont., March 11.—Canada, except for the provinces of Quebec and Ontario, will go dry April 1, and on December 31 the legal cases in Quebec and Ontario will vanish and the sale or manufacture of intoxicating liquors will be prohibited throughout the Dominion.

Under regulations issued to-night the manufacture and sale of liquor is prohibited, but in Quebec beer may be manufactured and in Ontario whiskey and native wines made until the end of the present year. The new regulations, which supplement provincial laws, also prohibit the transport of liquors into or their delivery in prohibited areas.

MANY CARS IN BAD ORDER

WASHINGTON, March 11.—While freight congestion throughout the country has been relieved to a great extent since the break in the winter weather, the situation has not cleared up in a manner entirely satisfactory to those in charge of the operation of the roads.

Interstate Commerce Commissioner McChord, in a report to Director General McAdoo to-day states that freight movement is still hampered owing to a shortage of man power and to the increasing number of "bad order" cars.

In speaking about the congestion at the Susquehanna yards of the Erie Railroad, Commissioner McChord reports "that accumulation is due to lack of material such as brake beams, lockblocks and uncoupling levers; also to the lack of sufficient car repair men."

The Director General has a committee at work upon these problems, and it is his intention just as soon as the Railroad Bill becomes a law to spend a considerable sum of money in the purchase of new equipment for the roads wherever it is found necessary.

UNCLE SAM LOANS CUBA $15,000,000

HAVANA, March 11.—The American Government, it is announced, has offered to lend the Cuban Government $15,000,000, to be used in carrying on the war against Germany. The loan will draw 5 per cent. interest and will be guaranteed by the $30,000,000 Cuban bond issue.

Last September the Republic of Cuba authorized the announcement that half of the Cuban government's $30,000,000 war bond issue, decided upon shortly before that time, had been subscribed by the United States Treasury.

PORTO RICO GOES "DRY"

SAN JUAN, Porto Rico, March 3.—Porto Rico went "dry" at midnight last night. This followed an act of Congress, which the election of last July failed to repeal. This act prohibits the importation, manufacture, sale or gift of intoxicating liquors or drugs. A local law permits the manufacture and sale of beer containing not exceeding 2½ per cent of alcohol.

The Bank of Cuba in New York

The average man doesn't even guess the magnitude of Cuba's trade. Nor does every financier remember that one Cuban bank is about to enter the hundred million dollar class.

According to official figures, trade between the United States and Cuba in 1895 amounted to $65,000,000. In 1905, it was $125,000,000; in 1910, it reached $176,000,000; in 1913, the year before the war, it totalled $187,000,000; in 1917, however, it exceeded $445,000,000, and it promises to increase again, this year.

Trade so tremendously developed, exchange of commodities of immense value, of course is associated with banking business, in proportion. In the Island Republic, the biggest financial institution is the National Bank of Cuba which on December 31, 1917, had scheduled assets, duly verified, amounting to $90,003,708.42 in U. S. currency.

Deposits in the National Bank of Cuba have been steadily augmented, since the first of the year, and, rather conservatively it may be predicted that, by the middle of June, helped by the marketing of the coming sugar crop, the assets shown by the bank will be in excess of $100,000,000.

Successor to an American trust company established in Havana soon after the Spanish American War, the National Bank of Cuba became bigger and stronger, each year. It had, and yet has, plenty of competition. But it developed constantly, because, above all else, it represented security and service. Many things, chief among them, perhaps, the prosperity of Cuba, contributed to the bank's wonderful success.

A preferred depository, it strove to be something more. It offered unexcelled banking facilities. So far as prudent banking would permit, it laid stress on its ability to serve. It was entirely up-to-date in its methods. It multiplied conveniences. It could place a customer quickly in touch with any part of the world a bank might reach. Any thing a banker reasonably might be expected to do, the National Bank of Cuba attended to, speedily, cheerfully and satisfactorily. And the solidity of the institution was attested to all who dealt with the bank.

So the National Bank of Cuba grew and grew and grew. As it became bigger and stronger, year after year, it sought to increase its usefulness.



Vice President J. T. Monahan in his private office



Interior View of the Bank of Cuba in New York

Originally, as a convenience for customers, who came to New York, the National Bank of Cuba established an agency at 1 Wall street. From the viewpoint of a depositor who happened to be in the metropolis, the New York agency of the National Bank of Cuba was shown to be very helpful. It was a trysting place for Cubans who had business in New York. It was a source of information much frequented by American manufacturers and merchants who sought advice concerning the financial standing of prospective buyers in Cuba. The agency facilitated collections, it made the transmission of money easier, it aided the bank in buying or selling foreign exchange.

In many respects the New York agency was a desirable appurtenance to the National Bank of Cuba. But because it was an appanage to a foreign institution, it could not receive deposits nor otherwise do a banking business here.

As trade developed and the financial relations of the United States and Cuba became more important and intimate, the need for a bank here that could handle Cuban business most advantageously and expeditiously was made apparent.

Organized under the laws of the State of New York, the Bank of Cuba in New York, with a capital of $100,000 and a surplus of $50,000, commenced business on May 11, 1916.

The statement of conditions of the Bank of Cuba in New York on December 31, 1917, was as follows:

RESOURCES

Bonds	$78,759.41
Cash on hand and in reserve depositaries	479,508.29
Customers liability account, acceptances	15,809.50
Loans, discount and remittances	607,769.80
Accrued interest receivable	1,321.23
	$1,183,168.23

Liabilities	
Capital	$100,000.00
Surplus	50,000.00
Undivided profits	27,065.86
Reserved for taxes	4,000.00
Acceptances	15,809.50
Accrued interest payable	1,261.41
Deposits	985,031.46
	$1,183,168.23

In fact an independent institution, in law a New York State bank surrounded by all the safeguards provided, the Bank of Cuba in New York is in a position to receive deposits, make loans, buy good commercial paper and properly transact all business such as other State banks here do. But, in addition it has unequalled arrangements for the facilitation of financial transactions between the United States and Cuba.

Through connections with the National Bank of Cuba and its 40 branches, the Bank of Cuba in New York can handle collections or transmit money with the utmost expedition. Concerning credits desirable to be granted in Cuba, the bank here has up-to-the-minute information. Nowhere else in the United States is it possible to obtain the authoritative advice that the Bank of Cuba in New York can give, pertaining to Cuban business. To American manufacturers or merchants figuring on shipping goods to any place in the Island Republic, the Bank of Cuba in New York can be of practical assistance. Also, importers of leaf tobacco and Havana cigars may derive advantage by availing themselves of the facilities afforded by the Bank of Cuba in New York.

As W. A. Merchant, president of the Bank of Cuba in New York, likewise is president of the National Bank of Cuba, naturally he is a resident of Havana and devotes most of his time to the larger institution. Long associated with the great success attained by the National Bank of Cuba, President Merchant continues his work there.

Vice-President J. T. Monahan is the active executive of the Bank of Cuba in New York. Undeniably, he is an able and dependable man. After serving his apprenticeship on Wall street, he went to Havana to be a clerk in the law office of Page & Conant, leading American attorneys in Cuba, just after the Spanish American War closed. From the law office, he was transferred to a position of trust with the Havana Gas and Electric Co. Next he was promoted to a desk in the banking house of Zaldo & Co. In a comparatively short time his services were desired by the National Bank of Cuba. Soon made manager of the branch bank at Cienfuegos, he showed such aptitude and reliability that he was brought back to Havana and placed in charge of the important Monte branch. There he made an enviable record.

When it was known that he was about to be sent to the United States to manage the New York agency, business men in the Monte district expressed much regret, and big depositors went to the head office of the bank and protested that "Monahan was such a good man they all desired to retain him permanently at the Monte branch."

Managing the New York agency of the National Bank of Cuba, at 1 Wall street for years, Monahan earned honorable distinction in the financial district. Concerning what he has done, and is doing, in building up business for the Bank of Cuba in New York, the figures speak more eloquently than words.

Just now, the Bank of Cuba in New York is obtaining many desirable new accounts, not only from local concerns but also from manufacturers and merchants in different parts of the country. And more and more, it is becoming a bank recognized and utilized by those having trade extending to Cuba and Porto Rico.

The exceptionally good service that the bank gives, is the cause. Ably assisting Vice-President Monahan, the other officers of the bank are Charles F. Plarre, cashier, and L. G. Jones and L. R. Devere, assistant cashiers.

On the board of directors of the Bank of Cuba in New York are W. A. Merchant, president of the National Bank of Cuba; J. T. Monahan, vice-president; H. M. Earle, of Hornblower, Miller, Garrison & Potter; M. H. Lewis, president of the Guantanamo & Western Railroad and president of the Santa Cecilia Sugar Co.; and Pelayo Riera, of Riera, Toro and Van Twistern.

EFFICIENT LOADING

Enabled the Pennsylvania Railroad to "Save" 73,562 Freight Cars in a Month—Increased Tonnage.

The Pennsylvania Railroad announced last week that as a result of the campaign to make freight cars do more work the use of 73,562 cars was saved on its lines east of Pittsburgh and Erie in the month of December, 1917, by more efficient loading. This is shown in reports which have just been compiled for every division.

The average load carried by each freight car on the eastern lines in December, 1917, was 37.23 tons, as compared with 31.70 tons in the corresponding month of the previous year, or an increase of five and a half tons per car.

Efforts to increase car loading on the Pennsylvania Railroad have been carried on for many years, but have been conducted in a systematic way since the early part of 1916, when this work was placed in charge of a special department under the jurisdiction of the superintendent of stations and transfers.

In 1915 the average load carried per car was less than twenty-nine tons. The increase since that time has amounted to more than eight tons per car, or approximately 30 per cent. As there are 164,000 freight cars on the Pennsylvania lines east of Pittsburgh and Erie, this increase in the average loading has been equivalent to the addition of 49,000 cars.

STATEMENT OF THE GENERAL CIGAR CO.

ASSETS

The annual report of the General Cigar Co. includes a financial statement as follows:

Capital Assets:			
Goodwill, trade-marks, patent rights, etc.			$19,326,003.00
Land, buildings, machinery, equipment and furniture and fixtures:			
At January 1, 1917		$21,371,120.86	
Deduct—Excess of depreciation over net additions		27,021.36	1,344,099.50
		$20,670,102.50	
Investments in affiliated companies		36,433.89	
			$20,706,536.39
Current Assets:			
Inventories of raw materials and manufactured products, revenue stamps, supplies and goods in transit		$10,068,890.28	
Bills receivable, less reserves		227,667.52	
Accounts receivable, less reserves		3,478,234.81	
Cash on hand, in banks and in transit		1,037,339.70	
			14,812,132.31
Deferred Charges to Operations:			
Insurance, interest and other expenses prepaid			188,291.75
			$35,706,960.45

LIABILITIES

Capital Stock:			
Preferred 7 per cent cumulative:			
Authorized and issued—50,000 shares of $100 each		$ 5,000,000.00	
Common:			
Authorized	$20,000,000.00		
Issued—181,040 shares of $100 each		18,104,000.00	
			$23,104,000.00
Special Capital Reserve:			1,000,000.00
Current Liabilities:			
Bills payable		$6,592,000.00	
Accounts payable, pay-rolls and other accruing liabilities		883,423.28	
			7,475,423.28
Insurance Reserve			46,183.24
Surplus:			
Balance at January 1, 1917		$ 3,813,492.69	
Add—Net Earnings from Operations for the year ending Dec. 31, 1917, as per annexed statement		1,342,021.24	
		$ 5,155,513.93	
Deduct—dividends on:			
Preferred stock	$ 350,000.00		
Common stock	724,160.00	1,074,160.00	
			4,081,353.93
			$35,706,960.45

STATEMENT OF EARNINGS

For the Twelve Months Ending December 31, 1917

Gross Earnings		$ 4,520,578.47
Deduct—Selling and General Administrative Expenses		2,997,416.29
		$ 1,523,162.18
Add—Miscellaneous Profits, interest received, etc.		87,198.08
		$ 1,610,360.26
Deduct—Interest on loans		268,339.02
Net Earnings		$ 1,342,021.24

"What's the Matter With the Movies"

An Inside Story Told by One Who Knows

Moving pictures have become white elephants to more than one big producer; and despite the fact that pictures are just as popular as ever, some of the well-known firms have gone into bankruptcy, quite a few are on the verge of it, while others have combined interests to prevent financial disaster. Many are groping in the dark, wondering just what the morrow will bring forth. When you query any of the big moguls in hot water what he thinks of the future, he will either tell you he does not know or he will hand you a theory that contradicts the opinion of the next authority questioned.

Every day palatial picture theatres turn away hundreds of movie fans eager to pay for the privilege of seeing stars like Mary Pickford and Douglas Fairbanks, and in the small towns, where the picture house has become an institution, fans are even more enthusiastic. Here the manager stands at the door to welcome the doctor, the lawyer, the merchant, and the tiller of the soil and his family. And he sagaciously notifies his patrons when their favorite players are booked for his house.

Now, with everybody ready to patronize pictures, it seems rather strange that the business should be so frequently associated with losing ventures. In the beginning it was a bonanza for all. Then the crowds gladly shelled out small change to see the Empire Express shoot by in a fifty-foot film. Later, when the novelty had worn off, some student of public taste conceived the idea of screening little stories. Vacant lots and roof tops were turned into studios, where some of the producers, now millionaires, cranked their own cameras.

With the introduction of stories, actors and old stage directors capable of rehashing ancient ideas were engaged to act and direct the revamps. And when the directors could no longer furnish suitable material the producers advertised in various periodicals offering five and ten dollars for story ideas, which the directors whipped into shape, thereby creating a new form of technique.

Throughout the land former butcher shops and bakeries were converted into movie shows, as the demand for pictures increased. The producers doubled their efforts and practically everything they turned out earned large profits. Quantity, not quality, was the standard, and when a picture was shelved, which was seldom, its trip to the discard resulted from irreparable mechanical defects.

The exhibitors finally tired of the slipshod methods and formed national and local organizations. Formerly the exhibitor used to accept as gospel truth every word that dropped from the publicity man's lips; but to-day he listens to the ravings of the publicity man and comes back with the following:

"I'll wait until I see how Johnson makes out with your world beater. Then if I think my people will like it, I'll book it."

"But didn't you see the trade reviews?"

"Sure! And your two-page ad. The ad. was a corker. But I'll form my own opinion about the picture."

The exhibitor takes this attitude because of the demands and criticisms of his patrons, and it is no easy task for some of the movie-makers to meet the quality requirements after having devoted years to the quantity theory. To-day a glance at a picture poster is sufficient for the sophisticated fans to decide whether they desire to see any particular picture. The fans have learned to distinguish claptrap from quality, and as the former predominates it will be seen that inferior pictures represent a loss to the makers, for poor pictures cost just as much to make, sometimes more, as good ones. Furthermore, strange to say, a picture may be artistic and popular, and still, resulting from lack of business efficiency, be a financial loss.

On the other hand, a good picture backed by proper business methods, is practically certain to return large profits, which was proved in 1911, when the Kalem Company sent a set of players to Egypt and the Holy Land to picturize in the exact locations the principal events in the life of Christ. It was the first feature picture done by any American company, and was called "From the Manger to the Cross."

Before the Sheik of a certain village would allow photographs to be taken of the tomb of Lazarus, Sidney Olcott, the director, and Alice Hollister, one of the stars, had to hobnob with the Shiek and drink about two quarts of his wretched coffee. The Mohammedans were not won over so easily. They became enraged over the idea of extolling Christianity, showed hostility at every step, and even threatened death to some of the players, forcing Olcott to appeal to the authorities for protection. As a result, a troop of Turkish soldiers roped off the streets of Jerusalem to keep the infuriated mob from massacring the players while at work.

Other feature pictures that were handled properly are: "Quo Vadis," produced by Cines of Italy, and shown here in 1913; "Cabiria," produced by the Italian poet, D'Annunzio, and presented in this country in 1914; "The Birth of a Nation," by D. W. Griffith, in 1915, and "Intolerance," by Griffith, in 1916.

These features are cogent proof of the possibilities of movies of a magnificent order. In each case, however, artistic worth and business efficiency were absolutely essential.

During the evolution of the "big" picture, numerous multiple-reel pictures were imported from Europe and found favor with the American public, emphasizing the fact to American producers that a "feature" could be a money-maker just as easily as one- and two-reelers. Then a demand arose for longer pictures, not requiring individual exploitation, with the public still clinging to the idea of seeing several pictures on one program; and as a result, a new element of manufacturers began to specialize on five-reel features.

The first concerted effort brought out the Famous Players, headed by Daniel Frohman, who, after starring Sarah Bernhardt in a foreign-made film, "Queen Elizabeth," produced the first feature made in this country, "The Prisoner of Zenda," with James K. Hackett as the star. Immediately old producers plunged into the feature waters in competition with the newcomers, while the newcomers continued to leap in and flounder about overnight. The pace grew hot. The inexperienced squandered their money in wild dreams and faded into oblivion. Those who hung on with business organizations behind them found the pace growing hotter and hotter. In most cases they had been turning out junk, but junk or gems they felt that they must have something to feature, be it a star, a play, or a book.

This wild scramble brought out stars of doubtful value. Many stage celebrities proved fiascos, owing to the camera's cruel method of exposing deficiencies that grease paint and brilliant dialogue cover up on the stage. In their mad search for "something," the producers purchased the screen rights to plays and books, simply for a name to play up, and in many instances there was not as much as a situation in book or play around which a movie plot could be built. One novel that had never sold, and possessing about as much dramatic value as a Mother Goose rhyme, brought $8,000. The manager of the company, who knew more about raising suspension bridges than he did about literature and drama, is said to be still gunning for the stenographer who recommended the purchase of the book rights.

About this time the doubtful stars and half-baked directors found their salaries boosted beyond their wildest dreams. The pay roll however, was not the only thing that worried the man who passed out the shekels. He, poor soul, did not know just what second Heezanut would demand to be supplied with two hundred expensively gowned supernumeraries for his ballroom scene, and all because Director Suchaboob of a rival company had employed a hundred extras in a similar scene at five dollars each a day. This farce of trying to outdo one another in spectacular effects grew into sheer insanity, but the directors worried not. Scenes that heretofore had been satisfactorily staged on some handsome estate near New York must now be done in Florida or Virginia—two or three scenes, mind you. And when one of these expensive features brought popularity to a director or player, each would receive tempting overtures from other companies, forcing the boss to come across with another raise in salary if he did not wish to be minus a director or star.

Owing to the ease with which capital could be raised, producers continued to flock to the field, laughing at the fact that strong business organizations controlled approximately all the picture houses. One concern of this sort (best designated as the Ephermal Company) signed up several stage stars at salaries ranging from $1,000 a week upward. Long time contracts were drawn up without any picture vehicles in sight. The Ephermal eventually made two pictures, which had to be shelved from lack of markets. The stars and directors continued to draw the fat salaries without turning a hand, until the boss and his contributing dupes refused to be bled any longer. Then the scene shifted to the courts. And the Ephermal was but one of many.

In a way, it was demonstrated that any one with money can make moving pictures. But it takes brains to make them at a profit. Overproduction caused a slashing of rental prices, and some of the pioneers began to slip, for when the total rentals equal but a fraction of the cost of production, the result is obvious. Certain producers have come to realize at last that the picture business must be conducted just the same as any other branch of commerce.

Meanwhile, new marketing plans have bobbed up. The latest is the company headed by a star. Heretofore, producers having stars have offered a "program" in conjunction with business allies. The Paramount, embracing several other releasing companies, offered two plays a week, featuring different stars. Clara Kimball Young's success at the head of her own company makes it look as if the day of the "program" exhibitor is doomed.

The veriest layman does not have to accept any one's word to feel assured that productions like "The Birth of a Nation," and the other mentioned earlier in the article are things apart. They were not intended for the regular picture houses, but for individual exploitation. Report has it that D'Annunzio spent two years in producing "Cabiria," and one has but to see the picture to believe the statement. You may marvel at the time, money, and energy expended to obtain certain spectacular scenes in the Alps, on the desert, and the sea coast, in addition to the mammoth scenes in the huge temples and battlements, but you may not know that D'Annunzio had a topnotch business concern behind him, and that the Alps, desert, and sea coast are all within a short distance of the studio in Italy, where many of the leading players in "Cabiria" were at the same time working in other pictures, thus filling in all spare time. Another advantage he had was that Italian supernumeraries work for what your

merican super would decline for luncheon oney.

The "Birth of a Nation" is another striking xample of what can be accomplished by brains nd a real director. In 1915 David Griffith felt hat the time was ripe for something out of the rdinary—something big in theme and price. n the face of much ridicule, he and J. J. Mc-arthy persisted that a Broadway show price ould be no bar to success, provided that some-hing really big could be offered. A two-ollar picture, according to their logic, would e likely to cause comment and lead many to ay: "If those fellows have the nerve to ask wo dollars for a picture and show it in a Broadway house they must have something ig." The two were right in their reasoning, or later thousands paid to see it merely out of uriosity.

The "Birth of a Nation" ran for forty-eight veeks at the Liberty Theatre, New York City, veraging $9,800 a week; and seventeen weeks n Pittsburgh, at $9,600 a week. It played to nore business during its first fourteen weeks han that of a well-known stage success did in welve years.

Thirty prints of the film were made, and very print that went on the road, whether to Philadelphia or Seattle, was accompanied by picked company, including an orchestra, an perator, and other mechanics needed to stage picture properly. Nothing was entrusted to trangers. Complete reports from every com-any were turned into headquarters.

Now, to send out thirty companies of a Broadway stage success would cost a tremend-ous sum, as the salaries of the cast would con-inue week after week, whether business hap-ened to be good or bad; but in a production ike "The Birth of a Nation," the big salaries topped once the picture was finished. It took long time to make the picture, and one can et some idea of the pains and time from the fact that Griffith spent thirty-six hours with Mae Marsh on a scene that is flashed on the screen in forty-six seconds.

Griffith originally started to produce Dixon's 'The Clansman" for the Majestic-Reliance, and later discovered that the story offered a much bigger theme than that covered by Dixon. The latter's story dealt with the Reconstruction period, whereas Griffith conceived a story por-traying the introduction of slavery, the admin-stration and assassination of Lincoln, as well as several battles of the Civil War—thus lead-ing up to the Reconstruction era. To produce and market such a gigantic picture necessitated new business arrangements. New capital and new business acumen were secured, and what they accomplished is now history.

Many of the producers of ordinary features have infinite worries. They have discovered that their directors and stars are all powerful, and they have no way of telling "what they've got" until the thing is done; and by that time fifty thousand dollars may have been squand-ered. Once in a while a good director bobs up and turns out an excellent picture at a reasonable cost, but in most cases the director finishes with what may be termed a fair picture artistically, but a financial flivver.

In the published gossip of the studios one reads much of this type of director. Frequently he is called the three-in-one, meaning author, actor and director. He writes the story, takes the lead, and personally directs the whole she-bang. If a certain situation does not logically call for his appearance he contrives to crowd into it in some manner, and hugs the camera in order to have his dinner ring register.

The fate of the three-in-one in stage annals is history, but history means nothing to the movie three-in-one. He draws a thousand a week, has lace curtains in his limousine, and wears a sport shirt on Broadway. He worries no more about squandering his employer's money in unnecessary, lavish outlays, than he does over the fact that his sport shirt belongs



CLARA KIMBALL YOUNG, WHO HAS MADE A BIG SUCCESS IN THE PICTURES

Besides being beautiful and having the ability to act, she was the first to see how advantageous it was to star at the head of her own film corporation.

at the beach or country club. He has entirely forgotten the days of the old "one-nighters," when most any kind of a shirt would do, and now he thinks that money, particularly other people's money, is made to spend. One of the prominent three-in-one directors, for instance, has to have an orchestra play while he is rehearsing a scene, as it renders his artistic temperament more acutely responsive to the work before him.

Another three-in-one charters a special train to carry several hundred "extras" to a race-track, where he uses but a third, in spite of the fact that the boss has to pay all. He puts them in a scene in the corner of a grand stand, which could have been staged just as satisfactorily in some local ball park. All he really needs is a few feet of a cheering crowd. Another of this calibre will take a company to Mississippi to produce a scene in a sawmill, and usually, after having canned his assistant for having the temerity to say, "I know where there's just the kind of a sawmill over in Jersey."

"H—l!" explodes the three-in-one. "That would never get into the papers. If the other companies don't hear about me they won't recognize my name some day when I ask 'em for a job."

And there is no rest for the boss of one of these companies, if such a thing as a real boss exists, even when the three-in-one directors are squandering money wantonly in Alabama or Buenos Ayres.

November Blossom, starred by a real director, contributes her share of trouble to the boss. Some "perfect cat" engaged by the day, may be taking up too much film to suit her, which fact she rubs under the boss's nose with a threat to quit. The leading man, too, must be fired. He is a "camera louse," and crowds her behind some "prop" every time they are in a scene. And as November Blossom, pretty and pouty, is drawing steen hundred over a thousand a week, the boss has no alternative but to can those treading on her toes.

In spite of all this rumpus and chaos, the movies, the ideal, inexpensive entertainment, are here to stay. And when the fool conditions and others are eliminated, and the industry is conducted on sane business principles, pictures will not only improve in quality, but the business will become financially sound. Eventually A, B and C will combine to oust D and E. Then A, B and C will run their affairs like other big business men. The real business manager will have his inning. And he will not emerge from the fish trade or the cotton fields of Wall Street. He will not only know pic-

(*Continued on page* 13.)



WHEN THE BOYS CAME HOME IN "65"

Manila cigars then held a firm place on the American Market. SIX and NINE cents were popular prices for smokes at the close of the Civil War, and Manilas sold for exactly the same money—size for size—as the Imported Havanas.

High Tariffs, made necessary by the public debt and the cost of war, excluded Manila cigars from the United States until Free Trade was again established with the Philippine Islands in 1910. SINCE THEN THAT TRADE HAS GROWN FROM 67,261,-545, IMPORTED IN 1915, TO 215,693,368 IN 1917.

Manila Cigars Have Come Back To Stay

Boost Manilas! *There's Money In It!*

List of importers and manufacturers on application to the

MANILA AD AGENCY, 546 West 124th Street, New York

Labor Trouble Retards Work in St. Louis

Union Makes Various Demands of Liggett & Myers Tobacco Co.—About 500 Have Been on Strike for a Week—Consumers Not Averse to Paying Six Cents for Cigars—"Bill" Bailey's Convincing Testimony—Sweney Manages Cigar Stands at the Big Station.

St. Louis, March 9.—A strike of workers employed in the three big factories of the Liggett & Myers Tobacco Co., Tower Grove and Folsom avenues, has been called for Monday morning. A resolution to call an immediate strike of these workers was decided upon at a mass meeting held at New Club Hall this afternoon. The vote of 800 present was said to be unanimous. The company employs a force of 3,500 workers, of which about half are women and girls, and all will be asked to join in the strike.

According to James Hilton, president of Local No. 140, it has a membership of 2,100. The demands include recognition of the union, an 8-hour day and wage increases of 25 to 100 per cent. for different classes of workers. Employes now earn from $1,50 to $3.50 a day. The demands were all rejected by Edward T. Noland, Jr., general manager of the company, after a conference with the grievance committee.

More than 500 workers, most twist markers, have been out for a week. Anthony McAndrew of Cincinnati, International President of the Union, will ask that a Federal mediator be sent here to effect a settlement. McAndrew has cautioned the strikers against rough tactics.

The labor unrest has spread to many lines since the motormen and conductors won their fight for recognition of their union several weeks ago. A mass meeting of union labor men and women and their sympathizers probably will be held March 17 at the Coliseum. Union leaders say the meeting will be to show the strength of the union movement, and the feeling of workers that they should receive a larger share of profits. Many lines of endeavor are at present affected by the unrest.

Of interest to the dealer who has not had the courage to advance the price of cigars is the statement of W. H. ("Bill") Bailey, who travels through Central Illinois and Iowa for the Parker-Gordon Cigar Co.'s St. Louis branch, of which I. H. Gilley is manager. Mr. Bailey has found that in towns where the price has been advanced to 6 cents, in line with the increase made by the jobbers and manufacturers, the consumer has not complained, and that the retailer is more than pleased with the results. "The consumer generally is alive to the conditions that exist," said Mr. Bailey, "and he realizes that the war tax and the increased cost of labor and tobacco and boxes is higher, and that cigars should cost more. Of course, some consumers are buying some of the 5-cent brand of cigars. A majority of the dealers are selling for 5 cents cigars that would cost them now $43 a thousand. This is very poor business."

Harry A. Sweney, one of the best known men in the retail tobacco trade of St. Louis, has been appointed manager of the cigar stands in Union Station. This concession was recently purchased by Fred Harvey from Charles S. Gilpin, who had been operating there since the station was built, twenty-five years ago. Two stands are now being operated. Mr. Sweney has been with the retail department of the Stickney-Hoelscher Cigar Co. for the last three years. He is a native of St. Louis, and began his career with the late W. A. Stickney, a pioneer cigar man. R. L. Greene will succeed Mr Sweney. He has been out of the trade for several years, but was formerly connected with Stickney's.

The work of altering the building at the southwest corner of Seventh Street and Washington Avenue, two floors of which will be occupied by the Wolff-Wilson Drug Co., is going on at a rapid pace.

An aggressive advertising campaign in the daily newspaper is now being conducted by F. D. Ware Tobacco Co., Richmond, Va., in behalf of Bare-Kats, their brand of cigarettes. The St. Louis distributors are Brinkmann-Meisel & Recker Cigar Co.

"WHAT'S THE MATTER WITH THE MOVIES?"

(*Continued from page* 11.)

tures, but will be practical in other lines. To a director who tells him that only in Maine under a certain apple tree can he get what he wants for a picture, the real manager will say, "Show me why."

When the ideal manager comes across a $1,000 director paring his nails, because no play has been provided, or others are using the studios, he will very likely remark: "Apparently we have too many directors." Or he will readjust matters so that all may earn their salaries. The inflated salaries, too, will get a big puncture. The army of three-in-ones will be hunting for purchasers for the lace-curtained limousines, while the November Blossoms devise means and ways of existing until the coming of the June roses and seashore jobs. But the picture business will be good; the public will enjoy good pictures, and this indifferent old world will roll on in the same old way.

BANK OF THE SPANISH-SPEAKING PEOPLE

BANK OF CUBA IN NEW YORK

Tel., 929-930 John **34 WALL STREET, NEW YORK**

OFFICERS:

President - - - - - - W. A. Merchant
Vice-President - - - - J. T. Monahan
Cashier - - - - - - C. F. Plarre
Asst. Cashier, L. G. Jones—Asst. Cashier, L. R. Devere

This Bank (organized under N. Y. State Laws) handles a general domestic and foreign banking business, viz: personal and business accounts and time deposits with interest, loans, discounts, letters of credit, acceptances, etc.

Through our associate bank, The National Bank of Cuba (with assets exceeding $90,000,000) and its 46 Branches in Cuba, we offer exceptional facilities to American merchants for handling collections, discounts, money transfers, etc., on all Cuban points. Send drafts to us.

YOUR CURRENT ACCOUNT IS SOLICITED

Much Depends On How You Do It

Carey was the first salesman to hit the road representing ——— cigars. While he had faith in the brand, he knew that it had not been advertised to any great extent. He expected to encounter indifference and to find a lack of interest on the part of dealers who had been in the habit of buying other brands, no better in quality, but better advertised. Carey's employer believed in advertising, but his small bank roll did not permit him to purchase much space.

"The stuff is there, 'Carey,'" his employer said on the morning he was about to leave. "Get a flying start! Try and land your first sale and it will give you confidence!"

Carey's first attempt to sell was to a dealer in a city of 25,000 inhabitants up state. On entering the store he found the proprietor behind the counter waiting on several finicky customers. The proprietor looked as though he could enjoy getting rid of a grouch, making Carey feel that it might be a poor time to tackle him for a bill of goods.

Carey looked at his watch and noted it was half past one. Possibly the proprietor had not had his luncheon, which might account for his blue looks. Accepting this as a fact, Carey decided to postpone the talk and come back later when a filled stomach might make the proprietor more inclined to talk.

"J just dropped in to have a little talk on business," Carey said, as he started for the door, "but I see you're too busy just now. I'll run in after luncheon."

Outside, Carey ran into another salesman carrying several extensively advertised brands.

"Stick him with any stuff?" asked the other man. "Or didn't you try?"

Carey shook his head in sort of a dejected way, and while so doing did some tall thinking. Here was a fellow who felt that a dealer should feel honored by a visit from him. And by sending him into the proprietor at this time might kill the sure fire fellow's business and help his own later.

"I went in there," said Carey, "but the look I got sure stopped me from taking out my samples."

"Friend," the other said, half a smile and half a sneer on his lips, "never back up from anything. Any one can sell them what they want and when they want to buy, but my long suit is making them do as I want. Watch me!"

Carey did not wait to watch, taking it for granted that the man did not have one chance in a hundred to do business.

At three Carey returned and found the proprietor in a jovial mood.

"How do you feel now?" Carey asked. "I noted you had a couple of trying customers when I was in here before."

The boss nodded. "And what was worse I had one of those know it all guys blow in here and try to tell me what I needed. What I did need was a good feed, but he didn't seem to sense it and didn't offer to buy one for me."

Two customers entering the store prevented further conversation for the time being. Within a few seconds one of the customers had picked out a cigar but did not know whether to buy it or not. Carey knew the brand and knew that it was O. K.

"If you don't mind my intruding," he said, "I think you will find a great smoke in that cigar. I have so much faith in it that I'll make you a present of five of my own brand as a guarantee. Smoke them, and if you like them Mr. Dorse will sell you others at the regular price."

The customer lighted one of Carey's cigars and after a few puffs remarked:

"Say, that's a mighty fine cigar. I'll pay you for these five."

"Nothing doing," Carey smiled. "Accept them with Mr. Dorse's compliments."

The second customer received the same treatment, and to show their appreciation they each bought a box of another brand, and suggesting that Dorse get in some of Carey's stock.

When they had gone Dorse turned to Carey.

"Say," he said, "are you selling cigars or giving them away. You haven't peeped once about a sale."

"I didn't think I had to. Your two customers seemed to be giving my stuff a good recommendation."

"Do you know," Dorse said, "it's the first time I ever sold either one of those fellows more than three cigars at a time?"

"Well, I'm glad to see you broke the ice."

"Put me down for 2,500 as a starter," said Dorse.

Later in the evening Carey ran into the other salesman.

"Say," the other salesman blurted, "that Dorse is the limit. If he was stuck in the clouds in an aeroplane you couldn't sell him enough wind to take him home."

"But I sold him a few," Carey smiled.

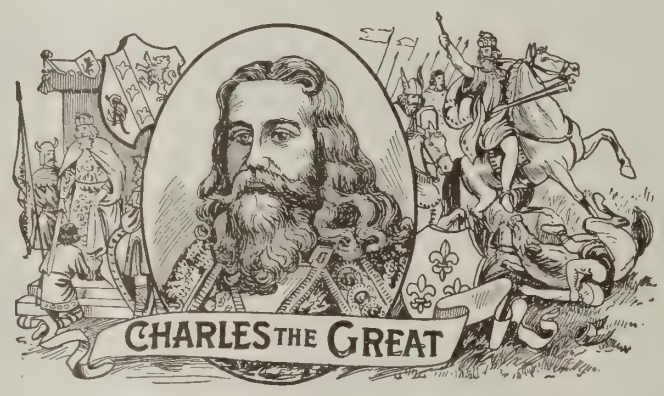
"You did? Well, you must have given them away."

"I did," Carey returned, and left the fellow in a deep study.

A small fire occurred in the cigar store of Getten & Wickham, at Omaha, Monday.

FINE HABANA CIGARS

CHARLES THE GREAT



CHARLES THE GREAT

MADE IN BOND

Excellence of Quality and Workmanship are Combined in

CHARLES THE GREAT CIGARS

A Valuable Business Asset to Every Up-to-date Cigar Dealer

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

ANNOUNCEMENT

It is with great pleasure that we are enabled to announce the purchase, by our Mr. Henry M. Duys, of

4,000 Bales of Sumatra Tobacco

consisting of the celebrated Deli Ba My marks

We also announce that

5,000 Bales of Sumatra Tobacco

including the L. P. C.'s, so favorably known to the American market, will be shipped to the United States by a steamer leaving Sumatra early in March

SUMATRA PURCHASING CORPORATION

COMPRISING

H. Duys & Co., Inc.,	E. Rosenwald & Bros.,	Cullman Bros.,	Kruse, Quanjer & Co.,
170 Water St.,	145 Water St.,	181 Front St.,	152 Water St.,
New York.	New York.	New York.	New York.

Remedio's Crop Will Exceed 350,000 Bales

It Is Predicted Now in Havana—And the Forecast of Quality Is Excellent—Continued Drought Discourages Any Hopes of a Great Yield in Vuelta Abajo—Semi Vuelta Prospects Not Much Better—Transactions on the Leaf Market—C. de Peso & Co. Ship 400,000 Packages of Picadura and 750,000 Cigars to France.

HAVANA, March 8.—The large factories are busy as heretofore, and smaller concerns are pegging away to meet the home demand. The raise in price on less preferred sizes has not affected business to any serious extent, although there may be a slight diminution in the demand for the time being.

The leaf market, during the last two weeks, has kept up its activity, the transactions chiefly concerned Vuelta Abajo factory vegas and some colas. Partido has been rather neglected, as local factories appear to have enough stocks on hand, and are able to await the arrival of the coming crop. It does not matter much now if the holders are disposed to make concessions to buyers, as intending purchasers are unwilling to stock up just at present, even at considerable concessions in price. Stocks of Remedios on the Havana market have dwindled down materially; no large deals could occur. The remnants of the 1917 growth will disappear before the new crop can reach market.

Drought in the Vuelta Abajo is unabated, and the season is now so far advanced there is no longer any hope, that even some good showers soon would improve the situation. The crop is bound to be very short of factory styles. Principal reliance must be placed upon those plantations, which by irrigation have insured a crop. Perhaps there may be a few vegas in isolated locations, which will yield fairly well. Semi Vuelta is in the same fix, although the deeper soil there preserves some humidity, the plants in that region will stand a longer drought successfully, and might be revived if it should rain soon.

Reports from Santa Clara province are extremely favorable. One reliable planter, packer and large buyer for American houses, says that the Remedios crop this year safely will amount to at least 350,000 bales, or considerably more than last year. The Oriente crop also will be very large, thanks to frequent rains. While leaf may not interest the American manufacturers at all, as it is usually used, to a large extent, by the numerous small factories for local consumption, as well as for export to Spain and other European countries, it will lessen the demand for Remedios from the above sources of competition. How the prices will rule this year, when the buying season commences in May or June, is an unsolved problem of course. Old hands at the business are naturally rather conservative. In the face of a big crop buyers will not participate in paying high prices to the vegueros, as they did last year, but as the competition, in making escogidas, may be tremendous, through the influx of a new element, consisting of the houses, which formerly confined themselves to the handling of Vuelta Abajo styles exclusively, there is no way of telling, how the ball may be rolling this year. The vegueros naturally are trying to make the best of the windfall, by asking the same figures as last year. However, the quality is pronounced to be far better than last year, and the cost of raising the plants, and completing the harvest, by paying very high wages to the laborers, must be taken into consideration by the coming buyers, as well as by the manufacturers later on. There will be also a large proportion of the light styles this year. They were absent almost entirely in 1917. And they can be used to advantage by the clear Havana cigar manufacturers in the United States, by blending them with Vuelta Abajo and Partido fillers. As Cuba has never produced two very large crops in succession, it is not likely that in 1919 we will have a repetition of a bountiful growth in the Santa Clara province.

Sales during the past fortnight totaled 8,894 bales, which were split up into: Vuelta Abajo and Semi Vuelta, 6,434; Partido, 565, and Remedios, 1,895 bales.

Buyers were: Americans 1,091, exporters to Europe 240, shippers to South America 3,820, and our manufacturers of cigars and cigarettes 3,743 bales.

Exports per S.S. *Morro Castle*, February 23, 1918, totaled 415 cases, containing 1,991,554 cigars, which were consigned to the following countries, viz.: To Great Britain, 894,525; to United States, 765,904; to Australia, 142,500; to Canada, 126,700; to Argentine, 35,750; to Gibraltar 20,550, and to St. Thomas, W. I., 5,625 cigars.

Exports of leaf tobacco, from Havana, for the week ending February 23, 1918, totaled 4,982 bales, and which were distributed to the following countries, viz.: To all ports of the United States 3,621 bales, to Canada 126 bales, and to Argentine 1,235 bales.

Among the leaf buyers, who arrived this

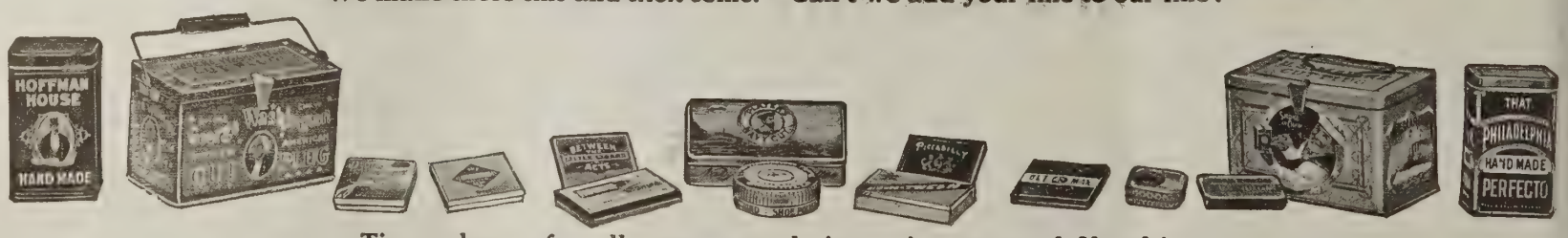
(*Continued on page* 19.)

THE TIN DECORATING CO. OF BALTIMORE

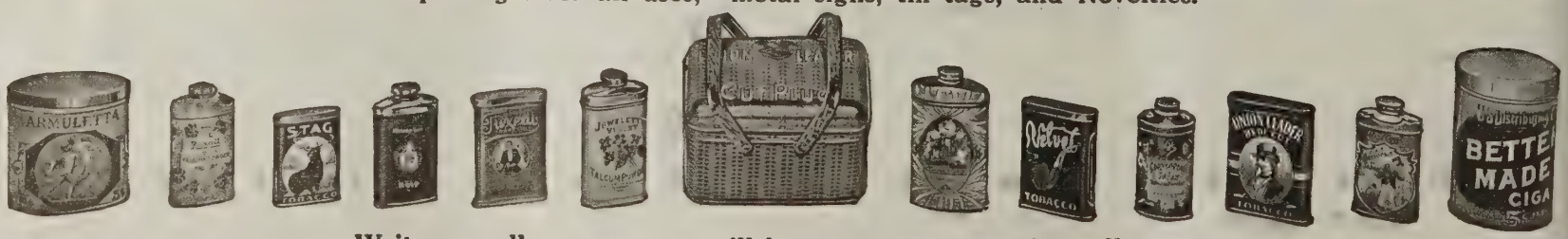
BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

A Touch of Suspicion in Philadelphia

Talk About a Trip to Atlantic City!

PHILADELPHIA, March 11.—Another o' them there rumors riz up in our midst during the latter part of last week, and when nobody took time off to scotch it the durn thing grew into abnormal proportions and started to become dangerous. Along about this writing the local newspapers are pottering around trying to find out whether this particular rumor is a gas bag or something real, so here's where we stick a coupling pin into it. The story was that the general increase in the prices of cigarettes, chewing and smoking tobacco and sich like was due to and caused by a meeting of jobbers said to have been held at Atlantic City. Of course there's no reason in the world why the jobbers of this man's town shouldn't meet at Atlantic City or Oshkosh or any place to which they can pay carfare, but by the time this rumor began developing the tale took on fancy aspects that would do credit to a Nick Carter. The meeting was given all the adjectival embellishments—nice line, that—such as "furtive" and "secret." Some of the purveyors of the yarn even went so far as to say that the jobbers got together at midnight to fix up a jump in prices.

But old In Quiry got on the job this week and soon discovered that the story, like a lot of other good yarns, was a durn fine story but unfortunately untrue. According to all the jobbers approached by In Quiry, there wasn't no such meeting, not by a darn sight. Also, the jobbers go further. Being in full possession of their normal senses and not under any pressure, they assert, declare and asseverate that they are not getting the advance which has now gone into effect at all centrally located stores with the exception of the big chains. The story had it that the jobbers got to figuring out all the money taken in by manufacturers in advances during the past year. Then, following the example of the retailer, they started to look into the costs of doing business, and found they had increased just about as much for the jobber as they had for the retailer. Of course the only answer, according to the story, was that they would have to get more money. The sad part of this yarn is that although the jobbers are getting more they are not. Which is to say that they're passing it all along. However, the idea has taken root among them and there is strong indication that if a sudden frost don't come along and spoil the little seeding it will grow into a little advance of jobbers' commissions. You never can tell in the present state of the market and general business.

At least one big cigar factory with headquarters in Philadelphia—that of Pent Brothers Co.—has decided that the nickel smoke and all the developments thereof has become too much like dynamite to fool with any longer. Result, the company has discontinued all of its widely known nickel brands and is now devoting itself altogether to the Don Digo list, selling for three for a quarter up. The only difficulty with this brand is that the manufacturers can't get enough workers to turn out the orders. That, however, is true of nearly every good seller on the market today in this district.

One result of the shortage in this part of the woods, and in all probability all over the country, has been an enormous increase in the output of Manila. Just to get a line on how the stuff was going we went around to see Daniel Leahy 8th and Sansom streets, who was two or three jumps ahead of everybody else when this product came on the American market duty free for the first time in the middle of 1910, and who has been pushing it ever since. Mr. Leahy, whose store is jammed to the roof with Manila smokes, has the thing figured out to mathematical nicety. But let him be heard:

"Domestic tobacco is expensive, and in most cases, poor," says he. "The Manila is already showing marked improvement over the first shipments to this country and even then it was better than almost any domestic leaf. This war is going to make definite changes in every line of business. Heretofore we've been able to produce an abundance of everything. But in the future, unless I am mistaken, we are going to be forced to get down to a basis of economical production, as well as consumption.

"I find that the rush is about starting. Dealers who would never handle the leaf before are now making inquiries. They find no difficulty in getting repeat sales once they induce customers to try out the smokes. I look to see enormous increases in the consumption of this product within the next year or two."

Max Gartman, who opened up a factory and retail store at the northeast corner of Seventh and Ranstead streets about eight months ago, has gone and closed it. He has left the city to take over the management of a large factory.

Duncan & Moorhead, jobbers and importers of fine cigars, find business all right except that salesmen are getting to be almost as scarce as delivered shipments.

Even the Independent Cigar Co., one of the price cutting stores in this city, is now selling Camels at 15 cents and other grades at corresponding figures. In this connection it is reported hereabouts that cigarette makers who changed the size of their packages are about to

(*Continued on page* 34.)

DECORATED METAL BOXES
FOR TRADE CANCO MARK CIGARS

A SURE WINNER
EL CAVALO
MILD HAVANA CIGAR
An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.
HERMAN BAUM
62-70 BARCLAY STREET NEW YORK

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.
CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.



A. WINTER, President M. WINTER, Sec'y and Treas.
PINZON
HAVANA CIGARS
BONDED FACTORY
M. PEREZ CO.
168 Water Street New York
Factory: Key West, Fla.
Warehouse: Industria 114, Havana, Cuba

BRANDS THAT BUILD UP BUSINESS


FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA
S. H. FURGATCH Y C A. 75th Street & Avenue A.- New York

SHADE-GROWN HAVANA

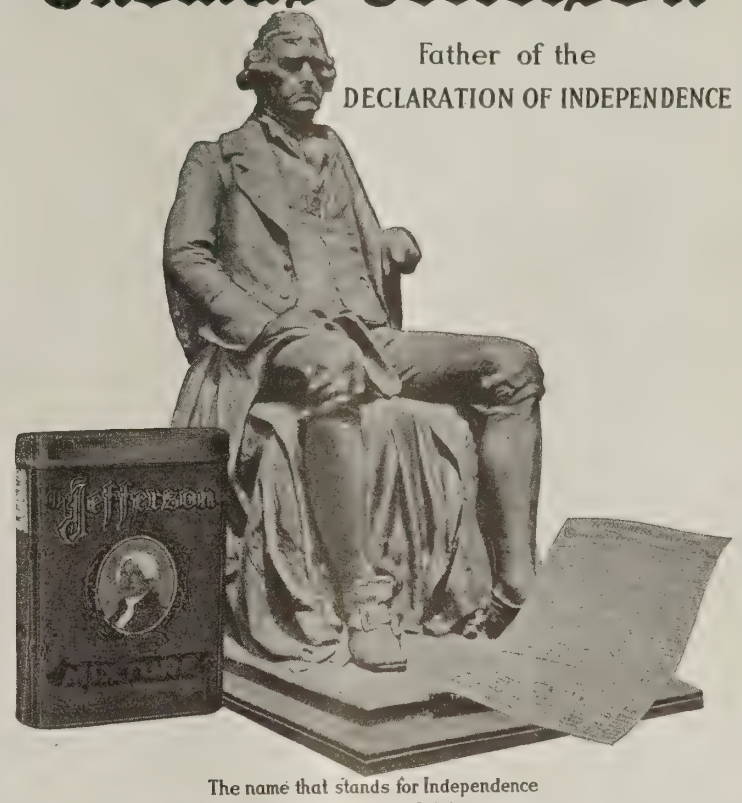


E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

Thomas Jefferson

Father of the
DECLARATION OF INDEPENDENCE



The name that stands for Independence

Jefferson Mixture

Blended to give an aromatic, cool smoke, and not to sting or bite the tongue. A blend of several different varieties of fine old Virginia, North Carolina and Kentucky, Imported Havana and genuine Louisiana Perique tobaccos. Jefferson Mixture is cut in a chop or roll cut—very convenient for filling the pipe.

Price List and Samples upon application

Cameron Tobacco Co.
Richmond, Va.

When Express Charges Absorb Profits

Tampa Cigar Manufacturers Are Placed in an Unfavorable Situation Respecting Shipments—Road Bond Issue Held in Abeyance—Flag Raising at Ship Building Plant—Compliments for Vega and Foley—Bustillo Reports Fine Business—Frank Diaz Increases Success of La Mega.

TAMPA, March 9.—The railroad embargo affecting points east of the Mississippi River, in addition to working a hardship in the matter of shipping cigars to many important points, is having a similar effect upon the manufacturers who use shadegrown wrappers and Wisconsin binders in making their mixed cigars. The express companies are used to secure these materials, but the expense thereof, of course, proves to be a profit-robber. Demands for Tampa cigars continue to grow in volume, but to the above difficulties is added that of securing enough cigarmakers to meet the demands.

The people of Tampa were disappointed this week at the failure of a committee visiting Washington to secure permission from the war securities committee to sell the bond issue of $875,000, recently authorized by public vote for the purpose of building county connecting and other roads in Hillsborough County. Some of the principal roads of the county are in deplorable condition, there is no money with which to repair them, and months doubtless will elapse before sale of the bonds is allowed.

C. S. Keen, vice-president of the American Tobacco Co., was at the Tampa Bay Hotel, from New York, this week. Mr. Keen stated that he was always delighted at the privilege of visiting Tampa, and that conditions in the industries, considering adversities that have arisen, are better than had ben anticipated.

Celstino Vega, of Celestino Vega & Co., and "Mike" Foley, of the Lozano factory, are being complimented upon the manner in which they arranged for the recent cigar manufacturers' banquet in honor of T. Ed. Bryan, chairman of the manufacturers' bureau of the board of trade, Mayor D. B. McKay and L. P. Dickie. Jamie Pendas has received many compliments because of the eloquence of the tribute he paid the gentlemen mentioned.

The Oscar Daniels Co., of New York, which will use the plant of the Tampa Shipbuilding & Engineering Co., in building ten large steel steamships for the Government, prefaced the beginning of actual work yesterday by raising three American flags over the plant. The flag-raising was accompanied by impressive ceremonies. A decision of the labor adjustment bureau of the shipping board, announced this week, gives employes of the Tampa Shipbuilding & Engineering Co., additional back wages from November amounting to more than $30,000, and an increase which means an addition of $6,000 weekly to the payroll.

Moises Bustillo, of Moises Bustillo & Co., reports that business continues to increase at the "baby" factory. The Bustillos have met with marked success since they began manufacturing high-grade cigars in Tampa years ago.

Frank Diaz, upon whose shoulders the mantle of the late Vicente Guerra fell several years ago, continues to popularize La Mega and other V. Guerra, Diaz & Co. brands. Mr. Diaz is one of the most conscientious and hard-worked manufacturers in the city.

Jerome Regensburg states that the demand for Admirations is even greater than it was at the beginning of last year, in which the Regensburgs broke all former records by a wide margin.

HAVANA NOTES

(*Continued from page* 18.)

week were Julius Klorfein, of New York; and Albert W. Kaffenburgh, of I. Kaffenburgh & Sons, and John J. Rodgers, of Breslin & Campbell, from Boston; U. A. Murdock, of Grosvenor, Nicholas & Co., Inc., the large cigar importers at New York, visited our manufacturers since last Friday, and leaves again to-day for New York, well satisfied with the attentions shown him on his maiden trip.

Romeo y Julieta raised their prices on the current low sizes of cigars, but did not alter the selling figures on the regalia vitolas.

Partagas also acted in the matter of raising prices, as this has become imperative, on account of the high cost of the raw material. Partagas is also very busy filling orders, as heretofore.

Punch is all right, as far as orders are concerned, for Great Britain and the American markets.

Hoyo de Monterrey is getting its full share business, at the present time.

Belinda is working along very steadily, upon fair orders from everywhere.

Por Larrañaga is still well supplied with British orders, way ahead.

La Corona, Henry Clay, Flor de J. S. Murias are busy, and so are Eden and Calixto Lopez, Ramon Allones, and El Rey del Mundo, C. del Peso & Co. are shipping 400,000 packages of Picadura to the Cuban Red Cross, and 750,000 cigars to the American Army in France, of their Flor de Tomas Guetierrez brand. ROSAM.

A Craning of Necks in San Francisco

Caused by Ascending prices—Raises Reported on Various Brands of Cigars and Tobacco—Name of E. Golinsky & Co. Changed to E. Goss & Co.—Important Visitors Sojourning with the Trade on the Pacific Coast—Notes of Travelers and Other News Items.

San Francisco, March 6.—Prices of cigars, cigarettes and tobacco are still showing the upward tendency. The United Stores and other chain stores have announced an advance in prices in a number of lines, including the Dixie Queen, Tuxedo, Edgemont, Prince Albert, Velvet, Bull Durham, Five Bros., Union Leader and Camels. H. Bercovich & Co. announce the advance of H. B. Porto Rico, Tanton, Fumas, El Sidelo, Apex, Tanforan, Don Urban, Sam I. Davis, Cuban Tangress, Hoffman House and Telonetes. The United have posted notices that the new prices in tobacco will take effect on March 11, and the Bercovich Co. advances in cigars will become effective on the 15th inst. Notwithstanding these advances and others that are rumored, some of the dealers are annoyed because the United Stores and some independents refuse to advance the price on some of the cigarettes which are jobbed at $14 and $14.50 and which are being sold at 15 cents. They say that lack of co-operation will lead to disunity which will react upon the whole trade if not adjusted. Goods are still slow in getting through, but the main topic of talk this week has been on the advancing prices. The wholesale price of matches has advanced, and another form of smoke, the Virginia Cheroots, is now being sold 4 in a package for 10 cents instead of 5 as formerly. How the public will take to these increases, especially in smoking tobacco, will not develop until they have been tried out for a time.

The firm name of E. Goslinsky & Co. has been changed to E. Goss & Co. Mr. Goslinsky and his brother had their names changed legally some time ago, but the business was continued under the old title. The personnel of the company remains the same as formerly.

The Pow-Ha-Tan cigar, manufactured by the Pow-Ha-Tan Gordan Cigar Co., has entered the San Francisco market and will be handled in this territory by E. Goss & Co.

William Lineaweaver, representing the Hernsheim Co., and the Pow-Ha-Tan Gordan Co., both of New Orleans, and the Patterson Bros. Tobacco Co., of Richmond, is visiting San Francisco. Besides placing the Pow-Ha-Tan cigar with E. Goss & Co., he has placed large orders with Michilitshe Bros., who are featuring the King's Court 5 cent cigar manufactured by the Hernshiem Co., and with the William Cluff Co., who are making a leader of the Life Panetela. Cluff is heavily oversold and back ordered at the present time on this line.

Avah Smith, who has a retail store at 401 Fourteenth street, Oakland, has bought out the store of Tony Courant, 1601 San Pablo, in the same city, and will run both stores.

Briggs & Son have opened up a fine stand for cigars in the Fielding Hotel in this city.

Sam Israel reports that he has received several shipments of Copenhagen snuff, and that he is now catching up with back orders. This market was practically bare of Copenhagen a short time back.

A new cigar stand candy called "Free Lunch," that is something like a cross between a cracker and chocolate candy, is being manufactured by the California Candy Co. and distributed through Sam Israel. It is made of a grahan cracker with a chocolate cream filler.

The Little William Penn has arrived in a handy package of five to sell at a quarter.

"Mollie" Hull, of the General Cigar Co., is spending a few days in Los Angeles and will return next week to continue pushing the Tom Moore on this market.

H. L. Judell & Co. have a newly decorated auto delivery wagon. It is attractively painted with the 6 cent Tom Keene on one side and 10 cent and two for a quarter Tom Moore on the other.

Harry Sklute, of the Judell Co., has just returned to San Francisco after a very good week in San Jose with the T. & O. and Tom Keene.

Mannie Cohn is now in Nevada and is headed direct for Goldfield, where he always gets good results.

Rube Ellis, vice-president of the Tobacco Products Co., has been spending a week in San Francisco with the trade.

T. Masterson, a cigar dealer from San Mateo, and A. Zaic, of Crescent City, Cal., were in the city this week visiting old friends and laying in new stocks of smokes.

A. Dahlman, the William Demuth Co. pipe representative, arrived in San Francisco recently and is doing a good business here.

Monroe Falkenstein, vice-president of S. Bachman & Co., recently returned from a trip to the East. He has made a study of the cigar situation in the east and predicts higher prices all along the line for cigars in the near future.

George Leghorn, of the Morgan Cigar Co., of Tampa, makers of the Juan de Fuca cigar, has been stopping at the Palace Hotel in this city on his way from Tampa to Tacoma. He is accompanied by Mrs. Leghorn.

Tillmann & Bendel, wholesale grocers who

(*Continued on page* 21)



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails 3 for 25c up

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR



T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK



DEALERS

There's a big demand for

FLOR DE

MELBA

The Cigar Supreme

They're quite a bit better than others.

All popular shapes.

Sell for 3 for 25c—10c straight. 2 for 25c—3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now or write us

I. Lewis Cigar Mfg. Co. Newark, N. J.

Largest independent cigar factory in the world.

"CYRO" Now Offered Under Their Own Label



Cyro is a brand made by Welcher Bros., Inc., 530 East 80th St., New York City. Welcher Bros. are well-known tobacco blenders to exclusive clubs, and now offer Cyro for the first time under their own label.

This brand is made in all popular sizes, and uniform in quality to retail for 5c., 10c., 12½c. and 15c. straight. Cyro is advertised as "The Aristocrat of Cigars" throughout the United States. It is a cigar that is made well, looks well, smokes well, and sells well.

Territory is still open to desirable Jobbers. Prices and further information may be obtained by addressing Dept. X, Welcher Bros., Inc., 530 East 80th Street, New York City. Western Branch, Rand McNally Bldg., Chicago, Illinois.

"The Cigar of the Four Wells"

LOOKS
SMOKES
TASTES
SELLS
} WELL

T. M. A. Bulletin

The T. M. A. is requested by the Post Office Department to place the following before the trade.

The necessity of expediting shipments of war material has resulted in a large reduction in the facilities available for the transportation of the mails. This, in connection with the normal increase in bulk mailings, has resulted in greatly overburdening the service during some portions of the day and delay and congestion at some points.

It appears that many business men and firms make a practice of holding almost all outgoing mail until the late afternoon or early evening hours, necessitating the handling of from 60 to 80 per cent. of all outgoing matter within a period of three or four hours.

Obviously it is of the utmost importance that letters be posted promptly to secure their dispatch on the first scheduled train, as failure to make a connection is now much more serious than in normal times and might result in a delay in delivery of 24 hours or more.

In view of this, the Post Office Department invites attention to the advisability of signing and preparing for dispatch all letters and other mail accumulating up to noon, and of mailing them at that time, and further requests that you adopt the practice of depositing your mail in the post office or street collection boxes not only earlier in the day, but as frequently as may be feasible. It would also tend to relieve congestion and facilitate the handling and dispatch of the mails if heavy mailers would make it a regular practice to have all letters and circular mail as well as catalogues, pamphlets, etc., bearing uncancelled stamps, properly faced for cancellation, with the short and long letters separated.

By complying with the above you would render considerable assistance to the Post Office Department in meeting the situation.

In order that the T. M. A. may be in a position to satisfy the Government of the wholehearted co-operation of the tobacco industry, it is desirable that members respond promptly to this bulletin, signifying their intention to comply.

SAN FRANCISCO NOTES

(*Continued from page* 20)

are big distributors of cigars, has recently had visits from three prominent members of the cigar trade. The first was Henry Erlich, of the Erlich Mfg. Co., makers of the Carabana and other brands of clear Havanas. Then came J. R. Saxman, western representative of Sanchez & Haya Co., and finally Oscar Banghart, of T. J. Dunn & Co.

Ralph Allen, who prior to joining the army, was with H. L. Judell & Co. for a couple of years, has recently been made acting sergeant at Camp Lewis.

"Redwood cigar box lumber, a new material for cigar box use, has recently been put on the market in the West," states *Barrel and Box*. "In the East this material has been thoroughly tried out for the past year and found very satisfactory, particularly as a substitute for veneered. The stock, which is of sawed lumber, is prepared in a special manner so as to produce uniform grain effect and color. Incidentally this special method of preparation eliminates almost entirely any tendency to shrink, swell or warp, and this feature will be readily appreciated by the cigar box trade. The supply of raw material is practically unlimited and the present manufacturing facilities are capable of producing upwards of a carload daily."

"Show the Real Man"

Leo M. Steele, of the Steele-Wedeles Co., of Chicago, says: "These times show the real man, spelled with a great big M. One who can look the situation squarely in the face, tighten his belt strap, take a long breath and go about his business hammer and tongs, in the face of all difficulties. The better posted a man is about general conditions, the more determined and progressive is his headway with his customers. This period and the time to come, until the note of peace be sounded, is the acid test of our manhood and womanhood. It is a case as always, of the survival of the fittest, not only among ourselves, but among the retailers likewise. It is no time for wringing our hands and blaming the other fellow, the house, the shipping facilities, cigar shortage, back orders or the scarcity of material.

"If we do, we shrivel up and die of dry rot or go to pieces, but when we individually, each and every one of us puts our shoulder to the wheel, and heave together with might and main with a determined grin and set teeth we cannot be denied. We will end up in the band wagon with that glorious banner set which spells victory. It will be a victory hallowed with tears and blood, but a victory from which a new and better order of things will arise."

Cleveland tobacconists are not agreed on the question of snuff. In the opinion of J. J. Fitzgerald, Superior Avenue, a snuff famine is near in Cleveland, as he is informed snuff users are trying at several cigar stores to get it and can't. On the other hand, M. Jaffa, Scranton road manufacturer of snuff, claims his factory can turn out two tons a month. And there you are.—*Tobacco News.*



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Welling ton advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

PATENTS RECENTLY GRANTED.

The following patents recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trademark attorney, Real Estate Trust Building, Washington, D. C., at the rate of 20c each. State number of patent and name of inventor when ordering.

1,256,555. Cigarette case. Thomas F. Hathaway, Elgin, Ill., assignor to Illinois Watch Case Co., same place.

1,256,636. Smoker's device. Thomas P. Ambrose, Cincinnati.

1,256,690. Tobacco-hanger. Albon M. Helgeson, Viroqua, Wis.

1,256,953. Cigarette-case. George F. Tiffany, New York.

1,257,319. Cigarette. Francois Courtinade, New York.

1,257,326. Tobacco-pipe. Leopold Demuth, New York.

1,257,346. Tobacco-press. Albert Hartwig, Deerfield, Wis.

1,257,728. Tobacco-stripping machine. John O. Morris, Washington, D. C., assignor to Planters' Stemming Co., Wilmington, Del.

1,257,815. Cigarette. Francois Courtinade, New York.

1,257,905. Cigarette-holder. Mervyn S. Mack, New York.

MICHIGAN IN THE TOBACCO CENSUS.

WASHINGTON, March 11.—The Bureau of the Census has just published the completed figures for the State of Michigan for the Manufactures Census of 1914. Taking up tobacco manufactures the report says:

This industry reported 626 establishments, of which 609 manufactured cigars; 8, smoking tobacco; and 9, chewing tobacco and snuff. Cigars constituted 58.7 per cent of the value of the products for the entire industry. Although there was a decrease of 103 in the number of establishments in the industry from 1909 to 1914, the average number of wage earners increased from 7,876 to $9,075, or 15.2 per cent, and the value of products, from $16,178,533 to $20,667,016, or 27.7 per cent. The industry is centered in Detroit, where more than four-fifths of the total value of the products for the state were reported in 1914.

HELD BY THE FARMERS.

The Crop Reporting Board of the Bureau of Crop Estimates makes the following estimates from reports of its correspondents and agents:

The amount of corn on farms March 1, 1918, was about 1,292,905,000 bushels or 40.9 per cent of the 1917 crop, against 782,303,000 bushels or 30.5 per cent of the 1916 crop on farms March 1, 1917, and 1,116,559,000 bushels or 37.3 per cent of the 1915 crop on farms March 1, 1916. About 21.9 per cent of the crop will be shipped out of the counties where grown, against 17.6 per cent of the 1916 crop and 18.7 per cent of the 1915 crop so shipped. The proportion of the 1917 crop which is merchantable is about 60.3 per cent (equivalent to 1,905,723,000 bushels), against 83.9 per cent (2,154,487,000 bushels) of the 1916 crop and 71.1 per cent (2,127,965,000 bushels) of the 1915 crop.

The amount of wheat on farms March 1, 1918, was about 111,272,000 bushels or 17.1 per cent of the 1917 crop, against 100,650,000 bushels or 15.8 per cent of the 1916 crop on farms March 1, 1917, and 244,448,000 bushels or 23.8 per cent of the 1915 crop on farms March 1, 1916. About 51.2 per cent of the crop will be shipped out of the counties where gr against 56.7 per cent of the 1916 cro 61.7 per cent of the 1915 crop so shi

The amount of oats on farms M 1, 1918, was about 595,195,000 bushe 37.5 per cent of the 1917 crop, ag 394,211,000 bushels or 31.5 per ce the 1916 crop on farms March 1, and 598,148,000 bushels or 38.6 per of the 1915 crop on farms March 1, About 32.0 per cent of the crop wi shipped out of the counties where gr against 28.4 per cent of the 1916 crop 30.1 per cent of the 1915 crop so shi

The amount of barley on farms M 1, 1918, was about 43,404,000 bushel 20.8 per cent of the 1917 crop, ag 33,344,000 bushels or 18.2 per cent o 1916 crop on farms March 1, 1917, 58,301,000 bushels or 25.5 per cent of 1915 crop on farms March 1, 1916. A 38.8 per cent of the crop will be shi out of the counties where grown, ag 43.5 per cent of the 1916 crop and per cent of the 1915 crop so shipped.

LABOR LAWS IN WAR'S CRUCI

"No one familiar with the tradit and the leadership of the Amer Federation of Labor will doubt trade unionism will be pushed forw by the war," declared Secretary J B. Andrews of the American Asso tion for Labor Legislation in an add on "Labor Laws in the Crucible" fore the National Institute of Sc Science, Saturday.

"Even though faced with peculiar ficulties, including the absorption of army of invading women and a of unskilled diluting mechanics, org ized labor was never in a more adv tageous position to assert its wishes to have its policies adopted."

In labor legislation prompt adop of a unified and adequate public ployment service, extension and provement of accident compensat and enactment of workmen's health surance were urged by Dr. Andrews immediate measures of labor constr tions "by which labor is to bec available and effective during the pr ress of the war, and by which la ultimately is to receive its democr reward for innumerable sacrifice b at home and abroad."

"While earnestly sifting new p posals for the after-war reconstruct period," he said, "no time should lost in putting these three well-tes measures into operation. Ours is work of construction. It is now a m ter of peculiarly vital importance to nation that this country catch up w the constructive labor legislation l since adopted in other countries."

PROCESS OF SIX-CENT EDUCATI

While in the tedious stage of process of educating the smoker pungle up an extra cent and sometim an extra two cents to buy what u to be a high-grade five cent cigar, th are two very notable tendencies sho by the recalcitrant smoker.

One of these is to call for three-f a-quarter goods of standard high-cl brands, some of which are still obta able though getting scarcer all the ti The other is to turn to Manila cig which are perhaps the most consist nickel value one can secure.

Of course, every one admits t smokers will all pay six and seven ce before long and it is interesting to wa the course of developments toward t end.—*Western Tobacconist.*

Liability Not Reduced

The Effect of Government Control of Railroads on Shipper's Rights and Railroad's Liabilities

(Copyrighted, 1918, by Elton J. Buckley.)

CINCINNATI, Ohio.

ELTON J. BUCKLEY, Esq.:

Dear Sir—There has been a great deal of discussion among the members of our associa- tion recently over the effect which the taking over of the railroads by Mr. McAdoo will have on the rights of shippers and receivers of freight. No two opinions agree on the point and we think business interests generally are greatly confused about it and would like light. In our own case, we placed an order for goods in Chicago early last month, which was acknowledged and accepted by the manufac- turer, who has shipped the goods, but they have not arrived and a tracer put out by the railroad has not found them. They were sold f.o.b. Chicago. We expect that somebody, either our- selves or the manufacturer, must bring suit to recover for these goods if they do not appear, but we are uncertain whether to sue the United States Government or what to do about it, and our lawyer does not seem to be able to tell us. He wrote to Washington to get an opinion, but it has not come as yet.

A great many other members of our associa- tion also have claims against the railroad for lost or damaged goods, or overcharge of freights, but they are afraid to go ahead for fear that the money they spend will be wasted. We have been asked to write to you in the hope that you may be able to throw light on the point. If so, please accept our thanks in ad- vance. McINTYRE & BRO.

The taking over of the railroads by the Government did not change in any degree whatever the rights of shippers or the liabilities of the roads. As a matter of fact, the Government did not in the fullest sense, take the roads over at all. It merely started in to control them. Every liability that rested on a railroad before the Government took it over, rested on it afterward, and in precisely the same way. What is the liability of a railroad? It is to carry goods committed to it, to their destination properly, safely and within a reasonable time. If they are lost, or damaged or so unreasonably delayed that loss ensues, the railroad, if it can be shown to have been negligent, is responsible. But its responsibility is always limited—just as sharply limited as the railroad can make it—by the bill of lading.

All of the above is as true to-day as it was before the Government got into the matter. Any shipper whose goods are misused or lost by a railroad company should make claim and bring suit in precisely the same way as he would have done before, and against the same people. His case is determined by the bill of lading plus the facts, and the roads are using the same bills of lading that they have always used. I talked with eminent railroad counsel a day or two ago. The roads are taking the position that their legal status is unchanged, so far as liability to shippers is concerned, and are raising no technicalities whatever. So far as I have seen there has been but one exception to this: the case of a Southern railroad which when sued by a shipper for damages raised the point that as the railroads were now a United States agency, they could only be sued in the United States Courts. It has always been possible to sue a railroad in a State Court, or even in a small court like a magistrate's, alderman's or justice's court. The court decided against the contention and ruled that shippers could sue a railroad for damages in the same court as before, the Governmental taking over not having made any difference in this respect.

This reports the situation up to date. The roads would not be surprised to get some ruling from Washington changing the situation, but I cannot see how the Government could very well change the liability of the roads to shippers. Certainly it could not do it as to cases which have already arisen, and to do it with future cases would be a revolution. I do not expect anything like that to occur.

WINSTON-SALEM BREAKS RECORDS.

Tobacco in Winston-Salem has made a great record this season, both in the warehouses and the Internal Revenue office. From the opening of sales last August up to the first of March 28,323,844 pounds of tobacco was sold on the warehouse floors for an average of a little over 32 cents a pound, putting into producers' hands the splendid total of $9,244,754.19. For the entire offerings last season—17,694,178 pounds —the farmers received $2,157,174.37, an average of a fraction over 12 cents a pound.

During February the sales amounted to 2,090,279 pounds, for an average of 31½ cents a pound, making a total of $659,187.07 paid to growers.

Tobacco stamp sales at the Internal Revenue office in Winston amounted to $3,458,932.66 in February, which sets still higher the "record" monthly sales.

Notice.

Dealers and Jobbers will add much to their prestige, profits and sales by stocking a full line of Themelis Cigarettes. The prices of our cigarettes have *not* been raised or our quality lowered.

Get in touch with us at once and ask for samples, prices and discounts on Themelis Cigarettes De Luxe, in all packings—Plain Cork and Rose tips.

Select our quality cigarette and concentrate on them, then watch the come-back from pleased customers.

Do it now.

Themelis Bros. Inc.,
333 5th Ave., N. Y. City

Keep Impurities *Out*— Keep Original Goodness *In*

DIAMOND-F PROTECTIVE PAPERS are made to protect your products from air, water, grease—anything in fact that threatens to destroy their purity.

Goods well-wrapped are already half sold. Customers appreciate careful packing. They realize that the same care that is given to their wrapping has undoubtedly been given to their manufacture. It's a big selling point.

Ask your jobber to show you the complete line of Diamond-F Protective Papers. It includes Glassine, Greaseproof (Imitation Parchment), Vegetable Parchment and Parchmoid. Some one of these different brands will probably just fill the requirements of *your* business. Many industries all over the United States are wrapping their products exclusively in Diamond-F Protective Papers.

From raw material to finished product the manufacture is under the careful supervision of paper experts. Pure spring water only is used in making Diamond-F Protective Papers.

Ask your jobber about Diamond-F Protective Papers. Or write direct to us.

Diamond-F

A Mark of Quality—
A Sign of Service

Diamond State Fibre Company

Bridgeport, Pa. (Near Philadelphia)

Spring Summons Prosperity to Chicago

And all Cigar Dealers are Keeping Busy

CHICAGO, March 8.—"Clean up Chicago; I'm on my way!" was the word Billy Sunday sent here this week. His campaign opens Sunday, March 10, and the liquor interests are in for a hard time, as the Spring election takes place April 4, when the city votes on the wet and dry question. Sunday is bound to stir up a lot of feeling against the wets.

William Rosobro, of M. Bustillo & Co.'s sales force, left for Tampa, to go over some very important deals he has on hand.

United Stores are displaying Condax signs on all their windows.

Fred Suss was here on his first visit this year. He found a lot of orders for the brands of R. Steinecke & Co., which house he has represented for many years.

Paramount signs have been painted above the windows of the Clayton Cigar Co.'s store at Jackson and Dearborn streets. Paramount is a new brand that the Clayton Co. will feature in all of its five stores.

Basil and Elias Condax, of E. A. Condax & Co., are making the rounds. The trade welcomes these old-time Chicago boys once more.

William J. Seidenberg, of Pancho, Arango & Co., came here to confer with William Waldman, of the sales force.

Another well known visitor to our city was Andy Anderson, the cigar manager of C. C. Taft Co., wholesale grocers and cigar jobbers of Des Moines.

L. Altman, of R. Gangemi & Co., did very well here. Lucella and La Diplomat brands are sold by some of the big Loop dealers.

Henry Hamann, general manager of Albert Breitung, left Monday for a business trip to New York. Mrs. Hamann will stop at the Hotel Astor.

Clark Cutler has already rounded up several fine orders for M. Bustillo & Co., which firm he connected with on March 1. "Cut" is a real hustler and he is showing the trade that he hasn't lost any of his old-time "pep."

R. J. Lytle, "Stogie Bob," is circulating around the Loop trade. He says stogies are hard to get and prices go up all the time.

"Americus" Patton came in from Minneapolis, and after spending a day here, left for the South. Patton says: "'Americus' are selling big in the Northwest." Francisco Torre & Cia have picked a winner in this brand.

Camels advanced again. Now cost the dealers $6 per thousand, and retail for 15 cents. The increased cost does not hold back the sale of Camel cigarettes.

Wengler & Mandell are displaying club quality little cigars in their window. They retail at 20 cents the package of 10.

George C. Knight shortly will put on the market a new 5-cent cigar under the title Cap and Gown. It will be made in Chicago by the Fromherz Cigar Co. and will go to the trade for $37.50.

Some new advances made during the past week were: Small packages of cigar clippings to 6 cents; 5-cent packages of Fashion, Barker, Central Union, Navy, Mascot and Eight Brothers, to 6 cents.

Walter Sloman is keeping busy in his new position boosting the Jose Vila and Glory brands of Berriman Bros.

The Pumpernickel Café, on Quincy Street, carries a big line of cigars. "Here you may find almost every popular brand."

I. R. Cohn, at 50 West Lake Street, is showing several sizes of Flor de Pindus cigars. They are made by the San Alto Cigar Co.

The Monroe Cigar Exchange, at 176 West Monroe Street, is now open. P. J. Bauer is the manager. The store will feature several brands from A. Rios & Co., local manufacturers, besides carrying a full line of call brands. Bauer will devote part of his time looking after Loop customers who handle El Talento brand.

"Economize! Buy Frat cigars by the can—5 4/10 cents that way; 25 for $1.35. Do it now!" That's the way the signs read at George C. Knight's retail store, corner of Randolph and Wabash avenues.

Six-cent cigars find it difficult to establish themselves in this market, and most all the leading dealers will shortly have on sale smaller sizes for 5 cents. The 7- and 11-cent sizes are also having a hard time getting started.

Dahlberg's drug store, 3458 North Halsted Street, was held up and touched for $50. Other druggists who had visits from bandits were J. O. McNulty, 6204 Cottage Grove; C. J. Snyder, 2459 South State Street; O. U. Sisson, 5034 Cottage Grove, and Kidder & Lewis, 1100 East 47th Street This has been a bad winter for the drug trade, so far as hold-up men were concerned.

Many Blanc & Co. have already started placing with the trade the Shrine brand of cigars. They are made in sizes ranging from 5 cents for Havana seconds, to the 3-for-50-cent Perfectos.

W. J. Clancy, a leading druggist, and a large handler of cigars at La Salle, Ill., called on the wholesale drug houses here. He says business is very good with him.

The "Robert Burns" roll of honor size sells well at 2 for 25 cents. They have a good distribution in the Loop.

At the Rookery building store of Albert Breitung, new signs of Murads, Helmars, London Life and Deities have been put up. They make a fine spring showing, being bright and attractive.

J. W. Plummer, one of the original members of the wholesale drug house of Plummer & Plummer, now Fuller-Morrison Co., died at the home of his son in Dixon, Ill., a few days ago.

Naturals, 10 in a box, are now sold for 18 cents. The package of 16 for 25 cents is displayed on the counters of most of the downtown stores.

McGinty & O'Brien, at 28 West Jackson Blvd., feature El Roi Tan and Pandora cigars. Glass signs are up on the front of this well known buffet featuring these two brands.

Ben Lesser, of the Havana Products Co., is still with us. He has been here now for twelve weeks, which is quite a stay for a cigar man. You can see him any day doing "sentry duty" on Michigan Avenue.

Ernest MacKenzie is at it once more, boosting the war recreation fund this time. Mac made a lot of dealers kick in to the cause. His order book for El Roi Tans is overflowing these days. He declares he "simply can't get enough cigars to fill the orders that are piling up."

The Irish Fellowship Club isn't going to buy any cigars or wines for its St. Patrick's Day banquet at the Hotel Sherman, on March 16. The money that would have been expended will buy smokes for the soldiers. "St. Pat and St. Patriot."

"Why pay the long price on cigars, when you can secure the best goods and lowest prices by co-operating with the Tampa-Cuba Cigar Co.?" That's the ad. which U. Geo. Fry, the Chicago distributor, puts out. His office is located at 421 West North Avenue.

Schulte's Little Fellows now sell 10 for 22 cents, and Havana Capitols have gone to 30 cents for the package of 10.

The Independent Drug Co. at its main store, 135 South State Street, has a big La Palina display. This brand is made by the Congr Cigar Co.

James Morrison, president of the wholes drug house of Fuller-Morrison Co., is in Flori on a vacation.

Fred H. Meyer has opened a drug store 811 and 813 West 12th Street. He will car a large line of smokes.

If Charles Chaplin has the exclusive right his brand of mustache, William H. White violating the law, and we are not sure that h is not doing so, anyway; for harken unto m curious ones, and keep mum. This adornme of Bill's is now out in full Spring bloom, ar is his claim of distinction that he belongs Charlie's class as far as mustaches go. Bill not a movie actor, but one of Chicago's fine cigar clerks, and has charge of the Stock E change cigar store at 40 North La Salle Stree

The Palmer House store of Best & Russe is showing Noo-Ga pleasant puffs of peace 10 for 25 cents. The New Robert Burns, lad dies' size, has proven a winner at this stor They are also packed 10 in a package and se for 25 cents.

The new Romeo-Garcia Blunts are now bein placed on the local market. They go to th trade at $37.50, and are made by Harris Schwarz Co., of New York.

Can you beat this in these days of hig prices? One of our leading department store has been selling the 6-cent size of John Ruski cigars at $2.10 a box of 50. This is less t the consumer than the retail dealer pays fo them.

The El Predomino Cigar Co. will shortl move their factory from 514 West Van Bure Street to larger quarters on Franklin Street near Randolph.

The Murad sales force has surely drumme the North Side trade. There is hardly a stor where you do not either see a Murad windo display or window strips put up. Murads ar big sellers up north.

Judge Henry Horner, of the Probate Court sent to the Desplaines Street station a 25-pound box of tobacco to be shipped to the nine members of the police force from that station who are now in France. The policemen of this station have formed a Good Fellowship Club to keep the nine comrades supplied with tobacco, and a box will be sent each week.

Thomas Murtaugh is the manager of Breitung's store, at 316 South Michigan Avenue. This store caters to the highest class trade in Chicago and Tommie knows how to handle the "swells."

The boys of the P. Lorillard Co., Chicago force, under H. A. Mackey, collected $54 for the *Daily News* tobacco fund for the "boys over there." The total contributed for this fund to date amounts to $16,341.89.

The Iroquis Club has purchased all the property, including the lease of the Mystic Athletic Club, at 26 North Dearborn Street. This clubhouse was formerly the home of the University Club, and later the Press Club. It embraces the upper six stories of the building, and the quarters will be ample for the accommodation of 2,000 members. It will be ready for use April 1.

H. L. H.

WHY THE SUIT WAS DISMISSED.

A suit brought under the Sherman law against the American Tobacco Co. for $390,000 damages by the People's Tobacco Co., alleging unfair competition, was terminated March 4, by the United States Supreme Court. Disobedience of the dissolution decree of 1911 against the "tobacco trust" was alleged, but the court held that there had been failure to obtain service in this suit and that the Supreme Court decree had been obeyed by the American Tobacco Co.



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO



"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

LORILLARD'S CLIMAX PLUG

Do you know Climax was the first brand of Plug Tobacco to be identified by a tin tag since the '80's?

The Grand Old Chew

P. LORILLARD COMPANY, Established 1760

ROCKY FORD

HAND MADE →CIGAR← DELICIOUS FLAVOR

Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c., 3c. each, and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices PITTSBURGH, PA.

MANILA COMMERCIAL CO.

15 Park Row NEW YORK

Branch Office of
MANILA COMMERCIAL CO.
Manila, P. I.

Owners of

LA YEBANA

CIGAR AND CIGARETTE FACTORY

Ask for Price List and Samples

Wisconsin Notes

EDGERTON, Wis., March 8.—A season of fogs has furnished the growers an opportunity to remove the last of their hanging tobacco during the week. As soon as stripping is completed the farmers will be able to make deliveries and count the proceeds of the crop. The deliveries have been liberal at most of the receiving points this week, but car shortage is still so acute that the movement from interior stations is greatly handicapped. There is also considerable complaint about the condition of the tobacco being delivered as more or less wet stems are found in nearly every crop. Adjustments, of course, are frequently made, though a few recent sales reported at top figures make it more difficult for packers to obtain such reductions as they think they are entitled to because of the defects mentioned. Some dealers put up with what they consider impositions rather than have an open ruction with the growers, while others release contracts as the safer method of guarding their rights.

Warehouse handling is proceeding slowly at the packing points as it is found to be slower work in grading the crop than usual because of the amount of throwouts, so the season is likely to extend into late spring.

Shipments to eastern points out of storage are again resumed in a moderate way.—*Edgerton Reporter.*

Suit for divorce and also an action for an accounting of the cigar business of her husband, Benjamin Lipschutz, was begun last week in the Common Pleas Court in Philadelphia by Mrs. Sarah Lipschutz, who recently obtained her release from the Friends' Asylum through the efforts of her son, Max Lipschutz. The grounds for the divorce are not disclosed. According to the husband, Mrs. Lipschutz was suffering from mental hallucinations and was confined in the Friends' institution. It was shown, however, at a recent hearing, that the woman was simply in a high nervous state, and within a comparatively recent time had engineered a $200,000 deal for the cigar firm, wrom which she was ousted when domestic difficulties arose.

AMERICAN CIGAR CO.'S ANNUAL REPORT.

American Cigar Co. has issued its annual report for year ended December 31, 1917. The income account for 1917 compares as follows:

	1917.	1916.	1915.	1914.
Net earn....	*$2,213,755	$1,867,285	$1,850,406	$1,508,842
Pfd. divs....	600,000	600,000	600,000	600,000
Com. divs...	600,000	600,000	600,000	600,000
Surplus ...	$1,013,755	$667,285	$650,406	$308,842
Prev. surp...	10,316,178	9,653,870	9,003,465	8,476,903
Total surp..	$11,329,933	$10,321,155	$9,653,871	$8,785,745
Adjustment...	6,000	4,977	.....	.....
P. and L. surp.	$11,323,933	$10,316,178	$9,653,871	$8,785,745

*Net earnings after deducting all expenses, etc., and Federal taxes. After $600,000 preferred dividends, there was a balance of $1,613,755 available for the $10,000,000 common stock, equal to $16.14 a share, against $12.67 a share in 1916.

At the annual meeting of the American Cigar Co. retiring directors were re-elected.

A Soldier's Letter

GENTLEMEN: Your very neat and useful package was received by me on January 10 and my appreciation cannot be shown too much by any means. It was quite a surprise to the most of the company, myself included, and it was put to use right away, for we happened to be without "smokes" at the time.

I could not think of anything better than your "Fund." It is a great move and all of the boys are behind it. We all sincerely hope the people who have already taken part will not lose interest in it now and we also hope that more of the people will wake up and realize how much good this fund is doing for our soldiers and sailors of America both abroad and at home.

Regarding my experiences, I will tell all I am able. I have spent about four months in this country already, but I can't find any interest in it, in any way. In the first place I have not seen much, because I think I would rather spend my spare time right in camp.

When we first arrived here prices were rather moderate, but lately they have taken an awful jump. No American cigarettes or tobacco could be had, with the exception of "Bull Durham" which could be bought at the Y. M. C. A. for 20 cents a sack.

Coming back to the experience part I will change it a little. We are having a very stiff training, but it all comes easy. The country is very hilly and swept by the winds mostly all the time. We are having very frequent snow storms in the last months, but a good rain carries it all away. We are receiving instructions from the hands of French officers and we have surprised them more than once. The company has taken up machine gun, and bomb-throwing, and so forth. I have been training as a bomber and I can throw bombs with the best of them now. We are in the midst of a good healthy climate now and all are feeling in the best of spirits. It is kind of cold now, but when I think of the Old New England winters I make a big allowance.

I am,

GEO. E. MAHER,
Co. L, 101st U. S. Inf., A. E. F.

A. B. Dick, manager of "Our Boys in France Tobacco Fund" is receiving piles of letters from soldiers "over there." And each communication contains thanks for smokes. To keep up the work, more money is required. Help some.

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice

TWO STANDARDS for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO. CO., Richmond, Va.

Trade News from Near and Far

D. C. Alger has purchased the Abe Fuller igar store in Belvidere, Ill. The J. F. Rapel Co., a wholesale grocery house in Manitoc, Wis., has increased its capital to $250,000.

—

The theft of $150 worth of choice tobacco as reported to the police recently by Walter aville, proprietor of a cigar stand at the enance of the Dooly building, in Salt Lake City. he showcases were forced open and the robers made a careful selection of the choicest gars.

A new high record price for the year was reached on the Louisville tobacco market Tuesday, a week ago, when a hogshead of Burley leaf, shipped by L. Mussinon, of Bourbon County, sold at the Ninth Street House for $48.50 per 100 pounds. He had 12 hogsheads in all and the average was $35.33 per 100 pounds.

—

Tobacco buyers have been out in Henry County, Tenn., for several days buying leaf in considerable quantities, the prices ranging from 11 cents per pound up to 15 cents in some exceptional cases when the crop is especially good. It is estimated that the Henry County crop when marketed will bring between one and one-half million dollars.

—

While matches have advanced more than 200 per cent. within two years, they are still being vended from machines at a penny per box. At old prices every 45 cents invested brought a profit of 99 cents. This, however, was the one article a cigar retailer sold on which he made a big profit, and now this has gone, although the small volume of business in matches cuts little figure in a store's trade.

—

Dick Vance, a prominent farmer living near Hazel, Ky., has broken all records for the greatest amount of tobacco delivered to market in one day. Saturday he hauled off a portion of his crop, which he sold to the firm of Upchurch at Murray, for $1,576.65 for the day's delivery. That is not all of his tobacco by any means, for he has still more of the weed on hand, which he has sold for a higher price.

A change has been made in the ownership of the Central Cigar store in Hartford, F. M. LeCount having bought the half interest of his partner, A. E. Breitenfelt. Mr. LeCount has been conducting the store for the past two years, and recently he and Breitenfelt bought it from the Jenkins Cigar Co. LeCount is now the sole owner. The deal was made last Saturday. LeCount has not decided on just what name the store will bear hereafter.

—

The women of the Red Cross Association at Greeneville, Tenn., have adopted the plan of visiting the tobacco warehouses for the purpose of seeking contributions for the Red Cross Society, and have been very successful. One day last week they had a sale on the floors of the warehouses of the tobacco that had been contributed, and the sales amounted to more than $1,100. The sales of the season have not yet closed, and a considerable amount may yet come in to the Red Cross.

—

Sales of tobacco at Hopkinsville, Ky., were lighter Monday than for some time, being about 125,000 pounds. Also the offerings were confined to low to medium grades. Yet the market was very active, with a stronger tone to prices than even last week's high values. The high point for the day was $18.75, and minimum $11. According to grade, prices are regarded as showing a slight advance. The sale of tobacco donated to the Red Cross Chapter last week through the "give a bundle" proposition brought $146.37.

THE MASTER MILD SMOKE

CRESSMAN'S COUNSELLOR CIGAR

ALLEN R. CRESSMAN'S SONS
Philadelphia, Pa.

New OPTIMO

BEST OF THE BEST



BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

MANILA CIGARS



La Emperatriz

A New Brand in this country but well known in the Philippines.

—

Open Territory

—

Write

HENRY OTTENBERG, Importer, 146 Front St., N. Y.

Charles Denby

THE CIGAR THAT BUILDS AND HOLDS ITS TRADE



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars.

The "CHARLES DENBY" satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH Evansville, Ind.

Makers of Good Cigars for Over 67 Years

FROM THE FIRING LINE

Personals and Trade Jottings

T. J. Mark has bought the John Swain cigar store at Sumas, Wash.

—

Frank Cave is the new manager of the Hotel Iroquois, New York City.

—

The American Cigar Co. recently purchased 643 bales of leaf in Havana.

—

Louis Daye now represents the R. J. Reynolds Tobacco Co. in Buffalo.

—

Jose Escalante purchased 300 bales of Vuelta Abajo fillers in Havana recently.

—

The Martinez Havana Co. has moved to Nos. 500-504 East 75th street, New York.

—

Red Cross tobacco donations at Lexington, Ky., amounted to $1,840.37 in two weeks.

—

Por Larranaga factory in Havana bought 800 bales of Vuelta Abajo in the latter part of February.

—

Evans & Harkins have acquired the cigar factory formerly operated by Rogers & Evans at Salinas, Cal.

—

Miss Martha Welsh, a representative of The Nightingale Cigar Co., is securing plenty of orders these days.

—

A big window next to the Eltinge Theatre on West 42d street, New York, has a pretty display of Dubonnet.

—

Several Exchange Buffets in down town New York are featuring the Mozart brand in their windows.

—

M. A. Cohen has purchased the cigar store and pool room on West Locust Street, Des Moines, Iowa.

—

John Moriarty, manager of Old King Cole Cigar Co., shipped 50,000 cigars last week, and has 150,000 coming in.

—

Herman Gilsey, a Cincinnati cigar manufacturer, has advanced the price of his five-cent brands to $43 per thousand.

—

Frank Harwood, advertising manager for The General Cigar Co., returned to the home office in New York, this week.

—

The White Star Cigar Store, at 501 North Eutaw Street, Baltimore, was destroyed by fire recently. The entire stock was lost.

—

New York State's liquor tax has decreased $2,247,852 since June 30, 1917, as compared with a corresponding period of 1916.

—

The cigar store of Charles Williams, on Main Street, Brunswick, Me., was badly damaged by a fire that occurred Sunday evening.

The Manila Commercial Co. is now in its new quarters at 15 Park Row, New York, occupying several offices on the seventeenth floor.

—

About 7,000 pounds of tobacco were burned in the fire that destroyed buildings on the farm of State Senator John Ford near Georgetown, Ky.

—

The Export Tobacco Co. will build a $30,000 storage and cooperage plant in Wilson, N. C. Bass Bros., of Richmond, Va., are the contractors.

—

A Tampa politician says, "Of course, I don't want to run myself; but I am too much of a patriot to stand idly by and see the office go begging."

—

Illness on the part of some of the clerks in the United in the Flatiron Building prevented John J. Flaherty, the manager, from making a trip to the South.

—

In February the American Sumatra Tobacco Co. disposed of over $1,000,000 worth of tobacco and the net profit in that month was not far from $500,000.

—

On March 25 the United Stores will raise the price of Sweet Caporals to six cents. And it is more than likely that other brands will be advanced in the near future.

—

The Havana Production Company has four men on the road at present. Ed. Wodeska is in Memphis, R. Falkner in Atlanta, Tom Gray in Iowa, and Ben Lesser is in Omaha.

—

T. Bohannan, E. B. Song, A. Song, Harold Bell, and A. G. Woodward have incorporated the Bohannan Tobacco Co., with a capital of $36,000, to do business in Robertson County, Tenn.

—

E. M. Freeman returned to New York Saturday night. He had been stirring up things in Pennsylvania. Sid. J. Freeman left Monday night for the same territory, to be gone about 10 days.

—

F. Bonilla is receiving on an average of five cases a week, each case containing 5,000 cigars. The recent labor trouble that occurred in his factory at Porto Rico has been satisfactorily adjusted.

—

Joseph Silver, of Syracuse, has filed a petition in bankruptcy. His liabilities are listed at $992. The assets are said to be nil. The White Cigar Co., of Utica, is named among Silver's creditors.

—

Ben H. Harmon, the Columbus hotel manager, and hotel food administrator for Ohio, has been credited by Herbert Hoover, food dictator, with devising a successful "food control menu."

Ed. Cohen, of the publicity department of The General Cigar Co., who has been out on the Pacific Coast returned to New York this week. In many places he visited, he found a big demand for the various brands of the company.

—

After being three years in the newspaper and cigar business on West Front street, opposite the Babcock building, in Plainfield, N. J., Frank M. Wagner has sold the business to Abraham Fagin, of Newark, who is now in possession.

—

J. E. Riordan has returned from the West, having been on the road for Grov. Nichols & Co. While he was in the south for a short time he found business very good, the many officers and sailors there helping to boost trade.

—

J. G. Stathis has purchased the interest of J. C. Adams in the Royal cigar store and billiard hall, Seventh Street and Fifteenth Avenue, East Moline, Ill. The two men had been in partnership running the store for some time.

—

Thos. Burney, assistant manager of the United Store at 200 Fifth avenue, is kept busy selling War Saving Stamps. J. B. Russell's books show that Burney has been getting rid of one hundred dollars' worth of stamps a month.

—

Henry Duys, of The Sumatra Purchasing Corporation, cables to New York that he is selecting the finest Sumatra on the island for this market. Cigar manufacturers can be assured of the arrival of quite a quantity during the month of June.

—

Robt. E. Lane made a flying trip last week to the South and returned a few days later. Thos. Lane is going to Philadelphia to push Partages. Lane intends to bring out a new size, called Democracy, which will sell for 20 cents, with 25 cigars in a box.

—

Jimmy Goldwater, the alert representative of the E. H. Gato Cigar Co., has been making a record for himself as an expert behind the counter, in the cigar store of Tanneholz Bros. on West 38th street. One day last week he sold a box of fifty cigars in fifty seconds.

—

Marcelino Perez has come back from Hot Springs in the best of health. Joe Perez, who was laid up with pneumonia and at one time in a critical condition, is now out of danger, and expects to be back at the office in a short time. Manny Perez, consequently, has been working as hard as two men and deserves a vacation.

—

Bravely risking her life to save Leonard Hornung, Mrs. John J. Calta proved herself a heroine in Iowa City, recently. Hornung's cigar shop was destroyed by fire, and the owner rushed into the blazing building to save his equipment. Overcome, he would have perished, but Mrs. Calta dashed in and rescued him.

—

Members of the St. Paul Cigar and Tobacco Dealers' Association will insist on a 25 per cent profit on all cigarettes sold in the future. The support of hotel and restaurant proprietors, druggists and others selling cigarettes will be

ought by the association, which insists that heretofore the cigarette business has been unprofitable.

—

Robert C. Kelly has resigned as manager of the Hotel Honing, in Cincinnati, and has entered the government service. He passed the examination required for a commission in a special unit of the quartermaster's department which has been organized to operate eating houses in France. Kelly is president of the Cincinnati Greeters.

—

The Haserot Co. of Cleveland, is featuring with excellent results the United Workman cigar made by Sidney J. Freeman & Sons of New York. Chas. Case the salesmanager, assisted by H. W. Wright and A. C. Crittenden, is placing them in respectable quantities in the district covered by the Haserot Co. The general results are more than pleasing because of the number of repeat orders.

—

Wait & Bond have seven Franklin roadsters in active service, with one covering the city, two the upper part of New York State, and six in New England. The bodies of the cars have just been given a new coat of bright yellow. Jack Heiser has been added to the staff of salesmen to cover New York City. P. M. Forristall will leave for the West shortly. The firm is now selling "Totems" through S. Monday & Son.

—

Wm. Spies, manager of the Schulte store at 23rd street and Fifth avenue, reports that last Saturday's sales were the biggest he ever had for one day. A 10 per cent. discount was allowed to all customers, and the employes received 5 per cent. of the total receipts. A sign behind the counter announces that every member of the establishment belongs to the Red Cross. Spies offers the same smile when he sells a two-cent stamp as he does when disposing of five dollars' worth of cigars.

—

Fire in the Central block on Main Street, in Ware, Mass., Monday afternoon, caused a loss of about $16,500, and gave the firemen one of the hardest fights they have had in recent years. The loss is divided, $5,000 on the building, $11,500 on the stocks of the several tenants. The fire was discovered about 4 o'clock in the office and store room of the Reilly & Packard tobacco store and bowling alleys. It spread rapidly to the two upper stories through the partitions, and broke out in several places during the next four hours.

—

Irvin Studwell, manager of Park & Tilford's cigar department, has things running in fine shape. The salesmen are out stirring up new business. Rudolph Ludwig is in Key West, D. J. Mahoney is in Philadelphia, R. Dobler has been working Detroit and will reach New York Thursday, while C. S. Staple has just finished a southern trip and is ready for more work. In New York City B. Caffrey is covering the downtown section, L. Prevost is looking after the uptown trade, including hotels and clubs, while Lang and Tobin let nothing get by them in the outlying districts. Mr. Studwell has been making a week end trip to Boston for the past few weeks.

—

The Whalen tobacco factory in Rochester, N. Y., totally destroyed by fire on February 27, will be rebuilt at once. The old Whalen building was erected more than fifty years ago by the late William Kidd, grandfather of Charles T. Chapin. Originally it had two stories. Three more floors were added in 1876. It was constructed of brick and extended back from Brown's race 185 feet. The office of the company is at 194 Mill Street, and is separate from the factory. Between the office and the factory and connected with the factory, but not with the office, is a one-story warehouse. The R. Whalen Co. took its name from the late Richard Whalen, father of Louis A. Whalen.

—

An estate estimated at more than $1,000,000 is disposed of under the will of George Arents, one of the founders of the American Tobacco Co., who died February 22 last, at 38 West Fifty-seventh Street, New York. He named his wife, Mrs. Annie Arents, as residuary legatee, and gave her the family residence, personal effects, and $200,000 in cash. George Arents, Jr., son, gets $200,000, and his daughter, Dorothy, $100,000. Mary Walter Edey, sister-in-law, and Louis Ginter Young, nephew, receive $100,000 each, and trust funds for this amount are left to Edna Young Benchley, niece, and George Arents, 3d, grandson. Joan B. Arents, Minnie E. Young, and Grace Arents, sisters, receive $50,000 trust funds, and J. S. Gillespie, secretary to the decedent, receives $5,000.

BUSINESS CARDS

CIGAR IMPORTERS
GROSVENOR NICHOLAS & CO.
14-16 South William St.
New York

G. S. NICHOLAS & SON, LTD.
43 Beaver St.
New York

CIGARS RIBBONS
WM. WICKE RIBBON CO.
Woodhaven Ave.
Glendale, New York

CIGARETTE PAPERS
PETER J. SCHWEITZER
Importer of French Papers
109-111 Broad St., New York

CIGARETTES
T. CHALKIADI & CO., INC.
Cigarettes—Haidee and Salaam
128 Water Street, New York

STRAND CIGARETTE CO.
Manufacturers "Strand" Cigarette
17 West 42d St., New York

CORK
BOUCHER CORK & MACHINE CO., INC.
All kinds of Cork
212 West 18th St., New York

HAVANA LEAF DEALERS
TOMAS BENITEZ Y LEON
15 Monte Street, Havana, Cuba
Cable "Tebenitez"

LEON Y. DELGADO
91-93 Consulado St., Havana, Cuba
Cable "Nautilus"

F. EZQUERRO, S EN C.
10 Luz Street, Havana, Cuba
Cable "Pradillo"

GONZALEZ HNO. & CA. S EN C.
39 Dragones St., Havana, Cuba
Cable "Goncelacio"

GUTIERREZ & FOYO
22 Reina Avenue, Havana, Cuba
Cable "Hermogenes"

MIGUEL GUTIERREZ E HIJO
53 Estrella St., Havana, Cuba
Cable "Cosechero"

SUAREZ HERMANOS, S EN C.
110 Rayo Street, Havana, Cuba
Cable "Ansuar"

PESO & CA.
97 Amistad Street, Havana, Cuba
Cable "Peso"

PASTOR SANCHEZ
225 Monte St., Havana, Cuba
Cable "Pastorama"

HUMIDORS
BUBECK & GUERIN
All kinds of Cigar and Cigarette Humidors
161 West 18th St., New York

IMPORTED CIGARS
RAMON "ALLONES"
Thomas F. Healy, Rep. U. S. & Canada
77 Broad St., New York

PARK & TILFORD
Imported Cigars
New York

JOBBERS
METROPOLITAN TOBACCO CO.
134 Grand St.
New York

CHAS. SCHAVRIEN
General Cigar, Cigarette and Tobacco Jobbers
204 West 20th St., New York

LITHOGRAPHERS
ADOLPH FRANKAU & CO., INC.
Cigar Labels and Bands
129 5th Avenue, New York

PASBACH-VOICE LITHO. CO. INC.
Cigar Labels and Bands
Corner 25th St. and 11th Ave., New York

LITTLE CIGARS
S. MONDAY & SONS
Manufacturers of Little Cigars
34-40 South 1st St., Brooklyn, N. Y.

MADE-IN-BOND HAVANA CIGARS
MARCELINO PEREZ & CO.
Clear Havana Cigar Exclusively
12 Duane St., New York

SIDNEY J. FREEMAN & SONS
United Workman Union Made 5c. Cigar
123 Liberty St., New York

HORACE R. KELLY & CO.
Manila Cigars
89 Wall St., New York

THE PHILIPPINE CO., LTD.
American Sales Agent
Bowring & Co., Whitehall Bldg., New York

MANILA LEAF DEALERS
B. CASTELLANO & CO.
Specialty—Manila Tobacco
123 Maiden Lane, New York

MILD HAVANA CIGARS
THE KERN MANUFACTURING CO.
Mfrs. "El Stato" and "Iago" Cigars
152 East 50th St., New York

PIPES
WM. DEMUTH & CO.
"Wellington" Pipes
230 5th Ave., New York

L. & H. STERN, INC.
Manufacturers of Pipes for Jobbing Trade
432 East 10th St., New York

PROTECTIVE PAPER WRAPPING
DIAMOND STATE FIBRE CO.
Glassine Paper Wrapping
Bridgeport, Pennsylvania

SNUFFS
GEORGE W. HELME CO.
111 Fifth Avenue
New York

WEYMAN-BRUTON CO.
1107 Broadway, New York

STEAMSHIPS
PENINSULAR & OCCIDENTAL S. S. CO.
Tampa—Key West—Havana
Jacksonville, Fla.

TIN CONTAINERS
AMERICAN CAN CO.
Tin Cans
120 Broadway, New York

NATIONAL CAN CO.
Tin Cans
Detroit, Michigan

TIN DECORATING CO. OF BALTIMORE
All kinds of Tins
Boston St. and Linwood Ave., Baltimore, Md.

BONE DRY BEVERAGE CO.
NEW YORK
Is about to put on the market a most saleable Non-alcoholic Drink.

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

All Progressive Dealers Read TOBACCO

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK



Title and design owned by The Deisel-Wemmer Co. Registered in U. S. Patent
THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



Notes and Quotes

At the annual meeting of the General Cigar Co., Samuel Sachs was elected a director.

—

The New York State Treasury has collected $1,664,225 in stock transfer taxes since July 1.

—

Remember, April 6 is the day on which the third Liberty Loan drive begins. Get ready to "dig."

—

War veterans in a Toronto audience donned gas masks when William Jennings Bryan, former pacifist, began to speak.

—

The Second War Fund Committee for Greater New York met Monday afternoon in J. P. Morgan's library, 33 East Thirty-sixth street, and completed plans for the new $100,000,000 Red Cross campaign which is scheduled for the week of May 20 to May 27.

—

Buyers in Paducah, Ky., estimate that 20,000,000 pounds of tobacco already have been sold this season by farmers in Kentucky west of the Tennessee River. The total value of the tobacco crop, which is the largest and finest ever raised in the dark district, is estimated at $100,000,000.

—

The doors of 57 New York restaurants on Tuesday bore the placard "Closed for the Day for Violation of the Regulations of the United States Food Administration." The owners of eleven others prefer to take their chances at a formal hearing. The 68 were arraigned for serving meat on Tuesday.

—

Those who wear an air of leisure in New Jersey will do so at their peril, for municipalities on the far side of the Hudson have taken up the State's anti-loafing law in a serious way. The police of Jersey City were instructed Monday by Charles F. X. O'Brien, Director of Public Safety, to arrest every one who could not prove that he had a job.

—

About $15,000 was raised Sunday night at a benefit in the Hippodrome for the Army and Navy Athletic Fund of the New York Athletic Club. The hit of the show was a smart infantry drill by the Women's Motor Corps, led by Capt. Helen Russell Bastedo. "The Star Spangled Banner" and other compositions were played by Lieut. Sousa's massed bands from battleships and naval stations near New York.

—

Referee Lee Brock has completed winding up the affairs of the Independent Snuff Co., at Nashville, which some time ago filed a petition in bankruptcy. Creditors were paid 100 cents on the dollar, and stockholders are to receive a dividend of 7 per cent. on their shares in the defunct company. This dividend will be paid in a few days. Some time ago the plant was purchased by Leslie Check for $13,000 as an investment, and is being kept open and stock disposed of to advantage. A payment 100 cents on the dollar in bankruptcy is so thing unusual in such proceedings.

—

Hugh Campbell, president of the Uni States Tobacco Co., is named as defend to the suit entered in hustings court, p 2, at Richmond, Va., by Gilbert B. Llo a minor, who sues by his father, Jo A. Lloyd. The plaintiff, employed as conductor by the Virginia Railway and Pow Co., claims that he was badly injured when automobile owned by the defendant ran int West Clay street car, the accident occurring Richmond several months ago. It is charg that the responsibility for the collision re upon the chauffeur of the automobile. Da ages in the sum of $5,000 are demanded.

—

Ohio soda-fountain men have adopted a de nite conservation plan to prevent sugar wa by reducing the number of sirup flavors carri in fountains. One chain of 16 drug stores that State, which formerly had about 25 se arate sirup flavors, adopted this idea and c the number to seven in each store, with o extra flavor permissible to meet special dema among the patrons of each neighborhood. T standard flavors are chocolate, strawber lemon, vanilla, pineapple, root beer, and a pr prietary sirup. The result has been to cut t sugar bill in half. Another part of the plan to discontinue the use of flavoring sirup in i cream and in sundaes as far as possible.

Caught in the Net

W. H. Wilson of Helena, Mont., has been made sales manager for the American Tobacco Co. in Montana, Idaho and Wyoming, succeeding J. J. Kershner who has been promoted.

—

J. J. Kershner, for the last four years sales manager for the American Tobacco Co. in Montana, Idaho and Wyoming, has been appointed to act in the same capacity in Kansas, Missouri and southern Illinois, with headquarters in Kansas City.

—

The cases against twenty cigar dealers in Waterloo, Iowa, which were pending in Justice Wm. C. Cook's court were finally disposed of last week when the last dealer holding out appeared and paid his fine. The cases in question were associated with the illegal sale of cigarettes.

—

Thomas Dennen, former city sanitary inspector, has purchased of the William P. Cole estate the well known cigar and soda fountain business at the corner of Main and South Hamilton streets, Poughkeepsie, N. Y. This is one of the best known cigar stands in town. Mr. Dennen has conducted the business for Mrs. Cole since the dcath of her husband.

—

The Thompson Brothers' Cigar Co. has leased the lower floor of the Martin building at Second and Spring streets, Little Rock, Ark., formerly occupied by the Pugh Printing Company. The wholesale department of the Thompson Bros. Cigar Co. was formerly located at 216-18 Center street. Increasing business caused the company to secure larger quarters.

—

Directors of the Weyman-Bruton Co., tobacco manufacturers and dealers, have declared a stock dividend on the common stock, of which there is $4,600,000 now outstanding. This action was in line with recent disbursements by other important tobacco concerns, who stopped paying cash dividends in order to maintain a large working capital. In connection with the Weyman-Bruton distribution it was announced that no cash disbursement on the common stock would be made this year. The stock dividend is payable October 1, to stock of record September 16. Last year the company declared regular quarterly dividends of 3 per cent on the common, with an extra of 2 per cent, making an annual cash payment of 20 per cent.

—

Paul Jones has been chosen by the New York Chapter of the Navy Auxiliary as the name for the new officers' club at No. 24 West 57th street, New York. The enterprise has been undertaken with the view of providing a headquarters for officers of the army, navy and marines of the United States and Allied countries. It has been made possible through the generosity of William T. Eno, who placed the property at the disposal of Mrs. Charles Dana Gibson, chairman of the board of managers of the club. A number of individuals and business firms have contributed toward furnishing and equipping the house with every requirement of an up-to-date club.

—

Directors of the R. J. Reynolds Tobacco Co. have declared the regular quarterly dividend of 3 per cent. and an extra dividend of 2 per cent. on the common stock, payable in scrip dated April 1, with interest from that date to maturity at 6 per cent. The action was deemed advisable, the company announced, because "the demands of the growing business made it inexpedient at this time to pay dividends on the common stock in cash." The regular preferred dividend was announced and will be paid in cash.

—

Relatively little buying has been done this season in Paducah, Ky., although Paducah is one of the most important dark tobacco markets in the world. Most of the buying has been done in Marshall, Calloway and Graves counties. Deliveries have been delayed by the unprecedented weather and the bad condition of the roads. Only a small percentage of the crop has been sold. Prices in the Paducah market have been steady and lately have shown an increase. Medium and common grades in Marshall, Calloway, Graves and adjacent counties have been bringing from $14 to $16. In Paducah prices have ranged from $12 to $13.50 around for leaf and lugs. In a few instances prices have been higher. Buyers for export trade have displayed some activity. Higher prices for tobacco for England are expected before long.

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SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

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SALESMAN, THOROUGHLY EXPERIENCED, DESIRES POSITION with progressive cigar manufacturer. Excellent business getter and can furnish good references. Address Live Wire, care Tobacco.

CIGAR FACTORY having office and humidor space to spare "Gratis" wants good jobber to take advantage of offer. Address Gratis, care Tobacco.

YOUNG MAN, thoroughly acquainted with the cigar and cigarette business, to pick out orders for wholesale house; no others need apply. Must have first class references. State age, qualifications and salary desired. Address Wholesaler, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SALESMAN, with excellent record and big following, would like to hear from first class factory. Twelve years' experience, trade references. Address Hustler, care Tobacco.

YOUNG MAN OF GOOD APPEARANCE for wholesale cigar importer to go out and solicit orders, and visit the trade. Must have experience in that line and have first class references. State age, qualifications and salary desired. Address T. E. C., care Tobacco.

YOUNG MAN, 20, knowledge of bookkeeping, also generally useful, desires position in reliable tobacco concern. Address F. C. Y., care Tobacco.

SALESMAN IS OPEN FOR ENGAGEMENT for high grade line of cigars. Acquainted with jobbing trade and high class retailers, in states east of Mississippi river. Address Aggressive, care Tobacco.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

BILL IN CONFERENCE.

WASHINGTON, March 13.—The urgent deficiency appropriation bill went to conference today with every indication pointing to early acceptance of House and Senate riders authorizing the sale of all enemy property in the United States, and government acquisition of the Hoboken piers of the North German Lloyd and Hamburg-American steamship lines.

The bill, which was passed by the Senate without a record vote, carries appropriations of $1,800,000,000, mainly for the army and navy. This total includes a Senate amendment increasing the House appropriations by $73,000,000.

Reimbursement to men and nurses in the military service for private property lost is provided in another amendment attached to the measure to expedite relief for men losing their effects in the sinking of the *Tuscania.*

THE BATTLE OVER BOOZE.

ALBANY, March 13.—In almost a hilarious mood, due to elation over the proof of sudden strength they developed in the Assembly late yesterday, the opponents of a bone dry New York are moving to the Senate battleground today.

The wet forces are preparing for still further conquests in the Senate, while the drys, ovbiously nonplussed by the heavy vote of 84 to 64 against legislative ratification of the federal prohibition amendment, are attempting to reorganize their forces to prevent further disasters on the floor of the upper house.

One such possible disaster is already broadly hinted at in the wet camp. It is a plan to have the Senate amend the Machold variant of the Hill-McNab prohibition resolution so that the test vote will occur in the general election of 1919 instead of the polls next November.

At present the question of a dry or wet New York is still before the Assembly. While the Machold amendment providing for a referendum instead of for direct ratification of the federal bill by the legislature was swept through decisively, the final draft of the Hill-McNab resolution is still to be voted upon. The wets are so confident of their power they claim this vote will be a mere formality.

The great issue of prohibition, foisted suddenly upon the legislature out of the welter of war, when the minds of the people were focused on other issues, brought into Albany at the last minute a wet campaigning army, the like of which has not been seen here in years.

SAVING TINFOIL.

A real war-time saving is that of tin foil and collapsible tin tubes in wide use for dentifrices, paints and other materials. This is saving without false economy—the regeneration of material which would otherwise be lost.

All tin foil and empty tubes should be made into a ball by the indivudual or family. It does not take long to accumulate a mass of this material of baseball size, and such a ball will often yield two pounds and upward of pure tin on melting.

It is estimated that the average family throws away at least one pound of tin annually, a national waste of 10,000 tons. In ordinary times the difficulty of gathering tin foil and like discarded material does not always justify conservation, as new tin is less expensive than the work of collecting from millions of individuals.

In war time, however, every pound of tin is urgently needed, regardless of the cost of collection, says the Emporia (Kan.) *Gazette.* Balls of tin foil gathered by the individual may be turned over to local charities for sale in bulk when sufficient has been accumulated. Tin foil saving is very effective when organized in hotels, clubs, and other places where cigars and cigarettes are sold, and where wastebaskets yield large quantities monthly.

AMERICA'S NEW CITIES.

Some idea of the vast extent of the work involved in building cantonments for the new national army is given in the following paragraph from Edward Hungerford's "The Camps of the First Half Million," in *Everybody's:*

"Sixteen new cities for America! Sixteen cities, each of the size of Easton, Pa., or Elmira, N. Y., or Kalamazoo, Mich.; each built to a definite and fairly common plan, and all completed within from 100 to 120 days. Here, then, was some slight measure of the problem:

"To measure it in still another way, consider the building of a community of wood equal in population to Cleveland or Pittsburgh or St. Louis; then the division of that great town into sixteen separate communities or cantonments—an average of one for each three states—and spread all the way across the face of the land from the commonwealth of Massachusetts to the state of Washington."

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FEDERAL RESERVE REPORTS.

WASHINGTON, March 10.—Industries nd general business are reported re-overing rapidly from winter fuel short-ges and sluggish transportation, the ederal Reserve Board's monthly sum-nary says. Business is concentrating n war objects, and the production of on-essentials is slowly decreasing.

Reports by districts as of February 23 how:

Richmond—Business and industry ac-ive, but limited by supplies and trans-portation simultaneously, much Govern-nent housing work, labor in demand, nd wages high.

Atlanta—Business good, industries ac-ive, but limited industries with the ex-eption of coal mining.

Dallas—Business good and Govern-ment construction active.

New York—Business improved, bank clearings lower than at same time last year, money rates firmer.

Philadelphia—General business condi-tions good, industries busy.

Chicago—Business good, industries ac-tive, bank clearings slightly decreased.

"FOUR-MINUTE MEN" AT WORK.

WASHINGTON, March 10.—Twenty-five thousand Four-Minute Men will start out tomorrow on a Nation-wide cam-paign to impress upon the American public their patriotic duty to file their income tax return promptly and pay their taxes. The period for filing ends April 1. Taxpayers have seventeen days, not counting Sundays, in which to com-ply with this provision of the law. The penalty for failure is a fine of not less than $20 nor more than $1,000 and an additional assessment of 50 per cent of the amount due.

The Four-Minute Men will appear in theatres, moving picture houses and at public gatherings. Special meetings will be held by chambers of commerce, boards of trade, Rotary clubs, luncheon clubs and business organizations to hear the addresses. "Don't delay" is the warn-ing that will be given by the speakers. Taxpayers will be urged to protect them-selves and aid the Government by being prompt. It will cost the Government money and trouble to hunt down the man who dodges the income tax, but the word has gone forth from headquar-ters that this will be done. The "slacker" will receive no leniency.

GOVERNMENT LOANS TO FARMERS.

Nearly twelve million dollars was loaned out to farmers of the United States by the Federal land banks dur-ing the month of January last.

On February 1 the total amount loaned out to farmers by these banks since they were established was nearly $50,000,000, the number of loans closed being 24,000. The amount applied for at that date was $260,000,000, represent-ing over 100,000 applicants.

The total loans made by the various banks were as follows:

St. Paul	$9,760,400
Spokane	8,930,075
Wichita	8,643,200
Berkeley	3,666,600
Omaha	3,210,190
Houston	3,124,412
New Orleans	3,025,255
Louisville	2,927,900
St. Louis	2,296,480
Baltimore	2,114,200
Springfield	1,614,665
Columbia	1,469,055

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"The Little Brown Box"
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PHILADELPHIA FLUTTERINGS

(*Continued from page* 18.)

switch back again, abandoning the 8 and 16 smoke sizes for the 10 and 20. One very important reason is that smokers seem to like the old standard sizes better. Such brands as Camels, Meccas, Tareyton, Chesterfield and Piedmont large are showing remarkable jumps in sales, according to the Independent company. This is confirmed by such dealers as Yahn & McDonnell.

The new United store at the northeast corner of Ninth and Walnut streets has been opened, lending a touch of new life to this ancient corner. It adjourns the Walnut street theatre, the oldest in America. Until a year ago an independent dealer ran a cigar store at this place for some years. He finally eased himself out and since then a jewelry shop has been in the place.

Vic Lopez, handling Garcia Grande, and Harry Nobel, disposing of Themalis Rose Tips, were recent visitors to the trade here. Both report continued demand all along the line, and tell the same old story about delayed shipments.

A local dealer who requested that his name be not used is authority for the statement that ladies who smoke are getting tired of cigarettes, and that almost any time now they may be expected to swing over to cigars—perhaps even to pipes. This is offered without charge as a free tip to some enterprising young manufacturer. Put out a special ladies' brand and start the ball rolling.

Showell & Fryer, importers, of 1517 Chestnut street, are making a special drive on "1517" their own nickel brand. They report exceptional success with Manila smokers retailing at 7 for 25 cents which they have been handling for some time.

Just by way of getting a few details in we rambled around to the U. S. District Court this week to see some of the papers in the bankruptcy case of J. J. Corcoran, noted in the newspapers as that of a cigar dealer. The schedules show that at the time he decided to give up the firm of A. Diaz and J. J. Corcoran Cigar Co. and be purged of his debts in the dear old courts, he had a stock of cigars and cigarettes worth exactly ten beans—yet, only $10. Creditors include A. Frank, New York, $9.50; Ventura Blanco, of this city, cigar manufacturer, $69.50, and a few people here and there who lent money to the firm. The bright spot in the whole proceeding is that this Corcoran person got into a coal dealer for $16.70, and a plumber for $1.50. Fawncy anybody getting ahead of a coal dealer.

The local association met on Tuesday night of this week for another of its justly popular bimonthly sessions, unfortunately too late for publication in this issue. A whole gob of important things are to be up for discussion, as for instance the resale price movement, on which a committee was appointed at the last meeting. As usual, there will be a buffet lunch. Traveling men who haven't heard about it may be interested to know that the association is composed of generous souls who like to have visiting members of the trade come around and watch the newest and liveliest retail organization in the country doing business. Yes, the visitors are turned loose on the aforesaid buffet lunch.

Every big hotel in the city and a lot of small saloonkeepers who have branched out for some of the easy money within the last year or two, since war babies started to grow fat, will be hit by the ruling of the local License Court this week, not yet made definite but positively indicated by statements from the bench, that dancing where liquor is being sold has got to stop. In this connection a hot fight is under way to deprive the old Continental Hotel of its license on charges that it sold to minors.

PROGRESS OF WAR SAVINGS CAMPAIGN.

The receipts of the treasury department through the sales of War Savings and Thrift Stamps through February, have equalled $75,000,000. The receipts for the month of February totalled $41,000,000, as against $37,000,000 received through the War Savir campaign in England for the same peri despite the fact that the campaign has be running there for over two years.

The receipts are coming in to the treasu department at the rate of about $2,000,00 day. In other words, the receipts in t country, after three months, are alrea running at the same rate which England h reached after two years.

The total receipts in England up to Jan ary 26, 1918, were $550,000,000. At the ra at which the campaign is running here, shall reach this total inside of the year lowed by Congress for the present campaig If the rate continues to increase as it h been increasing during the past month, the should be no difficulty in attaining the $ 000,000,000 goal set by Congress for t year's campaign.

It should be borne in mind that this mon represents the residue after two intensi Liberty Loan drives and after the consta appeals for charity which have been ma to the people of this country since the b ginning of the war. The present rate return from the sale of stamps is equal the entire daily cost of running the gover ment ten years ago. It is in excess of t highest rate of growth ever reached by t savings bank in this country. It is doub the total daily receipts of the post offi department and double the customs receip before the war. It is in excess of the tot interest payments to holders of railroa bonds and in excess of the average new ca ital expenditures for railroad developmen

If the campaign attains the goal set, will cover the entire cost of the gover ment's ship building programme for the yea Already the government is receiving fro the buyers of War Savings Stamps dail enough money to build more than 10,000 to of shipping. It has received, to date, fund for the building of 420,000 tons or 84 ship of 5,000 tons each.

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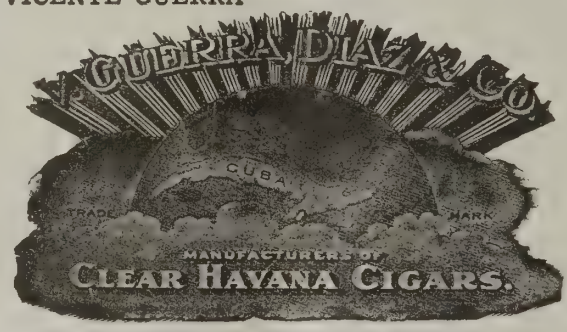


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ESTABLISHED 1886

Vol. LXV. No. 23. NEW YORK, MARCH 27, 1918. PER ANNUM, $2.00 SIX MONTHS, $1.00

STAND FOR ALL FOUR

By Ralph Barton Perry of the Vigilante.

It is now regarded in some quarters as evidence of intellectual advancement to smile condescendingly at those who declaim about patriotism, liberty, fraternity and equality. But never before have these things possessed so much substance and so much truth as to-day. Liberty as self-government, as willing submission to self-imposed law and to beneficent institutions, is more clearly than ever the only escape from the opposite calamities of license and tyranny. Fraternity, or the sense of fellowship and mutual dependence, is the only thing which can save our human relations from the meanness of obsequiousness and from the hatefulness of arrogance. Equality, the recognition of the common lot and the common humanity, the wide-open door of opportunity, remains the only gospel by which men may be saved from the bitterness of undeserved failure or the false pride of undeserved success. These are more than ever the precious things, the things worth living and dying for, things we love and call American; and patriotism is more assuredly than ever the most powerful force by which they may be kept alive and safe in the world.

Don't Fail to Make Reports

WASHINGTON, March 20.—Tax slackers who fail to file their income tax report by April 1 will be prosecuted vigorously.

Action will be taken under the war revenue act, according to Commissioner Roper.

Revenue officers in every section of the country are checking up returns with a view to beginning prosecutions against tax dodgers.

"Through its educational campaign the bureau of internal revenue has endeavored to cover the field so thoroughly that ignorance of the law cannot be consistently offered as an excuse," said Commissioner Roper.

"The man who failed to register under the selective service act was regarded by the War department as a slacker and prosecuted as such.

"The man who fails to file his income tax will be regarded as a 'money slacker,' and when discovered, as he will be, will be made to suffer full penalties of the law.

"To the credit of the nation, it may be said that I have gratifying and conclusive evidence that these income taxes will be paid by the great majority of the American people cheerfully and willingly.

"They do it as a patriotic duty.

"But the duty of the honest man does not end with the payment of his own tax. I call upon him to aid in bringing into camp the tax dodger.

"A man so niggardly as to seek to evade what his representatives in Congress have declared to be his just share of a tax imposed for the support of our arms is deserving of no consideration and will receive none."

The taxes sure will be collected.

Tobacco Trade Ready to Prove Its Patriotism

Every Subscription Possible Will Be Procured for the Third Liberty Loan—"Over the Counter" in 2,300 Cigar Stores in Greater New York—Wise Is Chairman and Dushkind Is Secretary of the Strong Committee That Represents the Oldest American Industry—Planning an Intensive Canvass

Subscriptions to the Third Liberty Loan will be taken "over the counter" in 2,300 retail cigar stores in Greater New York when the campaign to sell the new issue of war bonds starts. This arrangement has been effected as part of the plan of the Tobacco Trade Committee for the Metropolitan district to push the sale of Liberty Bonds as vigorously as possible.

The tobacco trade itself will be canvassed intensively. The committee will appoint forty teams, each in charge of a captain, and each team will be assigned to cover a district with instructions to see that subscriptions are personally solicited from every person in any way affiliated with the tobacco industry.

Shop meetings will be held in the big factories at lunch time throughout the campaign, with a view of stimulating sales of Liberty Bonds among the workers. There are about 20 large cigar and tobacco factories in Greater New York, employing about 10,000 men and women. All the large manufacturers have agreed to finance subscriptions for their employes, thus mking it possible for them to pay for the bonds on easy instalments.

Subscriptions received from the tobacco trade during the last Liberty Loan campaign were largely in excess of its quota, and members of the committee express the belief that an equally good showing will be made this time.

Edward Wise, president of the United Cigar Stores Company, is chairman of the committee, and Charles Dushkind secretary. Other members are: Frederick Hirschorn, president General Cigar Co.; Julius Lichtenstein, president American Sumatra Tobacco Co.; John Bain, Jr., The Conley Foil Co.; Joseph F. Cullman, Jr., Cullman Bros.; Joseph Ollendorf, president Tobacco Salesmen's Assn.; Arthur M. Eisig, first vice president Metropolitan Tobacco Co.; G. W. Faber, president G. W. Faber, Inc.; Vincent J. Farley, publisher *The Retail Tobacconist;* Lewis Gompers, president Independent Retail Tobacconists' Assn. of America; Alexander Herbert, vice president Phillip Morris & Co.; W. H. O'Brien, vice president American Tobacco Co.; Albert H. Hillman, publisher *Tobacco Record;* William Hollingsworth, chairman Retailers' Council, T. M. A.; George H. Hummel, vice president P. Lorillard Co.; D. Emil Klein, president E. M. Schwarz & Co.; Y. Pendas, Y. Pendas & Alvarez; Jonathan Peterson, president Weyman-Bruton Co.; George W. Rich, president Cigar Manufacturers' Board of Trade; Alfred S. Rossin, S. Rossin & Sons; D. A. Schulte, president D. A. Schulte, Inc.; C. R. Sherlock, vice president United Cigar Stores Co.; Otis Smith, president George W. Helme Co.; A. L. Sylvester, president American Cigar Co.; J. Tauss, president Bronx Retail Cigar Dealers' Assn.; Luis Toro, president Porto Rican-American Tobacco Co.; Theodore Werner, president T. J. Dunn & Co.; Benno Rosenwald, E. Rosenwald & Bros.; I. C. Rosenthal, Rosenthal Bros.; Asa Lemlein, manager E. H. Gato Cigar Co.; George L. Storm, president Tobacco Products Corporation; Julius Klorfein; L. A. Lincoln, Lincoln Bros., and J. L. Hoffman, vice president Falk Tobacco Co.

Headquarters for the committee during the campaign will be in the offices of the Tobacco Merchants' Association, 5 Beekman street.

United States Production During January 1918

Cigars (Large) Class A	No.	———	319,967,541
Cigars (Large) Class B	No.	———	324,884,439
Cigars (Large) Class C	No.	———	103,627,984
Cigars (Large) Class D	No.	———	750,557
Cigars (Large) Class E	No.	———	1,090,120
	JANUARY, 1917.		
Total		679,767,700	750,320,741
Cigars (small)	No.	79,499,080	69,439,836
Cigarettes (large)	No.	2,389,250	1,492,379
Cigarettes (small)	No.	2,417,440,928	2,447,545,488
Snuff, manufactured	Lbs.	3,451,056	2,487,367
Tobacco, chewing and smoking	Lbs.	37,327,558	30,093,497

"A BIG TOBACCO FENCE"

That's What Oscar F. Flensburg Is Called by Kansas City Policemen—Search of Store Reveals Goods Stolen from Parker-Gordon Cigar Co.

Oscar F. Flensburg, owner of a cigar and confectionery store at 17 West Missouri avenue, Kansas City, was arrested by Kansas City policemen, who say that they have suspected him for some time. Flensburg is accused of being a "tobacco fence."

When the police searched Flensburg's store, following the arrest, they found cigars and tobacco valued at $30,000. An investigation is being made to establish ownership. Flensburg says he obtained his cigars mostly from persons living in Oklahoma. However, the police declare he has bills of sale for only about 25 per cent of the goods.

The Parker-Gordon Cigar Co. has identified cigars and tobacco valued at $800 found in the store.

The police began an investigation after they had been told how a transfer wagon and team had been abandoned in the alley at the rear of the New Nelson building. About $1.500 worth of tobacco and cigars comprised the load on the wagon.

From the owner of the team it was learned the negro driver had started for the Union Station with tobacco and cigars belonging to the Kingsbaker Cigar Co. The goods were valued at $2,100.

The negro driver said that he was stopped by another negro near Seventh street and Baltimore avenue and induced to leave his team. When the driver returned, the team and wagon were gone.

A search of the Flensburg store resulted in finding two of the cases of cigars, one of which had been opened. The cases were identified as part of the $600 in goods missing from the transfer wagon. Flensburg said a negro had attempted to sell him the two cases of cigars, but he had refused to buy them.

The Parker-Gordon Cigar Co. was robbed, two months ago, and of late other stores in Kansas City have reported important thefts of cigars and tobacco.

REBATE FOR WAITT & BOND, INC.

WASHINGTON, D. C., March 18.—Announcement has been made at the Treasury Department that allowance of drawback will be made on "Blackstone" brand cigars manufactured by Waitt & Bond, Inc., of Boston, in part with the use of imported Sumatra wrapper tobacco and Habana filler tobacco.

A manufacturing record is to be kept, showing, in the case of each lot of cigars manufactured for exportation with benefit of drawback, the lot number and date of manufacture thereof, the quantity, value and identity of each kind of imported tobacco together with the quantity of domestic tobacco used, the number and weight of cigars produced, and the quantity and value of each kind of waste resulting.

The quantity of imported tobacco which may be used may be taken as a basis for liquidation, and shall not exceed the quantity used in the manufacture of the exported cigars, as shown by the extract from manufacturing records, the allowance to be reduced according to the quantity of imported tobacco which the value of the waste will replace, the waste known as "tucks" to be treated as entirely of imported Sumatra wrapper tobacco.

THE VUELTA ABAJO CROP

Because of the Persistent Drouth Will Be Less Than 25 Per Cent. of the Normal Yield—Maximillian Stern's Estimate.

In previous reports the injury done to the tobacco crop by prolonged drouth in the Vuelta Abajo region has not been overstated. On the contrary, hope, entertained until a late day, postponed an exposure of things as they actually were.

Not realizing how dry the season was, many prospective purchasers of tobacco continued to place dependence on irrigation. They knew that systems had been established, whereby certain areas might be irrigated. But when some of the streams went dry, where could be obtained the water necessary to secure a crop?

Because of the failure of streams it was impossible to irrigate fields, that had been made to yield much in other years.

So, the drouth reduced the crop in the Vuelta Abajo district to something less than 25 per cent. of the yield in normal years.

Maximillian Stern, pre-eminent among large dealers in Havana leaf, returned to New York from Cuba recently, and his estimate is that the Vuelta Abajo harvest will be not quite 25 per cent. of an average crop.

In Remedios, a higher percentage may be expected. And, in quality, at least, "Remedios will be good, this year."

DAYLIGHT SAVINGS BILL BECOMES LAW.

WASHINGTON, March 19.—President Wilson this afternoon signed the Daylight Saving bill, a measure that it is expected to conserve many millions of dollars and accelerate the preparations for war. No ceremonies of any kind attended the final act that lines the United States up with practically all the European nations in inducing mankind to utilize an hour of daylight more throughout the summer.

Under operation of the law all clocks in the country will be set forward an hour at 2 a. m. on March 31. At the end of October they will be turned back one hour.

PROHIBITION FIGHT DEFERRED.

ALBANY, March 19.—After certain Assemblymen had spent the greater part of the forenoon in denouncing the Anti-Saloon League, Assemblyman McNab, sponsor for the Hill-McNab federal prohibition amendment, agreed to postpone consideration of the Machold amendments to the measure until next week. An agreement was later reached by the Republican and Democratic leaders to indefinitely put off action.



A SCENE THAT EVOKES ADMIRATION—FILMED BY LASKY

In Los Angeles, where "moving picture actors" comprise a conspicuous part of the population, assuredly there is a demand for Admiration. The very name of the popular mild cigar made by E. Regensburg & Sons ever bespeaks what film heroes most crave. The Klingenstein Co., which distributes the Admiration and the American brand in Los Angeles, consequently is doing a great business. Artists "constantly achieving tremendous success," are not relegated to the background when the camera commences to click. Hence here appears a picture that is more than a film "feature." It is a scene depicted in a recent Jesse Lasky triumph.

The Slogan of the T. M. A. Is "Win the War"

Patriotic Work Urged Continously by President Eisenlohr

Charles J. Eisenlohr, president of the T. M. A., issues his first official letter, as follows: "Having been honored by election to the presidency of the Tobacco Merchants Association of the U. S., I have assumed the duties of that office not only with a feeling of confidence that the Association will continue to receive the whole-hearted support of the tobacco industry, but with an intense desire to utilize to the fullest extent the splendid machinery of the T. M. A. organization in aid of the prosecution of the war.

"I feel that I am expressing the views of the entire tobacco industry in stating that, urgent and imperative as it may be for our Association to deal with the many trade problems and difficulties that our industry is replete with, in times like this all selfish interests and all business advantages should be subordinated to the fealty and loyalty that we owe our country. For, engaged as we are in tihs terrible world war for liberty and democracy, we whose good fortune it is to be thousands of miles from the firing lines, should exert every effort aand apply all our energy to aid and assist in bringing closer the day when victory shall be ours.

"I therefore feel certain that in making the slogan of this Association in the present crisis of our country "The Winning of the War," the entire industry will join with us in bending every effort to an early, complete aand victorious ending of the war.

"It is for us, the non-combatants, necessary cogs, as we are in the machinery of warfare, to do our bit, so that the brave boys at the front who are so valiantly giving their all to protect and uphold the honor and integrity of this country, shall not find themselves unsupported and unbacked by the host of non-fighters at home.

"We can indeed serve our country in this crisis in many different ways. We can invest our unemployed capital in Liberty Bonds, stimulate the sale of War Savings Stamps, help the Red Cross and other movements calculated to make the boys in the trenches a little happier and more comfortable. We can and should cut out all waste and economize in the use of such commodities as may be essential to the prosecution of the war. In other words, we must all make a supreme effort to serve our country to our utmost ability.

"If we in the tobacco industry have done and shall do this, then when the dawning day of peace arrives and the dark clouds of this world cataclysm are dispelled, it cannot be said that in this, the most trying ordeal and dire period in our country's history, the tobacco industry and its constituents were found wanting.

"Our Association has an able and representative executive committee, under the guidance and advice of a board of directors, composed of men who by their achievements have attained leadership in the industry; and, needless to say, their whole-hearted support will be continued in the future as it has been ably and unselfishly extended in the past. But, in addition to this, our organization must have the co-operation, interest, enthusiasm and assistance of its individual members.

"Every branch of the tobacco industry is represented in the Tobacco Merchants Association by committees that are equipped by experience and ability to perform their duties, and I earnestly request that members report freely to the Association all matters that may properly come within its functions. It is only by so doing that the Association can render effective service to its members.

"During the period of the war, many difficult and serious problems may confront our industry, and it is incumbent upon us as an Association, and as individual members, to consider these subjects broad-mindedly in the interest of our government, and to lend our best efforts in a constructive way.

"All phases of the tobacco industry are facing unusual conditions, requiring drastic changes and readjustments. Satisfactory solution cannot be worked out over night, but I am confident that by close co-operation on the part of members, committees and executives, our problems can be successfully solved.

"To this end I pledge my constant and most sincere support.

CHARLES J. EISENLOHR,
"President."

Tobacco Companies Conserve Cash Resources

Tobacco companies, classified among the most liberal dividend payers of the industrial concerns of this country, are showing a disposition to conserve their cash. "This conservation of resources," the *Wall Street Journal* remarks, "is making itself felt in the distribution of scrip dividends, redeemable, in most instances, in two to three years. Action along these lines permits the companies to build up a larger working capital."

Increased costs of raw materials have been fully as pronounced in the tobacco industry as in any other industrial line. Leaf costs have advanced in the neighborhood of 100%, as compared with a year ago, and there is no indication of any slowing down. In fact, the opinion is entertained by leading tobacco men that the period of high costs will continue for at least a year after the cessation of hostilities.

The American Tobacco Co. was the first to start the cash conservation plan. This company, after borrowing $25,000,000, announced that for a limited period, scrip dividends would be paid. The initial disbursement in scrip is payable this month. Scrip dividends mean a conserving of $8,000,000 a year to the company, and with a steady increase in earnings, together with the issuance of a limited amount of B common stock in 1920, the company will be in a position to take care of its financing at maturity.

The P. Lorillard Co., the largest manufacturer of Turkish cigarettes in this country, will distribute a stock dividend within the next few weeks, in lieu of the usual extra cash dividend due at this time. This stock dividend will amount to 20% and it is understood that the usual cash rate of 12% will be maintained on all the common stock.

The R. J. Reynolds Tobacco Co. will also pay scrip dividends in April, instead of cash distribution. These scrip dividends will be the regular 3% and an extra of 2%. The American Tobacco Co., the Lorillard Co., and the R. J. Reynolds Co. represent three of the four large parts into which the old American Tobacco Co. was divided.

The other large part is the Liggett & Myers Tobacco Co., which has shown no disposition as yet to pay other than cash to its stockholders. This may be accounted for by the fact that a little over a year ago the company sold some preferred stock, which put its working capital in excellent shape. Incidentally the Liggett & Myers Tobacco Co. has been extremely conservative in its payments.

The Weyman Bruton Co., one of the three parts into which the old American Snuff Co. was divided, will also conserve its cash. This company has announced a scrip dividend of 20%, which will take the place of cash dividends during the next year. The regular cash rate has been unusually liberal with its distribution of "extras." It is announced that the company intends to resume cash dividends at the start of 1919.

LAW IN NEW JERSEY

Elucidated in a Suit Brought by the Metropolitan Tobacco Co.—Damages Amounting to $1,500 Were Claimed.

In the Supreme Court, in Jersey City last week, before Judge William H. Speer, was brought the suit of the Metropolitan Tobacco Co. to recover $1,500 damages from Oscar O. Lauchner, of West Hoboken, and Adolph Schlegel, of Union Hill, individually and as executors of the estate of Charles Meyer, late of Union Hill, and, in the alternative, Mary Fitzpatrick, of Union Hill.

According to the complaint, the Metropolitan Tobacco Co. ordered a bill of goods from Charles Meyer, who, before his death on January 14, 1916, did business in Union Hill under the name of Charles Meyer & Co., but these goods were not delivered and the plaintiff was compelled to purchase the same kind of goods in the open market at a price far in excess of the figure agreed upon with Meyer.

The defense was a general denial by all the defendants of having received the order, and the contention was raised that, as the plaintiff is a corporation of the State of New York and never filed a certificate in New Jersey, as required by law, and therefore they could legally do no business in the State of New Jersey, and consequently were without standing to prosecute this action in the court.

A non-suit was allowed as to Lauchner and Schlegel, while the jury found a verdict in favor of the remaining defendant, Mary Fitzpatrick.

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, MARCH 21, 1918.

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SQUELCH SUCH PESSIMISTS

"We hear a great deal today of 'morale,'" says the *Tampa Tribune.*

"It is generally recognized that if one can destroy the morale of his opponent—demoralize him—he has won the victory.

"In pithy American slang, 'Get his goat and he is yours.'

"And there seems to be quite a few of these professional 'goat-getters' abroad. And the virus they are spreading is pessimism.

"They are to be told by their crepe-hanging words and actions. They deplore the necessity that drives us poor mortals to have 'meatless,' 'wheatless' and 'porkless' days.

"Of course they 'stand behind the government.' That is the evil of it—they stand so far behind; they are merely trailers.

"They submit to these things, they subscribe to the various loans and organizations, like martyrs—which they believe they are.

"And they go about talking about this awful war and how it entails 'giving until it pinches.'

"God save us from these pessimists! Preserve us from these crepe-hangers!

"Why, we don't know what sacrifice means, compared with our associates in this war. Some of us have not yet arrived at the point where we can enjoy to the full the sensation of giving.

"It is time for us to lay aside the sackcloth and ashes and kick pessimism outdoors.

"We have boys at the front and others ready and training to go. We have got to back them up, be optimistic, make them feel that behind them is the most powerful, the richest, the finest nation in the world.

"The spirit at home is the spirit at the front.

"'Morale' here means 'morale'—and victory over there."

THE GREAT DUTY.

As we go about our daily tasks in peace and safety men are dying every minute on the battlefields of Europe to save civilization. Our own gallant soldiers are shedding their blood in France and our sailors engulfed in the waters of the Atlantic as they go in defense of America's rights and honor.

Upon our performance of the work committed to us depend the lives of thousands of men and women, the fate of many nations, the preservation of civilization and humanity itself; and the more efficient and prompt we people of America are in doing our part, the more quickly will this war come to an end and the greater the number of our soldiers and sailors who will be saved from death and suffering and the greater number of the people of other nations released from bondage and saved from death.

To work, to save, to economize, to give financial support to the Government is a duty of the Nation and to the world and it is especially a duty to our fighting men who on land and sea are offering their lives for their country and their countrymen.

ANTI-LOAFING LEGISLATION.

New York State follows New Jersey in the introduction of anti-loafing legislation that is designed to utilize the full man power of the State and at the same time rid the community of a worthless element in its composition.

The bill provides that all able bodied men, between the ages of 18 and 50, be employed at some useful occupation. The jobless must register at the agencies of the State Industrial Commission, and power is vested in sheriffs and police officers to arrest unemployed men not so registered.

It is not clear just how the law would work out in actual operation. A wide difference of opinion is bound to ensue on what may be a "useful occupation." Furthermore, the class of men who would habitually loaf during a national crisis like the present would, perhaps, as soon go to jail as not. Care would also have to be taken to prevent the abuse of the proposed law by draft dodgers.

Neverthless, the cessation of immigration, the migration of alien reservists and the enlistment of thousands of New York boys make it a moral, if not a legal offence, for a man who can work, to be idle now.—*The Evening Sun.*

THE LIBERTY LOAN HONOR FLAG.

A new and distinctive feature will be introduced in the Third Liberty Loan campaign, and every city or town in the country which subscribes more than its quota of Liberty Bonds will be awarded by the Treasury Department an Honor Flag.

The flag will be 36 inches wide and 54 inches long. The body of the flag will be white with a broad red border, and three broad blue vertical stripes denoting the Third Loan. The flags, which will be of the same quality as the flags of the Navy, are already being manufactured and will be awarded as fast as the right to fly them is won. Though awarded by the Treasury Department, they will be distributed by the Liberty Loan committees of the different districts.

There will also be a National Honor Flag for each State, to be flown at the State capitol, with the name of each town winning a flag inscribed upon it. There will be also preserved in the United States Treasury a National Honor Flag, with the record of each State recorded on it.

Stars, to be placed on the flag of each city or town doubling its quota, will be also awarded, and an additional star for each time the quota is doubled.

An Honor Roll, containing the names of all subscribers, but not the amount of the individual subscriptions, will be kept in each community.

THE UPPER BERTH

The heights that some men reach and
keep
Oft are attained by a single flight;
For they, while others round them sleep
Night.
the
through
upward
clambering
Go
Hazards they brave to reach the goal
While underneath them others snore
Who into lowers preferred to roll
E'en
though
it
cost
a trifle
More!
'Tis said that men of forethought rise;
The poet weaves it through his rhymes.
On Pullman cars 'tis otherwise—
climbs.
forethought
the
without
guy
The

—*B., R. and P. Railway Employes' Magazine.*

SOLDIERS' LETTERS

DEAR SIRS: Received a box of tobacco through your fund and I want to thank you for it. I can assure you that all the boys appreciated the "smokes" very much as they are very hard to get over here.

The town I am in is a little place built a hundred years ago and has only two cafes which don't sell much of anything and no tobacco. The only way to go anywhere is to walk as there is no means of transportation. The Y. M. C. A. sell tobacco but only allow so much to each man. We received your tobacco on New Year's morning, which is a holiday for the boys, and everyone started the year right by being happy.

Thanking you again, I am,

PRIVATE HERMAN SINGER,
Co. A, 104th Inf., A. E. F., care New York Postmaster.

FRIENDS: I received a contribution of tobacco from Mrs. Harry Schilling, of Park, Wash., and have sent my sincere thanks to them. I think the idea you are carrying on is the best ever. I tried while in the city to buy some American tobacco but was disappointed and had to buy tobacco greatly inferior to the good old U. S. A. tobacco. While we are so far from home it is very gratifying to know that our friends at home are trying hard to do all they can to help and comfort us, and after a hard day's drill it is comforting to sit down and smoke some real tobacco. Thanking everyone for their thoughtfulness, I remain,

SGT. W. G. SAUNDERS,
Co. C, 104th Inf., A. E. F.

OUR BOYS IN FRANCE TOBACCO FUND: Just a few lines, friends, to let you know I received your package of tobacco. Let me thank you for the good old American smokes. We are issued a ration of English tobacco each week, but its "no-bon"—as the French say.

This regiment are at present attached to the English army. We are operating a narrow gauge road that supplies the men in the lines and the batteries with food and ammunition. For power we have small Baldwin engines that weigh about 20 tons. Also tractors that are used at night to take the cars to the front. Thanking you again for that nice tobacco, I remain,

PRIVATE HAROLD KNAPP,
Co. D, 14th Engrs. (Ry.), A. E. F.

GENTLEMEN: Just a few lines letting you know that we received the tobacco and cigarettes that you sent to the boys over here and we can't thank you enough for these. It is very hard to put into words our appreciation of the gift as good old American tobacco and cigarettes are very scarce "over here" and we promise never to forget "Our Boys in France Tobacco Fund,"

CORP. JAMES W. POST,
Co. C, 102nd U. S. Inf., A. E. F., via New York.

DEAR FRIENDS: I was today a recipient of one of your "boxes of cheer" and believe me, it did cheer me and all the boys who received them. We are in a section where we have difficulty in getting American tobacco. I can't tell of many experiences as we have not completed our training yet. Our regiment is made up of old Massachusetts Militia Regiments. I am an Old Sixth Mass. man. Our trip across was quite uneventful. Some of the boys had a touch of seasickness. We did not see any submarines although guards and lookouts were posted night and day.

We landed in England before coming to France. We spent a few days there and then came across the Channel to France.

We are now billeted in an old French town about thirty miles from the front. We are drilling fairly hard and expect to see service soon. I think that the tobacco fund is a fine idea and I wish to thank you a thousand times for your gift.

CORP. JOHN I. MCQUESTERS,
Co. G, 104th U. S. Inf., A. E. F.

Those Patriotic Rotarians in Honolulu

Honolulu, T. H., March 7, 1918.

Mr. A. B. Dick,
"Our Boys in France" Tobacco Fund, New York.

Dear Sir:

The Honolulu Rotary Club has always endeavored to do its share of War work, and one of the channels through which its energies could be best expended, was that of supplying tobacco to our troops at the Front.

About two weeks ago, Empey's article was read at a meeting, and since that time over $500.00 has been put into the Club Tobacco Boxes by members and others who can realize and appreciate the need of tobacco at the Front.

No direct solicitation has been made for funds, all that was asked was for the contributor to deny himself some small unnecessary article and put the money in the "Smoke Box."

We realize that if we act independently in the handling of this coin, the results will probably not be as good as if we acted in conjunction with an established fund, and for this reason are writing you asking for details regarding your fund, and also any suggestions you may have in regard to the best way of handling the money which we have now, and that which will be contributed later.

Kindly let us hear from you at an early date, as we think there will be at least $1000 in the fund by the time your reply can reach here.

Yours very truly,
J. UNGER, Chairman Honolulu Rotary Club Tobacco Fund.

Figuring On Tobacco Culture in California

Leaf Similar to Turkish May Be Grown in the Golden State—Report That the Standard Commercial Tobacco Co. Intends to Plant About 15,000 Acres—A Significant Announcement Made in San Francisco.

From more than one source, recently, have come assurances that tobacco similar to Turkish and suitable for cigarette purposes may be grown successfully in California, and the war, imposing additional expense on the importation of Turkish leaf, and multiplying the difficulties incident to securing adequate supplies, is likely to hasten experimentation in tobacco culture on a large scale in the Golden State.

Among the largest and most resourceful of American importers of the so-called Turkish tobacco is the Standard Commercial Tobacco Co. Ery Kahaya, the president of the big corporation does not lack information pertaining to the procurement of tobacco desirable for cigarette manufacture. Nor is he a man given to vain speaking. It well may be believed then, if Mr. Kahaya was correctly quoted, in an interview appearing in the San Francisco *Call,* shortly before the president of the Standard Commercial Tobacco Co. departed on his voyage to Japan, that tobacco culture is to be attempted in an important way in California.

As reported by the *Call,* Mr. Kahaya said:

"For years and years we have been importing our tobaccos from Greece, Turkey and Russia at enormous expense. The duties are high, and we have to maintain our own steamship lines aand insruance companies to transact our business. The war has been a heavy additional burden to us. On the other hand, the war has increased tobacco use to a very large extent.

"We have made experiments with tobacco all over the country, and we have come to the conclusion that California is very well adapted to the culture of tobacco if properly handled.

"We intend to undertake tobacco culture on a large scale. We will acquire, to begin with, about 15,000 acres in different parts of the State, and establish warehouses at the logical shipping point. At present it seems that San Francisco would be our central distributing place.

"All the tobacco grown here is to be shipped to New York, where it will be sold to the various manufacturers. Our output of 15,000 acres will be more than 6,000,000 pounds. We will have to employ more than 3,000 laborers to do the work. They will be mostly Armenians, Turks and Greeks. The value of our output will be $10,000,000 in round figures.

"If the new industry here is a success we intend to go into it on as large a scale as the available land and the demand will permit. I am sure that the new industry eventually will become one of California's principal ones, and that tobacco will soon rank as prominently here in this State as fruit.

"You have no idea what we have had to put up with in connection with shipping our tobacco here. Last year we brought 30,000,000 pounds out of Russia, mostly out of the Caucasus. Every bit of it had to be shipped overland to Archangel, and then by our own ships to New York. At times the railroad was clogged with our tobacco shipments.

"I do not think that the tobacco grown here will compare with the choicest Turkish tobacco, but I think the product will do for 10 and perhaps 15-cent cigarettes."

Hickey Bros. Prove That Courtesy Pays

Eight Up-to-date Stores That Reflect Credit on the Cigar Trade

Hickey Bros.—William A. and Dennis J., Jr.—owners of eight up-to-date and prosperous cigar stores in Davenport, Rock Island and Moline, are men "honored and trusted." The elder brother, William A., has just finished a three-year term as treasurer and director of the Commercial Club of Davenport, Iowa. And recently he was made a director of one of the largest banks in that city. "Yet it is but seventeen years since the brothers stepped from selling newspapers on the streets into their first store," writes Mabel Ansley Murphy, who, in the April number of the *American Magazine,* gives a most interesting description of a business built on "Thank you."

Beginning business for himself at the age of 13, William A. Hickey, having the courage to resent rude treatment, was quick to realize the advantage and value of being polite.

"Courtesy pays." And today "Do something for nothing" is one of Hickey Brothers' business principles. Each one of the eight stores contains a free telephone and a free comfort station. In this connection, the best is none too good, for the equipment of the comfort station in store No. 8, opened three months ago, cast $2,000. What this service means is best appreciated by the vast body of traveling salesmen whose work keeps them moving from town to town in quick jumps. "For years, only the saloon gave this service," observes the writer in the *American Magazine.*

Hickey Brothers have assumed another of the saloon's former prerogatives—they cash a man's pay check. Even more, they put a striking advertisement to this effect in the newspapers every Friday evening. It is characteristic, so it is given in full:

Any one of the Hickey Brothers Cigar Stores will be more than glad to cash your pay check tomorrow, and every Saturday in the future. You will be under no obligation to spend, either. Hickey Brothers, conveniently located, Davenport, Rock Island, and Moline.

They are conveniently located. One of the best corners in each city bears a Hickey Brothers sign, including a big clock, which gives the correct time to the passer-by and at the same time admonishes him, "Time to Smoke a Hickey."

Another service to the public is the clean atmosphere of their stores. I say nothing of the beauty of the artistic furnishings, for money will buy solid mahogany, plate glass and marble; it will put in luxurious leather seats for the convenience of the public who wait for street cars at the "Hickey" corners; but it will not buy the wholesome atmosphere that makes a woman shop for her smoking friend as readily in Hickey's as in a department store.

"Do you find it hard to get the public to co-operate with you in giving your stores this tone?" I questioned.

"No, for people are always ready to give back to you whatever you give them. Our keyword is, 'If we should ever forget to say *Thank you* when you purchase from any one of our cigar stores, you can have your purchase free.' A perfunctory 'Thank you' is tabooed in our stores. A clerk must feel the 'Thank you' he says. And since he feels it, the customer responds with the same good will. This is the reason we have no trouble in keeping our stores as clean morally as in appointments."

"You believe in people, then?" I remarked.

"We do. We take the public into our confidence. We are interested in helping every man, and we believe every man is interested in helping us. One of our signs reads, 'We would like to be on Easy Street at forty-five.' Other men have the same ambition; and it makes a bond between us. For instance, when we opened our last store, we said: 'We will appreciate from away down deep, your assistance in helping us to make our eighth establishment a success.' And the public is so interested that we have had to put in the window a bulletin saying 'We have been ninety days on this corner, and our business has been superfine'."

Hickey Brothers believe in service to their employees. "I want to be a pal to every man who works for us," says William A. Hickey, and he is. Of the thirty-six employees, many have been with the organization ten years, some even since its modest beginning. What wonder then that when Hickey Brothers say, "We are for every man in our employ," they may add with modest confidence, "And they are for us personally."

Third—but of the service given by these two men through private channels it is not fitting to speak. Be assured that those they touch outside of their stores are no less their friends than are their business associates, one of whom recently said publicly: "The success won by Hickey Brothers is truly theirs. What they own and stand for has been gained through inborn courtesy, intelligent service and hard work."

Hard work? But the Hickey Brothers say their work is "fascinating"; one of their signs confides to the public, "Hickey Brothers Love Their Work"; and William A. Hickey says, "Hard work never hurts anyone—it's the things a man does aside from his work that wear him out. A good, decent, moral man who works hard can't help making money. But while he works, he must smile. A ready smile spells success. Though, to be sure, if you love your work, you can't help smiling."

And so the Hickey Brothers work hard; they smile while they work; they give something for nothing to every man whose life touches theirs; they serve the public with courtesy and good will, confiding in it, and asking its co-operation. Therefore the Tri-Cities rejoiced with them when last June a boyhood dream found fulfillment. On the busiest corner of Davenport, where as boys they sold papers, they bought a brick building at a high figure, and remodeled the first-floor corner into one of the finest and most comfortable cigar stores in the United States. At every window in its three stories is a box of flowers and hanging vines, and each casement is shaded by green awnings, lined with white. The bit of green is a gift to the public, a rest to the eye of every passer-by; it brings no money return, yet it is well worth while, for it is of this store in this building that the public demands to be told whether it is making good. And to the public Hickey Brothers say:

It is the Tragedy
of Progress
That you have to
MAKE GOOD
or
MAKE ROOM.
We are doing our
utmost to make good.



BECAUSE THE DEMAND FOR FINE PARTAGAS CIGARS NEVER CEASES.

Experts must be on the job, always, getting goods ready for shipment. Ever, in this busy corner of the great factory in Havana, is on view a choice assortment of delicious smokes. And, from the room shown in the picture, go exquisite cigars that gladden smokers, all around the world. Partagas business is steadily increasing.

Walter M. Smith, sales representative of the Tobacco Corporation of America, will proceed westward from New York city, calling on prominent jobbers in New York state, Pennsylvania, Ohio, Kentucky, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, North Dakota, South Dakota, Nebraska, Colorado, Kansas, Oklahoma, Arkansas and Texas. He will handle the entire line, specializing more notably in La Sultana, six cent, Little Flanders, five cent, Conquest, six cent, T. C. A. smokers and Wm. Gellette and Duke of Flanders in the ten and fifteen cent sizes.

Different Customers

Mrs. H. S. Collins, in charge of the War Savings booth in the United cigar store in the Flatiron building, received a visitor Tuesday afternoon whose request was : "Give me a whiskey!"

Mrs. Collins handed him a War Savings Stamp, for which he paid a quarter, remained a moment, then put down another quarter saying: "Another!"

"You see, it's this way," the man explained, as he pasted his stamps on an almost filled Thrift card. "Every time I feel like having a drink, and that's mighty often, I hustle in here and buy a stamp instead, and then I always buy a second one for having had the will power to buy the first one instead of a drink. See? So long—I'll be in again soon."

Later a woman entered the store with her small daughter. She hesitated a second, and then carefully placed a quarter on the table.

"This is all the money I have in the world," she explained, "but I guess I can manage somehow. The least I can do is to give what I have, isn't it? All I hope for is that we win this this war."

From 12 until 2 o'clock yesterday afternoon thousands of workers from the nearby factories crowded up to listen to the Hebrew Orphan Asylum band on the roof of the store. The forty musicians ranged in age from 10 to 15 years.

A detail of marines from the Brooklyn Navy Yard sold stamps during the playing and collected several hundred dollars. At 2:30 o'clock Leonore Ulrich, leading woman in "Tiger Rose," arrived in an automobile and remained some time to sell stamps. She was accompanied by her sister, Frances Ulrich. From the steps of the car the actress disposed of page after page of stamps.

AMERICAN AND ENGLISH INCOME TAXES.

In comparison with the tax levied in England on incomes our own income taxes are moderate, indeed.

In England the tax on incomes of $1,000 is 4½ per cent., in America nothing.

In England the tax on incomes of $1,500 is 6¾ per cent.; in America nothing for married men or heads of families, and 2 per cent. on $500 for an unmarried man.

In England the tax on an income of $2,000 is 7⅞ per cent.; in America nothing for a married man or head of a family, and 2 per cent. on $1,000 for unmarried men.

The English income tax rate also increases more rapidly with the growth of the income than ours, a $3,000 income being taxed 14 per cent., $5,000 16 per cent., $10,000 20 per cent., and $15,000 25 per cent., while our corresponding taxes for married men are respectively two-thirds of 1 per cent., 1½ per cent., 3½ per cent. and 5 per cent., and only slightly more for the unmarried, due to the smaller amount exempted, the rate being the same.

HARRY VAN PELT BECOMES SALES MANAGER.

Joseph B. Bock, of Brooklyn, manufacturer of La Flor de J. B. Bock and the Royal Moor brands, has added another good man to his staff. Harry Van Pelt, who was with F. Garcia & Bros., of Tampa, for 25 years, will take charge of the credit and sales department for Bock.

J. Suarez, superintendent of the Bock factory, will leave soon for Havana to inspect and secure a supply of high-grade tobacco.

With a capital of $1,000,000, the Sumatra Sales Corporation has been incorporated by R. Beck, M. A. V. Clark and C. Bernhart, of 701 West 179th street, New York.



SOPHIE TUCKER, ACCLAIMED "THE MARY GARDEN OF RAGTIME"

A Vaudeville Star Who, Personally Has Raised Upwards of $10,000 to Buy Smokes for American Soldiers in France. Her Heart Is in Her Work for the Boys "Over There."

Miss Sophie Tucker can't shoulder a gun and help the boys in the trenches put the finishing touches to the Huns, but she has been working day and night in order to do her little bit towards keeping the soldiers supplied with smokes. And in so doing she has established a record.

During the past year, Miss Tucker, known as the Mary Garden of Ragtime, has been traveling over the big vaudeville circuits, including Canada, and during her performances she has made personal appeals for contributions to several tobacco funds. In every town that she stopped she has enlisted the services of other "acts" on the bill and has given cabaret shows in the big hotels for the purpose of securing contributions for the smoke funds. And when she was unable to secure the free services of other "acts" she gave a cabaret show all by her lonesome and went among the audiences collecting funds.

In doing this sort of patriotic work she was giving more of her time and energy than she gives to the vaudeville theatre managers who pay her $1,300 a week. Miss Tucker, however, has not lost anything by putting herself out to get smokes for the soldiers, not if the reception she has been receiving at the Riverside Theatre this week is any criterion, where she is playing with her Syncopated Band. And she deserves it all, because she worked hard for years, rising from a six dollar a week singer in a concert hall to one of the highest paid performers in vaudeville.

To date Miss Tucker has collected more than $10,000. Some of the money has been turned over to the New York Sun Fund, some to Canadian funds, and the rest to other smoke funds. However, she does not feel that she has done her full share, and has arranged to hold a monster cabaret at the Claridge Hotel as soon as she returns from Boston, where she plays next week. She expects to have the best vaudeville bill that was ever offered to the New York public, and has big hopes of adding a few more thousands to the money she has already collected.

No one in the realm of the theatre has done more for our soldiers than Sophie Tucker.

Philadelphia Shown To Be Wide Awake

Happenings There Just Now Are of Much Importance to the Tobacco Trade

PHILADELPHIA, March 19.—Anybody who thought all the talk about a Spring drive was bunk, pure and simple, got in on the wrong end of the betting. The Spring Drive has started and from present indications there is no telling where it will end. On top of the opening of a new store at Ninth and Walnut streets by the United Cigar Stores Company, and the releasing for a term of years of the United store property at the southeast corner of Broad and Sansom streets, the Schulte chain here has announced the formation of two new links. One will be at the northeast corner of Broad and Walnut streets, and the other at the northeast corner of Thirteenth and Market streets. Some years ago the United had the Broad and Walnut streets corner. Other corners at this intersection are occupied by the Bellevue-Stratford Hotel, the Ritz-Carlton, and the Manufacturers' Club. Work already has been started on both of the new Schulte sites. The Thirteenth and Market streets place is to be divided up, and the Schulte company will occupy only one-half of it.

Announcement also is made by Stanton M. Harris, representative for this district of the Schulte Company, who makes his headquarters in New York, that stores have been rented in both Wilmington and Washington. The Wilmington site is at 8th and Market streets, just next door to the big Du Pont Hotel. That at Washington is at Fifteenth and F streets. Reports from the new store recently opened in Trenton by the Schulte firm are far better than the company's expectations. And while on the subject of the Schulte string, it may be worth mention that the recent discount deal put over by the company, with employes sharing in a percentage of the profits, went completely over the top. In the main store in this city, at 8th and Chestnut streets, sales for the 24-hour period agreed upon for the deal were bigger than for the same period of time just before Christmas—which is going some.

Something that comes pretty durn near being an official society indorsement of the question as to the propriety of smoking in the presence of ladies, said smoking to be done, of course, by the male persons present, has been handed out in this city. It came about at a recent meeting of the Kiwanis Club, held in the Bellevue-Stratford. About 200 women were just settling down with their knitting to listen to the various topics to be brought up when Thomas Shallcross, Jr., president of the club and a member of the local Board of Education, happened to feel the need of a weed between his teeth. So he proposed that the ladies vote on the question of whether or not the men should smoke. And the ayes had it by a vote that was almost unanimous.

Urgent recommendations by the recently appointed price committee that the members of the Philadelphia Cigar and Tobacco Merchants Association get together, and do it without delay, on the subject of some kind of a standard price for standard goods, were made at the meeting of the association held last week. Members of this committee are Franklin K. Sterner, Charles B. Lloyd and Sam Corson. But just to show that the committee realizes there is one best way in the movoment for standardized prices that will turn in for the retailer something like a fair margin of profit, the committee made another session that entitles it to a place in the hall of fame, or something like that. What was it? Why, this committee up and suggested that the whole trouble with most cigar and tobacco stores is that the proprietors of said stores fail to read their trade papers as religiously as they had oughter.

Seriously the committee, both in its joint report and later in remarks by each of the members, said that it is the height of folly to buy trade papers without reading them. It pointed out that if small retailers had been reading their trade papers as closely as they should, they would have learned long before now that they should do something about finding out what it is costing them to do business. Instead, however, retailers are just beginning to wake up.

It was further urged that all dealers who are not now subscribing to any trade papers do so immediately. The trade paper is to the business man what the newspaper is to the public—a watchman for his interests.

Four new members were elected at the meeting. They are Henry G. Cutler, of 102 Arch street; Joseph W. Levy, of 3647 North 21st street; Herman Grossman, of 16th and Race streets, and B. M. Clapp, of Germantown.

The Association also voted for the chair to appoint a committee of dealers to call upon jobbers and see why more of them are not lining up for membership; also to straighten out a few little kinks in distribution that have disturbed the equanimity of some of the dealers recently. Maurice Jones, R. P. Robb and Samuel Beckett were named to this committee.

A new price list recommended to its members by a price committee of the St. Paul association was received, and it was voted to convey the thanks of the Philadelphia body to the St. Paul dealers. President Leach announced that he will invite N. W. Farley, of the National Cash Register Company, to address the next meeting of the Philadelphia Association.

Robert Conahay, formerly with the United Cigar Stores company, has joined the forces of the Schulte string in this city at the Eighth and Chestnut streets store.

A slight let up in the well known congestion of our dear old railroads having evidently put the average business man into a better humor, conditions are now becoming worse again. Every big manufacturer of cigars in the city is having trouble getting out his shipments and within the past week big distributors for several of the more widely known local manufacturers have been in town seeing if they can't find some method of easing shipments through. So far none has succeeded to any large extent.

L. C. Tyler of the firm bearing his name, who distributes for the Allen R. Cressman Co. in Ohio, came along from Wooster to see what he could do about increasing shipments to him of "Counsellor." He reports greatly increased demand for this smoke all along the line.

The Juan F. Portuondo Co. reports that it is getting excellent returns from Wanrer Searle, who is on a trip through New York. W. F. Armstrong, of the Sprague Warner Co., Chicago, was a recent visitor to the Portuondo plant and offices here. For the fifth—perhaps it is the fifteenth—consecutive year, the Portuondo firm has snapped up the contract to supply its very good smokes to the patrons of the Philadelphia National League ball team, this year. Anybody who wants proof that the smokes are good need only look back over the Phillies record. They have satisfied the fans in ill fortune and in triumph—didn't the Phillies win a pennant a year or two ago?

Samuel Bayuk, president of Bayuk Brothers Co. makers of the "Philadelphia Hand Made," and "Havana Ribbon," has just sent a cable of general interest to the entire cigar trade to his home office here from the island of Sumatra, where he went some weeks ago for a combined business and pleasure trip. Because of its interest to the trade the firm has made it public. The cable follows:

"Estimated 1917 Sumatra crop will produce 35,000 bales of American grade. This exceeds normal requirements by 8,000 bales."

Manufacturers here are not yet ready to discuss what may happen to the normal requirement in the next twelve months. The taking away of thousands of smokers for the American army have apparently increased the demand, rather than showing a decrease. Not only is the government buying direct for its fighters, but their friends are also shipping tons of smokes, in addition to which the various tobacco funds are constantly in the market.

Charles Bobrow, of Bobrow Brothers, manufacturers of "Bold" is away on a trip to the west during which he will stop at various intermediate cities for the purpose of introducing the Bobrow company's "discriminator" a new seven cent cigar. This has found general favor with the trade wherever introduced, according to reports so far received.

Another newcomer in the cigar field by an old established firm is the Hilbronner & Jacobs' company's "Jarona" to sell for 10 cents straight. It will be made in three sizes.

Following the recent announcement that I. Baum, of the cigar department of Reeves, Parvin and Co., had been appointed local distributor for the Boston "Blackstone" line of cigars, Mr. Baum has let it be known that his firm is considering the advisability of going into the jobbing end of the cigar and tobacco business.

Just by way of diversion here comes a social note. L. W. Erlichman likes getting into the trade news so much that he won't be kept out of it. A few weeks ago he left the Schulte Co., for which he had been district manager. Then he went out to sell "Don Digo's" for the Pent Brothers Co. And last week he walked around to the third floor of Philadelphia's $24,000,000 City Hall and bought himself a marriage license. The bride to be is Miss Edith Feurerstein, daughter of Dr. W. Feuerstein, of this city.

Recent visitors to the trade here included George T. Glover, of the Deisel-Wemmer Co., H. G. Wemmer, of the same firm, of Lima, Ohio. Max A. Kreielsheimer, of Allentown, vice president of the Tobacco Corporation of America, who made his headquarters at the Sansom street store of Yahn & McDonnell.

Owing to the fact that his nephew, Edward Kreh, has been called in the new national army, Henry M. Kreh has sold his cigar store at 49 South Front street to George A. Doyle.

The funeral of Robert B. Gilbert, of the firm of Charles Gross and Co., tobacco jobbers, was held last week. Mr. Gilbert was one of the most widely known men in the trade in this city, although he had not been active since 1914, when he was stricken with paralysis. Since that time the business has been conducted by his son, John L. Gilbert. When Mr. Gilbert first joined the Gross company in 1887 the headquarters was in Kensington. Later the business increased to such an extent that it was found desirable to have quarters nearer the centre of the city, and the office was removed to 132 North Fourth street. The company is the distributor here for the General Cigar company. Thomas B. Gilbert, another son of the deceased, is division manager for the R. J. Reynolds Tobacco Co.

WHEN ALL CLOCKS ARE PUT AHEAD.

The Public Service Commission has called a conference for next Saturday of all operating managers of New York city's transit lines to rearrange schedules when daylight saving begins at 2 o'clock on the morning of March 31. The commission was informed by traffic experts that very little change was necessary.

Tampa Prepares to Exceed All Previous Outputs

Demand for Cigars Never Before Was So Great—But Shipments Are Retarded Because Transportation Is Lacking—Endeavor to Secure More Freight Cars for Florida—Stamp Sales for February—Secretary Houston's Visit—People in Tampa Are Persistent Purchasers of War Savings Stamps.

TAMPA, March 16.—That Tampa will eclipse a former records in the manufacture of cigars dring the present year is indicated by the rort of internal revenue collections for the nnth of February, in which the local office ntributed to Uncle Sam's coffers more than hlf the amount contributed by the entire State. Tmpa's record was $183,834.47, while that of te State was $342,712.67. Local collections t s week amounted to $43,692.35 against $24,-54.32 for the same week of last year.

Although the demand for Tampa-made cigars fr exceeds that of former years, the manu-fcturers continue to be greatly handicapped l lack of transportation facilities resulting fom the government's embargo. Secretary of Agriculture Houston will visit the city during te present week and will be appealed to to use is influence in the matter of providing better fcilities for shipping crops from south Florida. l case anything is done in this line, conditions ir the manufacturers may be bettered some-nat by the use of an increased number of cars. lnder present conditions, though, shipments are ling paralyzed.

A. L. Cuesta, Sr., of the Cuesta-Rey factory, ter investing $100,000 in Liberty Bonds, gned up as the thirty-fourth Tampan to in-st $1,000 in thrift stamps.

Miss Hortense Lopez, talented daughter of elestino Lopez, of the Arguellas-Lopez Com-ny, starred this week in the presentation of "The Blue Moon," a dramatic production put on by amateur artists of Tampa. Miss Lopez appeared to excellent advantage.

Mr. and Mrs. Mortimer Regensburg are in the city from New York, visiting Jerome and the factory.

M. B. Pendas, head of Y. Pendas & Alvarez, is among the visitors of the trade from Gotham.

George Leghorn, president of the Morgan Cigar Co., who recently spent several weeks in Tampa, has arrived at Seattle, his northwestern headquarters.

John Bain, Jr., editor of *Tobacco Leaf,* who has been at Miami for some time on account of his wife's illness, informs local friends that Mrs. Bain is improving, and they will return to New York within a short time.

H. Erlich, of the Erlich Manufacturing Co., is visiting the factory for a time.

By a vote of 3 to 2 the county commissioners this week decided to postpone the sale of Hillsborough County's $875,000 issue of road bonds, doing so at the suggestion of the war securities committee at Washington. This act will delay the paving of needed additional roads for an indefinite period.

Admiral Albert Ross, a veteran of the navy, was in the city this week. He visited Mullet Key, which he stated was an excellent site for a naval airplane base.

Tampa leads all Florida cities in the sale of War Savings Stamps, the record being $70,-913.77 against Jacksonville's $51,398.24.

I. C. C. Rules for Marking Freight

The Traffic Bureau of The Merchants' Asso-ation of New York has received a notice is-ued by the Interstate Commerce Commission roviding a uniform rule for marking less than rload freight, which provides as follows:

The Director General of Railroads having equested the Commission's approval for filing, y all carriers by railroad subject to his juris-iction, schedules containing the following uni-orm rule and regulations and practices govern-ig marking less than carload freight, viz.:

RULE FOR MARKING L. C. L. FREIGHT.

SEC. 1. Freight, when delivered to carriers to e transported at less than carload or any quan-ty ratings, must be marked in accordance with he following requirements and specifications, xcept as provided in Section 2 (b) of this Rule r otherwise provided in specific items in this lassification or in the Interstate Commerce ommission's Regulations for the Transporta-on of Dangerous Articles other than Explo-ves by Freight. If these requirements and pecifications are not complied with, freight will ot be accepted for transportation.

MARKING SPECIFIED.

Sec. 2 (a). Each package, bundle or loose iece of freight must be plainly, legibly and urably marked by brush, stencil, marking rayon (not chalk), rubber type, metal type, asted label (see Note 1), tag (see Note 2), r other method which provides marks equally lain, legible and durable, showing the name lf only one consignee, and of only one Station, own or City and State to which destined.

When consigned to a place of which there re two or more of the same name in the same tate, the name of the County must also be hown.

When consigned to a place not located on the line of a carrier, it must also be marked with the name of the station at which consignee will accept delivery.

When consigned "To Order," it must be so marked, and further marked with an identifying symbol or number which must be shown on shipping order and bill of lading.

LABELS.

Note 1. Labels must be securely attached with glue or equally good adhesive.

TAG REQUIREMENTS.

Note 2. Tags must be made of metal, leather, cloth, or rope stock or sulphite, fibre tag board sufficiently strong and durable to withstand the wear and tear incident to transportation; and

When such cloth or board is tied to any bag, bale, bundle or piece of freight, it must be securely attached through a reinforced eyelet.

Tags used to mark wooden pieces or wooden containers must be fastened at all corners and center with large-headed tacks or tag fasteners.

Tags may be tied to wooden pieces when the freight would be injured by the use of tacks or tag fasteners.

Tags tied to bags, bales, bundles or pieces must be securely attached by strong cord or wire, except that when tied to bundles or pieces of metal they must be securely attached by strong wire or strong tarred cord.

FREIGHT EXEMPT FROM MARKING.

(b) A shipment that fully occupies the visible capacity of a car, or that weighs 24,000 pounds or more, when shipped from one station, in or on one car, in one day, by one shipper for delivery to one consignee at one destination, need not be marked.

COMPARING MARKS WITH SHIPPING ORDER OR BILL OF LADING.

(c) The marks on bundles, packages or pieces must be compared with the shipping order or bill of lading, and corrections, if necessary, made by the shipper or his representative before receipt is signed.

OLD MARKS TO BE REMOVED.

(d) Old consignment marks must be removed or effaced.

FREIGHT IN EXCESS OF FULL CARS TO BE MARKED.

(e) Freight in excess of full cars must be marked as required for less freight than carload freight.

And it appearing, That uniformity of marking rules, regulations and practices of all carriers by railroad is both desirable and necessary to avoid delays to and loss of shipments and to prevent undue discrimination and preferences:

It is ordered, That the rule, regulations and practices hereinbefore set forth be, and they are hereby, approved for filing by all carriers by railroad, without formal hearing, which approval shall not affect any subsequent proceeding relative thereto;

It is further ordered, That said carriers be and they are hereby, authorized to cancel from their effective sechedules, rules or regulations which conflict with said uniform rule, regulations and practices;

It is further ordered, That said schedules must be filed upon not less than thirty days' notice to the Commission and to the general public by filing and posting in the manner prescribed in section 6 of the Act.

Wisconsin Notes

EDGERTON, Wis., March 15.—The tobacco growers have so nearly finished the stripping of the crop that nearly all are beginning to call for delivery dates and anxious to get their tobacco off the farms before the busy season for seeding starts. The deliveries at all the receiving points have been the most liberal the past week of the season. The markets have been crowded every day with hundreds of teams and the farmers are carrying away larger checks than ever before for this product. The railways, too, are better able to furnish cars for shipments to warehouse points, so that movements are going along much more satisfactorily.

Shipments of old leaf are now going forward from storage to eastern factories more liberally, and receipts from outside points for warehouse handling are coming in quite freely.

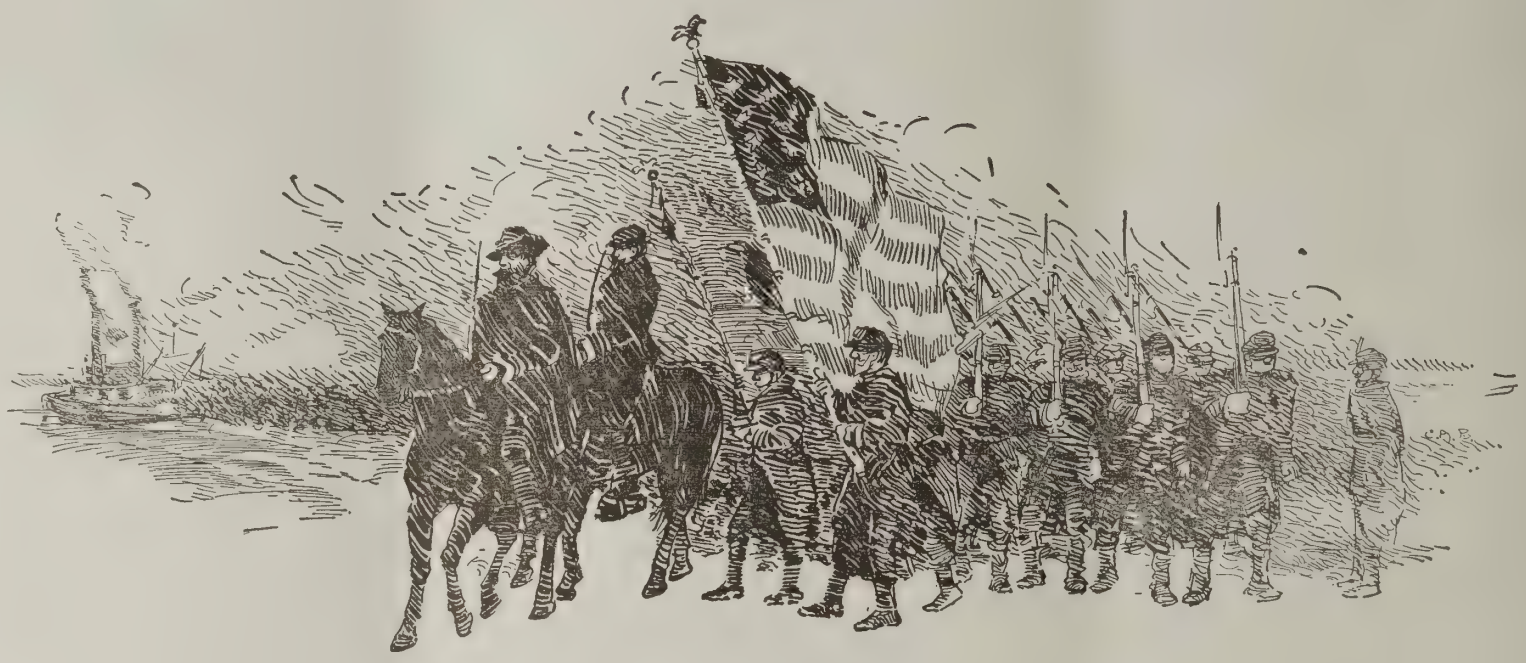
The report is current that the Weil fireproof storage in this market has been purchased by the Greene Tobacco Company, of Janesville.

Melvin Haas, of Haas Bros., Cincinnati, was a visitor in the State for a short time this week in consultation with their representative, W. B. Wentworth.

The story is told that the crop of one grower near Portage was so badly frozen that all he had to deliver was two bundles, and he owed the buyer 50 cents as overpayment on advance money.

Fred Greene, for several years past state superintendent for the Liggett & Myers Tobacco Co. at Watertown, has been promoted to manager of the Toledo branch of the company. He succeeds William M. Chalmers, who resigns to go into the jobbing business with his brother at Kansas City. Donald McInnes, of Stoughton, succeeds Greene at Watertown.

Alderman John Dickerson is about to remove his family to Portage. He has been in the employ of the General Cigar Company for several years, and as the company is operating the Portage branch this season in packing, Mr. Dickerson's work will be largely at that place, where the office business will be transacted. Van Ness Green is now in charge of the business in this market.—*Edgerton Reporter.*



WHEN THE BOYS CAME HOME IN "65"

Manila cigars then held a firm place on the American Market. SIX and NINE cents were popular prices for smokes at the close of the Civil War, and Manilas sold for exactly the same money—size for size—as the Imported Havanas.

High Tariffs, made necessary by the public debt and the cost of war, excluded Manila cigars from the United States until Free Trade was again established with the Philippine Islands in 1910. SINCE THEN THAT TRADE HAS GROWN FROM 67,261,-545, IMPORTED IN 1915, TO 215,693,368 IN 1917.

Manila Cigars Have Come Back To Stay

Boost Manilas! *There's Money In It!*

List of importers and manufacturers on application to the

MANILA AD AGENCY, 546 West 124th Street, New York

ALUMINUM PRODUCTION OF THE UNITED STATES AND OF THE WORLD

The recent action of the President in fixing the price of aluminum calls attention to the rapid growth of this industry in the United States, which has now become the leading world producer of aluminum. A compilation by The National City Bank of New York shows that the production of aluminum in the United States has grown from 60,000 lbs. in 1890 to 7,000,000 in 1900, 48,000,000 in 1910, 100,000,000 in 1915, 140,000,000 in 1916, and approximately 180,000,000 in 1917, these figures being in very round terms. The value of the product, which amounted to a couple of million dollars in 1900, was 16 millions in 1915, and approximately 46 millions in 1917.

This rapid increase in our production in this line places the United States far in the lead among the aluminum producing countries of the world. In fact, about one-half of the world's output of aluminum is now produced in the United States, for while authorities differ somewhat as to the production by certain of the respective countries, they agree that we now produce about one-half of the world's output which is variously estimated at from 135,000 to 150,000 tons, or slightly more than the world's production of tin for which aluminum is now becoming a substitute in certain lines.

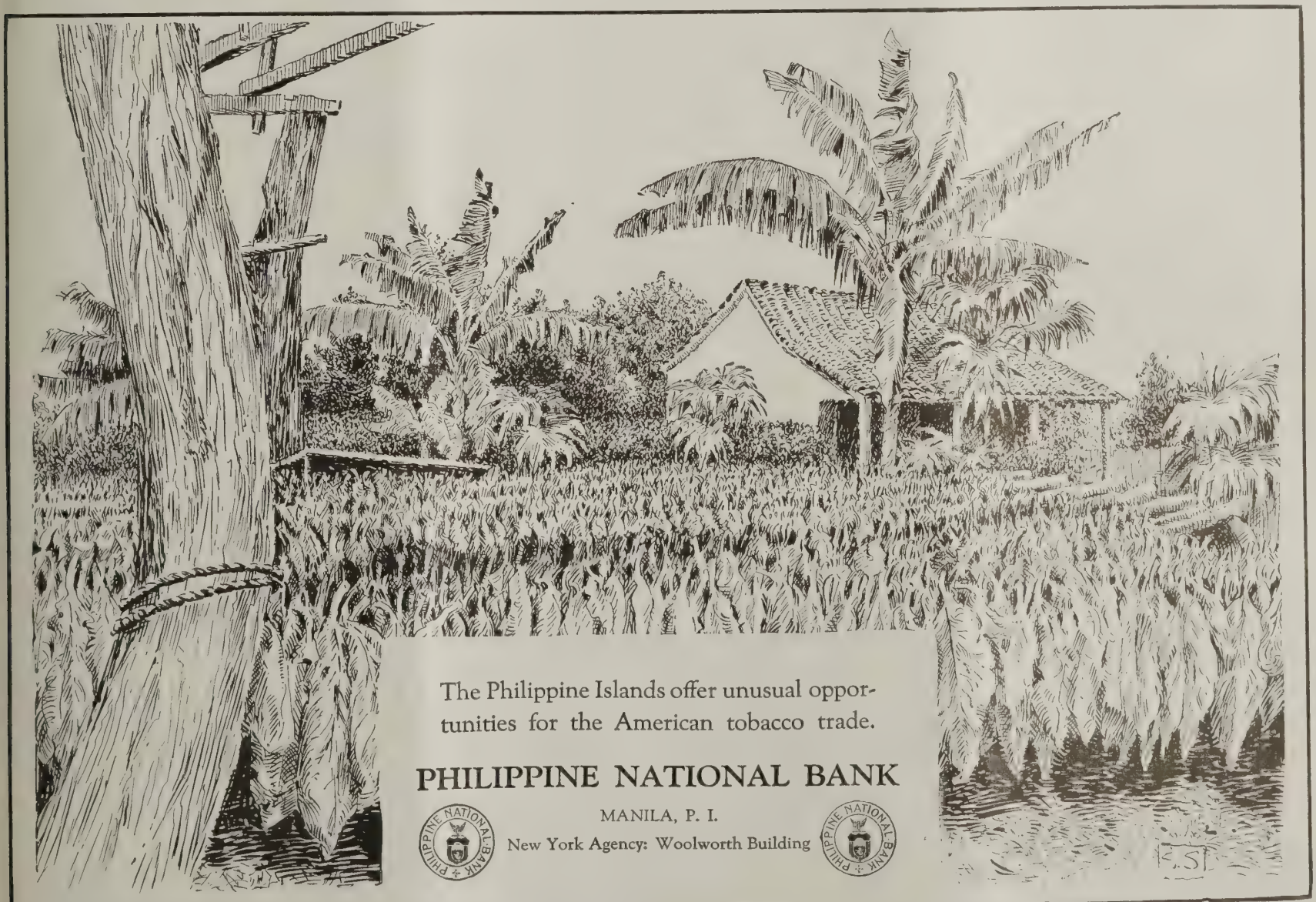
This fact that aluminum is proving an acceptable substitute for tin in certain industries, and that its cost is now no greater than that of tin, is especially interesting and important to the United States because of the fact that while this country produces no tin, and sends large sums of money abroad for that article, it is now the world's largest producer of aluminum and able to increase indefinitely its output. Practically all of the 65 million dollars worth of tin imported into the United States in 1917 came from the Malayan Peninsula, the Dutch East Indies and our South American neighbor, Bolivia, and while most of our aluminum production at present is for use in aeroplanes, automobiles, helmets and cartridges, the possibility that it may be found an acceptable substitute for tin for certain general industries, and thus reduce our dependence upon foreign countries, adds importance to the rapid development of the aluminum industry in the United States, a non-producer of tin. Nearly 500 million dollars has been sent out of the United States in the last dozen years in the purchase of tin, most of it brought from the other side of the globe.

The aluminum production of the world in 1916 is set down at approximately 140,000 tons, of which approximately 62,000 was the product of the United States, 20,000 produced in France, 16,000 in Norway, and 8,000 in Canada. Figures differ radically as to Great Britain, ranging from 4,000 to 12,000 tons production. In Switzerland the normal product is about 20,000 tons, but has been materially reduced by inability to obtain from France the bauxite from which aluminum is produced.

Bauxite, the mineral from which most of the world's aluminum is produced, is found in many parts of the United States, though the bulk of that now used in the industry is the product of the state of Arkansas, and is turned into the finished aluminum at several great establishments in various parts of the country, the most important being at Niagara Falls, water power being deemed an important factor in its successful production. Other works recently established are in the States of New York, Pennsylvania, New Jersey, Maryland, Tennessee and North Carolina.

The prices of aluminum have greatly decreased with the enormous increase in production, falling from $12.00 per pound in 1870, to $2.00 in 1889, and ranging thence downward to an average of 33 cents, and then down to about 20 cents in the year preceding the war. With the greatly increased demand and increased cost of production the average price in 1916-17 was about 33 cents per pound, the President's recent order having fixed the price for the period ending June 1, 1918 at 32 cents. No census figures are available as to the amount of capital invested in the aluminum industry in the United States.

John A. Terrace has been appointed an assistant manager of the Foreign Department of the Guaranty Trust Co., of New York, with which institution he has been connected since March, 1916. Before coming to New York he was acting manager of the Royal Bank of Canada, in Montreal, and prior to that was with the Bank of Scotland in Edinburgh and London.



Breezy Benny Bounds Back, Boosting Business Blithely

The "Merry-Go-Round" Demonstrates How Happy Is the Cigar Trade Up State

NEW YORK STATE CAPITOL DISTRICT,
March 18, 1918.

"Where wuz I?," repeated Benny, wipin' th' pale-sweat off'n his brow, "Where wuz I? Geeja! I wuz auto-intoxi, I wuz! Anyhow, th' doc, he sez, 'Benny, you've got an extremely serious case uv impertransibility. To explain, it is auto-intoxication. This is a condition of want of coction in th' stomach.' Sayin' which, th' ole M.D. buries his whiskers an' specs in his satchel fer a second. Then, when he comes up fer air, he brings along enuf bottles ter stock a Nor' Pearl street druggist. Takin' a pill er two f'om each one, th' doc proceeds to mix up som' fluid which looks like a new near-beer, but which tastes like asafoetida.

" 'Take this every time you think uv it' sez th' doc, an' then, afore he departs, he suddenly thinks of what his ole fren' A. C. D. Holmes uster shout, 'Quick, Watson, th' needle!' So he puts a-dash uv hypo in me arm. An', when I wake up, me belly-ache is gone, th' cam-shaft an' carburettor is workin' fine, an' the gasoline which intoxicated th' auto I don't drink anymor'. No, never—for I've ratified the prohibition ammendment to the constitution of lil' Benny, an here I am!"

Just then in walked G. W. Thompson, fannin' hisself wid his $10,000 fur coat. "Gracious," sez George, "If this kinda weather keeps up I'll have to send this jacket back to Alaska. Why, I just came out of a long distance booth, after calling up a party in Kingston, and I tell you I nearly melted! But I'm going to Troy now, to tell the jobbers there about the new Liggett & Myers prices, which, like Huyler's, are fresh every hour. When I return, I may be cooler, as the trade up there takes things very calmly indeed, considering the numerous difficulties of the situation."

One Troy jobber, tho, George and the other boys will never see again. For John P. Fitzpatrick died last Tuesday night after a nine day attack of pneumonia. He was associated in business with his two brothers Will and Tom. And, besides these, he also leaves another brother, Henry, and a wife, two daughters, and two sisters. Capitol District tobacco men all knew John, and they were surprised and stunned to learn of his death.

Over at the Ten Eyck, Albany, salesman Sibley turned in his keys to cigarist M. J. Canaday, and announced he was quitting for the West.

"I see," said Benny, layin' down th' evenin' paper, "that the Albany United Stores have been buyin' som' vegetables."

"Buyin' vegetables!" snorted Mr. Ash; "what are you talkin' about, Benny?"

"Uh-huh," nodded Benny, pointin' wid his finger ter th' spot in th' page. "It says here th' United had a feller named Raddish up ag'in' th' United States Commissioner today.

"Raddish swiped a money-order som'where, cashin' it at one of th' United stores. Then he skipped to Utica, where he worked, comin' back to Albany quicker'n th' warrant. But they nabbed 'im over at th' Y. M. C. A., after he enlisted in th' British-Canadian army station at Utica, an' before he had a chance to go over th' top wid any mor' United stuff."

Takin' up his shave-tail duster, Benny went about dustin' off th' bric-a-brac in th' wholesale an' retail establishment of Stubb & Ash, when he happened to think of some news he'd heard about the Belmont Lunch chain:

"Say, Mr. Ash," sez he, twirlin' th' ferris-brush on th' cord till it snapped, "didcha know th' Belmont people were goin' ter take the Brunswick-Balke-Collender place down there on Broadway, opposite the Railroad Station?

"Ya, an' they're goin' to spend a lot of th' money they've made on State street to put up one of th' finest lunch-cigar outfits in Albany. It'll be right alongside th' Waldorf place, all fixt up like a reg'lar eat-an'-smoke house!"

Scratchin' th' stamp on th' empty Owl box, an' stickin' one of Paul Wessells six-cent pasters in a conspicuous spot alongside th' blinkin'-bird on th' fresh fifty he had just opened, Mr. Ash paused a second to lissen to this tale of trouble from a friend of his'n who works for the road division of one of th' big tobacco companies:

"Sam Ash, you've known me a long, long while, an' I think you'll admit I'm no konstant-kicker. But, right now, I verily believe I've got a meritorious moan. And it's this: Our concern has got a zoning system for its salesmen which compels each an' every man to have a territorial headquarters. Now this part of the plan is reasonable an' good. But what do you think of the idee that has been carefully tacked onto this scheme of compelling the boys to accept official station many miles away from home?

"For instance, if a traveling man lives here in Albany, he may be assigned to territory to include Washington, Warren and some of the Northern New York counties. Then his division manager comes along, with an agreement to sign, making Glens Falls, say, the missionary's mailing station. And that simply means the salesman must maintain himself when in Glens Falls and vicinity. Because expense items may be rendered only for actual disbursements while absent from his zone quarters, notwithstanding his family may be located 71 miles away! Of course, the answer is that the man shall move his folk to Glens Falls. But who'll guarantee that a week or a month later the official headquarters may be changed to Kingston, 130-odd miles further south? They're heartless about things like this."

After the salesman with the grouch had departed, Sam Ash started to wet the sponges in the cigar case. And he had just poured a quart an' a pint of fluid into one gaping Florida-fibre when the door opened silently, an' in hobbled a Gnome!

There was no doubt in Sam Ash's mind that his eyes beheld a living Gnome, taken right from the caverns of Rip Van Winkle's haunts! For, there on his shoulder, was the brass-bound oaken keg, 'bout so large as a kit o' nails!

And the Gnome approached the counter, placing his burden thereon without a word, while he searched his pockets for the flagon used by Rip when he drank the slumber-story. But no, this Gnome had a better plan. This he developed by opening the top of the keg an' inserting a cylinder of—*tobacco!*

Then he spoke: "This, Mr. Ash, is that demonstration keg o' Harmony tobacco. And this brass sign here invites all who will to take a fillin' for th' peter-pipe! By test, the smoker gets the best!"

Saying which, the Gnome was about to leave when Sam Ash suddenly recognized him! "Gracious goodness, Camfield, I thought you were one of the original chaps who made Washington Irving a far-famed man! Did you carry that keg down from Troy?"

"No, Mr. Ash, I had it in service at the store of a downtown tobacconist, and I happened to think you'd like to treat your trade a bit to the mildest and finest tobacco made to smoke. Tell 'em to hit 'er up, chargin' th' cost to the Liggett & Meyers Tobacco Co."

"But, say, Camfield," interposed Sam Ash, "I unnerstan' you've opened a chemical laboratory. What are you experimentin' with—gunpowder?"

"Hardly, Mr. Ash, hardly," blushed Camfield; "my chemical researches have been restricted to the narrow line of mere substitution. Yessir, it's licorice I'm tryin' to imitate. You see, sir, the stuff comes from Turkey, when it comes, but it ain't comin'. So I got the extremely bright idea of mixin' a little substitute of my own."

"How did it turn out, Camfield?" anxiously inquired Sam Ash. "Did you develop something to take the place of this important tobacco flavoring?"

"There's the rub, Mr. Ash," 'fessed Camfield, "for I wrote the company to send along some Burley leaf to try out. And they, probably thinkin' along the line of 'Here's another nut to crack,' simply replied that Burley was entirely too expensive just now to waste in foolish futility."

"What did you do then, Camfield?" pursued Mr. Ash. "Did you try out your dope on some canned spinach?"

"No, Mr. Ash, I merely fixed it all up the best I could—then left it to—let's see, do chemists call it germanize or germify?—anyway, I kept the stuff 'til it turned sour, whereupon I threw the test-tubes outa th' windy, an' killed th' cat!

"But, Mr. Ash, confidentially"—and here Camfield lowered his voice to a mere whisper—"there's millions in this licorice game if I can get it going right. All tobaccos must use it, or they taste like the stuff I assassinated the kitty with!"

When Camfield had gone on his way to Troy, still thinkin' how licorice could be made from coal-tar, Sam Ash proceeded to feed the hungry sponge-moisteners. Then he asked Stubb to 'tend to the counter while he went into the Rotisserie to get a cupa hot water for his own lunch.

Sittin' in at a corner table there, Sam Ash met a fella who covers the Capitol District for Walker & Gibson. "Have you heard, Ash," said he, "that the Bradt Drug Co. is goin' to take the old Morris Drug Co. stand at 9-11 North Pearl?'

"No, I haven't heard a word about it," admitted Ash. "Are they going to continue the other two stores on Broadway an' Central avenue, too?"

"Yes," claimed the drug man. "Warren Bradt will keep the other branches going. And he'll associate in the new store with two former Riker-Hegeman men. They are Jacobs and Hewitt."

"In that big store, with an excellent location like that, such a live cigar-drug firm should do a big business," nodded Ash. "Without alterations, they've now got right there two of the most attractive windows in Albany. Even though the Liggett place is directly opposite, the Bradt people will have the best location, and the finest display features."

"Sure, Ash," assented the drug salesman, "these boys will do well in this new venture. And they ought to handle a pile of cigars for your firm down there, too. Stock 'em up to the limit. They're good for all they buy, an' then some!"

In order to carry out their amalgamation plans as Mr. Ash heard 'em, the Bradt Drug Co. has incorporated for $15,000, nominal capital stock. One of the directors, Charlie Jacobs of Schenectady, will come over to Albany to manage one of the stores, while Cliff Hewitt and Warrie Bradt will look after each of the other locations.

After Mr. Ash had paid his little slip in th' chop an' oyster house, ticklin' th' waiter wit' th' tail of th' bull on a nickel, he met Fred Osborne lookin' for a place to eat.

"My hash in Albany is usually served at Patterson's place, up there by th' Capitol," said Fred. "Fact is, I came down from Troy this morning, intending to get over to Amsterdam. But the Weed-chains weren't in the box, so, says I, 'Eddie-boy, the ice is thick an', the anti-

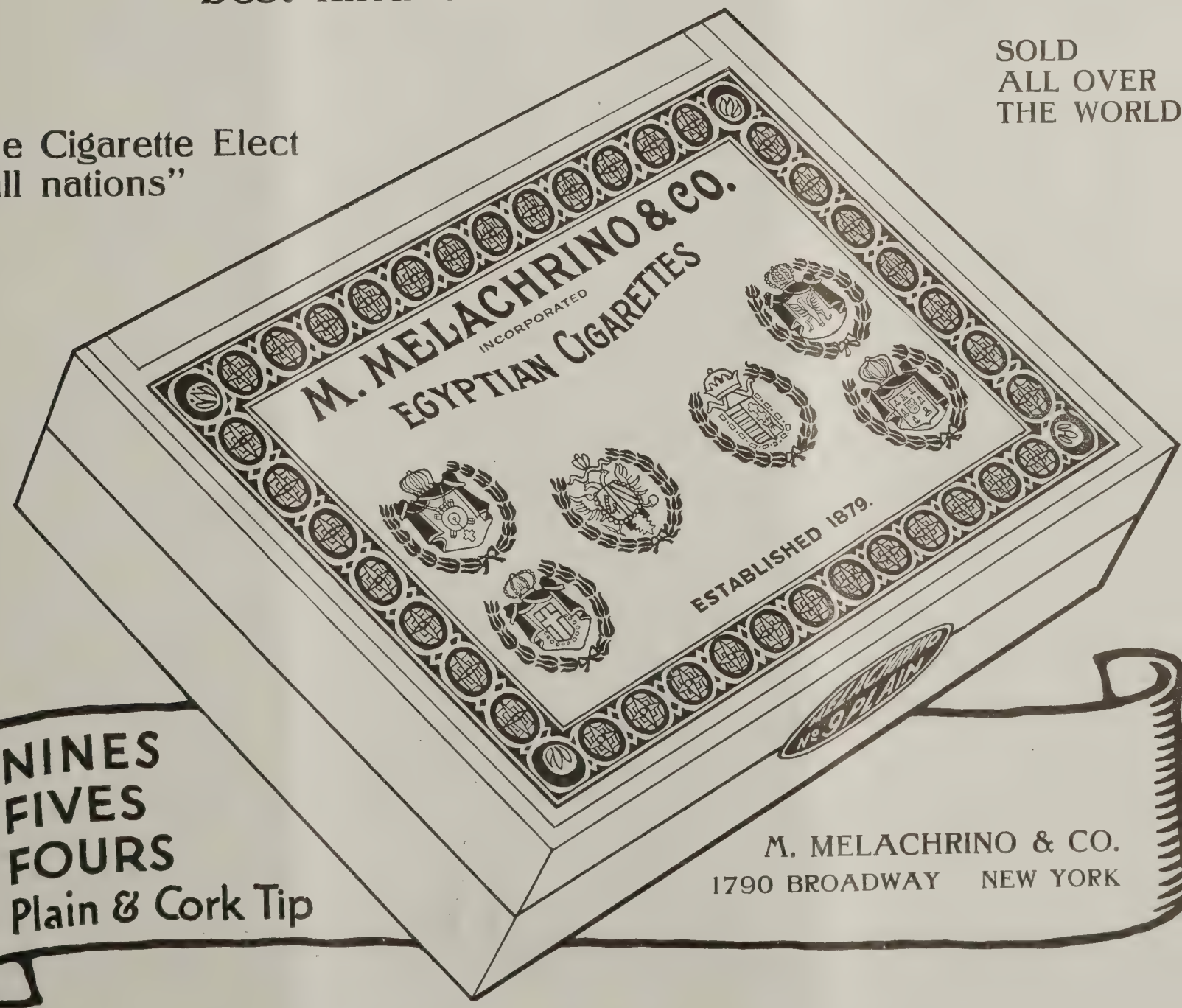
(*Continued on page* 16)

MELACHRINO CIGARETTES

Progressive dealers know how they sell—and why they sell—how they make and hold the best kind of trade

SOLD
ALL OVER
THE WORLD

"The Cigarette Elect
of all nations"



NINES
FIVES
FOURS
Plain & Cork Tip

M. MELACHRINO & CO.
1790 BROADWAY NEW YORK

THE UP STATE OBSERVER

(*Continued from page* 14.)

skid being absent, we'll beat it back to Troy, where business is fair, an' the girls are fairer. Hasten, Eddie, hasten!'"

Then, while feelin' his way cautiously along th' icy concrete of State street, Mr. Ash ran full tilt into still another chap with a full grip. It was A. N. Duker, the A. T. Co. roll-your-own boy.

"Hello, Ash, howareye?" hailed Duker; "get your daily change sheets on Piper Heidsieck in the new 7 an' 15-cent sizes? Also th' Lucky Strike 'nouncement of 20 for 15 cents?

"Tuxedo is up again, too, though I think I can save you a few pennies on th' list if you get your requisition in now. To make both ends meet in the dead center you've got to take advantage of all these changes. Then you can rake off a bit of cash on th' price-list."

While Jim Stubb was tendin' bar, waitin' for Ash to swallow that there boilin' water in the Rotisserie, a chap came in who useter travel through the Capitol District with Dauntless Doyle, former A. T. Co. scout.

"I met Sam Fulder today, Stubb, an' he wanted to know if I'd seen Doyle lately. I told him I hadn't, an' then he opened up 'bout Doyle an' his dauntless ways.

"For it seems that Sam doesn't like the idea of havin' his show window covered with advertisin' stickers. An', piles an' piles a-times, he's told the bunch not to clinch 'em on th' glass.

"So there was a standin' bet amongst the gang that no advance agent, dead or alive, could stick a sticker on Sammie. Just at the time the wager was made along comes Doyle.

"'Whasamatter,' sez he, 'can't you dubs get a look-in with 103 North Pearl?' An', bein' assured such was the situation, Doyle up an' barked, 'Watch me,' and off he went, the crowd a-trailin'.

"Well, what does Doyle do but go plumb upter Sammie's winder, take out his brush an' paste, an' stick th' bloomin' litho right on th' glass!

"Then in he walks, careless-like, whistlin' 'Sweet Rosie O'Grady', an' says to Sam: 'Jes' put a li'l' 'nouncement on your winder, boss, an' I'm right here now to cover your Tuxedo stock with gratis goods to make th' sale a howlin' success.'

"Jes' th' nerve of th' thing kinda took Sam off his feet, I guess, though he did start to faintly object when Doyle butted in: 'Now, boss, don't stand on your own foot. Take these gifts an' be merry.' An' that's why Sam always asks for Doyle when I go 'round!"

When Izzy, the mail-man, handed Mr. Stubb his morning correspondence, t'other day, there on top was a communique from Quinn Brothers, Troy. What did it say? Oh, merely that the Q & Q cigar had gone to $75 the M. Also, in a foot-note, that the $500 contest for the biggest collection of Q & Q box covers an' Q & Q cigar-bands was creatin' a heap of 'citement on lots of other streets besides the factory site on Congress street in the Collar City.

Then the very next envelope contained a hint from G. W. Van Slyke & Horton, Albany, that the Peter Schuyler cigar had riz up ag'in. Only a coupla dollars, though just enough to make the Schuyler a trifle lower than similar goods of competitive makes. And the new infant panetela shape, retailing four cents each, or six for a quarter, as the like is, was announced as a comer an' a stayer!

Just as Mr. Stubb was about to fold his specs an' push away the joyous news of the several price changes in the checkless mail, who should rush in but Mr. Levy. You know him! He sells those Pent-Up cigars. "Yes," said the salesman from Philadelphia, as he relinquished his grip to Benny for a dime; "yes, I admit it! I'm selling cigars! But how can you turn me down? If you don't want Ustrella you'll surely desire Ta-ho-ma. And the Don Digo brand is sold in Albany by such representative houses as J. W. Stevens an' the Bruce Macdonald Co. So, Mr. Stubb, hadn't I better book you for your requirements of the immediate future? Thank you, I'll attend to the colors and endeavor to rush the factory on those sizes. Good day!"

With Sweet Caps, Hassans, Meccas, Camels, an' a lot of th' favored few cigarettes standin' right up on their toes, waitin' for th' extry penny or two advance on the ten o'clock mail, Mr. Stubb got to thinkin' what a pile a-money he coulda made if he'da put it along there on the shelves instead of down there in Mexico in Alcatraz Gold & Silver, Ltd!

Wow! Just to think, one Capitol District jobber alone, Mr. Stubb was informed, had cleaned up on over five million Camels in the first advance, some weeks ago!

And here, every day almost, was an opportunity to knock Alcatraz Gold & Silver into a cocked hat by simply investin' th' current funds in common, ordinary cigarette an' cigar products!

Talk of lookin' under th' ground, miles down, for hidden wealth! And here it was, all the time, right on the surface, waitin' for some nervy fellers with a scoop to shovel it in! La-la, it made Jim Stubb have a headache just to think of the Mexico Mine in contrast with the Gold Mine right here in his own store!

To take the curse off delayed shipments, Boss Watts informed Stubb & Ash, as well as all Capitol District jobbers, that all Liggett & Myers tobacco shipments, so far as possible, would be sent to either Utica or Albany in solid car-lots, then delivered and invoiced, 2-off-10, from destination, as the goods came to time.

This became necessary because of the excessive investments required of distributors through stock tied up and paid for, though still reposing in congested transport.

Bridget, goin' home after a day's hard work, stopped in the cigar store for her usual package of Copenhagen snuff. "Say, now," says she, "atter all me tradin' here, shure an' Oi don't know th' name o' th' place!"

"This is the Bruce Macdonald store," informed the salesman; "there is a card with the address of 110 State street, Albany, on it in case you want to send for something at a future time."

"Thot's al-roight," nodded Bridget, pushing back the card; "kape ut. Oi shure can't rade th' print, anyway. But what th' divil do a man wi' a foine Oirish name lik' McDonald want tu be hitched up tu a felly wi' a Prisbeterian name like Brawse fer?"

And Bridget surely will never know that Bruce Macdonald is so plaidly Scot that he sometimes returns invoices billed to "B. McDonald Co." Even a MacDonald with that middle capital D won't do!

All the soft seats in the Hot Chair Club were arranged in a semi-circle around the old iron stove in the store of Stubb & Ash before Benny prepared his bundles for the final delivery of the day.

Satisfying himself that things were in apple-pie order for the evenin' session of the Club, an' that, especially, the cushion in the chair of the Exalted Ruler was all set for the weary Potentate, Benny got his nickel car-fare from Mr. Stubb, and made a kellermann-dive for a Pine Hills car.

Lookin' outa th' winder, as he approached Hamilton street, Benny was surprised to see his ole fr'en' John Robert Thompson, who useter sell Battle Ax at 12 cents th' pound, headin' fer the Parkway Theatre with three dames on his arm! "Gee-ja!" sez Benny; "gee-ja!"

Sure, Benny tried to work the 'ductor for an Albany Belt Line transfer, so he could ride down town again on the first nickel, just like the wimmen an' his friend Lew turns the trick! But the bell-man was right onto Benny, an' the very best he could do was to leave the Pine Hills car at Madison and Lark, then either walk or run down to B'way.

First, though, Benny had a bundle to leave with Charlie Van Loon, the Washington Park retailer. This he did, askin': "How's business, Charlie?"

In the s'prise of hearin' anyone mention business in such a careless way, Charlie nearly dropped the sponge he was wipin' the windows with. "Oh," says he, "did you say som'thin' erbout biziness? Well, there ain't much. So many young men 'round here have gone away to fight that things are slow in this section, sure certain. But, with warmer weather——" And Charlie smiled quietly to the sponge, thinkin', no doubt, of the season when the grass is Irish an' the squirrels are nutty!

Ramblin' down to the corner, Benny stopped a minnit to visualize the Anndora display in the window of Supervisor MacAllaster, on Lark street. "Gee-ja," muttered Benny, "that's a beaut. Tom McGowan should get the medale pour le merite for that! I'll bet Mac & Mac both sell two or three Anndoras on the strength of this decoration."

Cristmus! Who should Benny bunk right inter on Madison avenue but Tom McGowan himselfer! "Ah, there, Benny," hails Tom; "goin' down my way?"

"Sure," agreed Benny; "I'm ridin' myself on neolin. But, say, Tom, you've got a peach of a winder back there on MacAllaster's corner. How'd you do it?"

"Easy, Benny, easy! Just put one nice little dummy top 'er 'nother luvey dummy—an' there's the window! You could do it far better, Benny, if you had the time!"

"Yeh, it's a cinch, I know. Nawthin' to it. Jess pile 'm up 'til they fall over, an' there you are! Still, Tom, how the deuce do you get the goods out so nice an' pretty now? They look a darn sight better 'n they useter when you had the label of the C. M. I. U. How is it done?"

"Well, you see, Benny, in the first place we've completely changed our methods of manufacture. Up there on Broadway we've undoubtedly got one of the three finest shops in the 14th District. Girls now make the Anndora on the bunch system. They get 30 cents for each hundred. This compares with a rate of 18 cents in shops where nickel goods only are made. So, you see, we get more uniform goods at cheaper rates. Fact is, Benny, some of our old union workmen have come back to work alongside of the girls. And, with a very little practice, they soon average $18 to $20 weekly per individual on the team system."

Still 'nother man with a bundle was suddenly sighted hull-down on the horizon! Lookin' through his bifocals, Benny saw it was M. A. Schufeldt. All the way over from Schenectady, with a bundle of Bolds! But he went into a store before Benny could yell a greetin'!

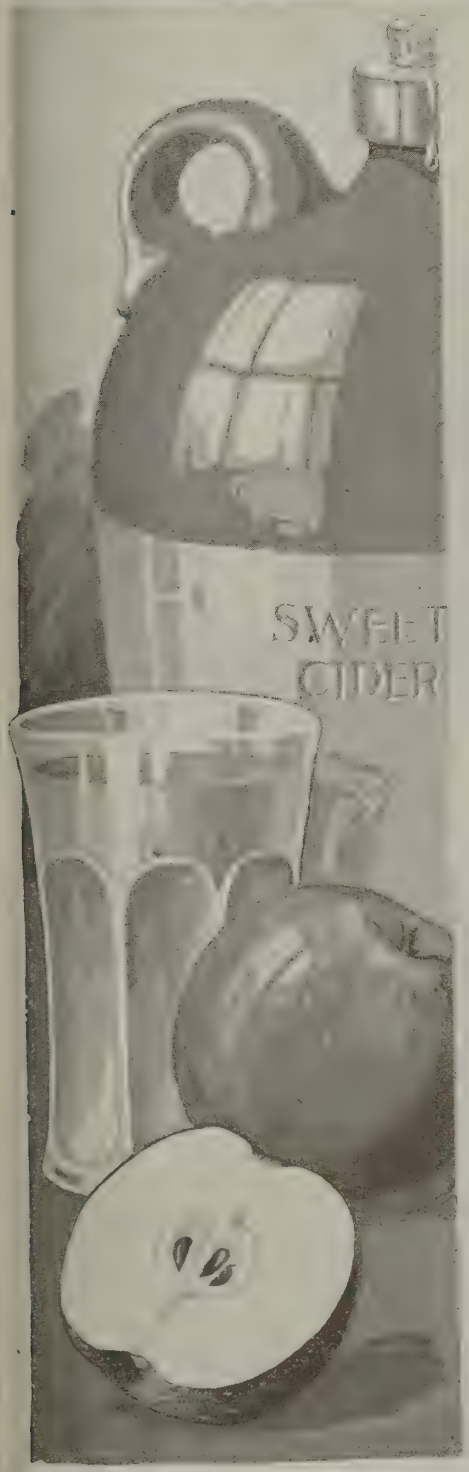
THE SMOKER.

SUPREME COURT SETTLES PRICE FIXING.

The American Graphophone Co. sold a Chicago store records under a contract to resell them at full prices. The store forgot the contract and cut the price, whereupon the graphophone company asked for an injunction, on the ground that cutting the price was a breach of contract and an injury to its business. The lower United States Court refused the injunction and the United States Supreme Court now says it was right. The gist of the decision is that when a man sells a thing, even though it is patented and carries the monopoly that patenting carries, he is done with it. Even if the buyer has agreed, as an inducement to make the sale, to resell at a fixed price, that agreement is void and can be violated with impunity.

The Reading Pa. Retail Grocers' Association added thirty-one new members to its roll during February.





HOW do you know it's apple season?

"Your Nose Knows"

By the appealing *Fragrance* of ripened fruit. Nature labels her most particular products with *pure fragrance*—to guide you to her best. Sight, sound, taste, touch, often deceive—pure fragrance *never*. Depend upon it. Trust it—"Your Nose Knows." The *pure fragrance* of a fine tobacco is Nature's infallible guarantee of smoke satisfaction—a guarantee to *you* personally, and—"Your Nose Knows."

Such a guarantee you will find in

Tuxedo

The Perfect Tobacco

Blue Grass sunshine and the soil of old Kentucky give the blended Burley leaves of Tuxedo that rich, *pure fragrance* which is so appealing, so satisfying. There is no fragrance like it—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.
INCORPORATED



"Touch and Go" and "Get There" in Chicago

Little Stories of the Cigar Business

CHICAGO, March 15.—The Chicago Retail Cigar Dealers' Association held an important meeting Tuesday at their hall in the Masonic Temple. Several matters of vital importance to the dealers were discussed and plans laid for a very active campaign to get in new members were passed upon. After lively talks by several dealers and well known trade organizers, the meeting adjourned to meet again in the near future.

The Master Barbers' Association decided not to raise the price of hair cuts and shaves, but to advertise and appeal to men's pride in their personal appearance.

C. Krise, owner of the store at 47th street and Forrestville avenue, has added "Many Blanc 6 centers" to his stock.

Victor Riley, the box trader, has added a brand of clear havanas made by Moises Bustillo & Co. of Tampa.

The city license committee has put one over on the dealer in cigarettes. "No licenses are transferable this year." Heretofore they could be transferred to other parties for a small sum but now a dealer will have to pay for a full year even though he may take out the license during the year, and then again should a dealer sell out or close his store during the year the amount unused on his license will be a total loss to him.

Myer Bernstein, who moved his cigar store to Rockford, Ill., late last fall, has disposed of same to the Army Camp and has again returned to Chicago. He is looking for a location for a cigar and billiard hall.

Sheblessy Pharmacy, at 35th and Indiana avenue, has a very fine showing of Jose Vila clear havana cigars.

Knowledge, a 5 cent cigar made by the Quality Cigar Factory at Cincinnati, is jobbed here by Many Blanc & Co. You see them in a lot of places.

J. H. Weiss & Co., at 329 So. La Salle street, are showing Flor de Avenda mild havanas made by Spector Bros. The brand is carried in the 10 and 2 for 25 cents sizes.

Brush & Leifer are the successors to Herman Benke, 3856 West Madison street. They job cigars, cigarettes and tobaccos and are making a strong bid for the loop trade.

Wolf & Powers have settled with their creditors for 40 cents on the dollar, paying 15 per cent. cash and 25 per cent. stretched out over a period of 10 months. They will continue in business.

Andy Andernocht has charge of Albert Breitung's store at 409 So. Dearborn street. Andy says business is good. Stub Brevas and Frank's pipes are shown in a big display at this store.

W. D. Walker, the S. S. Pierce Co. traveler in this territory, has sent advance cards that he will call March 19. "Come right along, W. D."

You've got to pay taxes on your poker winnings, but you can't deduct your poker losses from your income according to an internal revenue bureau ruling. This is tough luck on some of the boys who indulge in friendly games.

The Chicago post office leads the country in the sale of thrift and war savings stamps, having sold $346,530.99 worth. "Pity they couldn't have sold another cent's worth, eh?"

The lobby case of the Hotel Sherman has a big Cuesta Rey display.

Several brands are going to advance shortly. Robert Burns 10 centers will go to $75 and the 2 for 25 cent size to $90 April first. It is reported that Owls will shortly be put in the 7 cent class and will cost the dealers $49. Everybody is loading up as the trade has been tipped off to the coming advance.

Prince Albert is retailing for 15 cents in many stores.

The Victoria size of the Van Dyck is getting around. It sells for eleven cents and costs the dealer $82.50.

A very handsome Melachrino glass sign is hanging over the main cigar case of the Sherman Hotel stand.

Cigar displays noted around the loop stores this week, Breitung's chain: Havana Merits; Best & Russell stores, Robert Burns; Geo. C. Knight, Frats; Ed Kirsch, Corina; Wengler & Mandell, Tom Palmer and Club Quality; National Cigar store, Valkyria; Shoemaker & Co., Gato Keywesters and Romeo Garcia Club Life; Clayton stores, Virginia Lee and S. P. N.; J. H. Weiss & Co., King Phillip; Dolan Segar Shop, Henry Irving and Romeo Garcia; Fred L. Wells, Wells' Extra Value; Bloom & Mayer, Charles the Great; Lilienfield Bros., Idolita; and The Harmon Cigar Co. stores, San Alto and El Continuo.

Eddie Fiesch is all dolled up in his new spring outfit these days. Ed always was a "dandy" amongst the grip handlers, but he never overlooks a bet on Travellers made by Haas Bros.

The E. N. Gato Cigar Co. has advanced the price of American Maid brand $5.00 per thousand.

Phillip M. Eddy is associate manager for chief of staff Harry Penney at Shoemaker & Co.'s store. He is a "live" one, a quick worker and money getter.

Frank Elliott, representing E. P. Cordero & Co., is still around. Walter Tobin and Anderson & Thorsen have added his line. Frank landed a big order from the Milwaukee Club at Milwaukee.

Egers Havana Sensation, made at the Chas. Great factory, is a big seller with Eger & Co. on Adams street.

The Lambert store, located in the Windsor Clifton Hotel, has been closed.

Harry L. Harris, of Harris Schwarz Co., New York, visited Milwaukee and Racine this week.

Alfonso Rios & Co., makers of El Talento cigars, will shortly move from their present location at Wells and South Water streets to Wabash avenue and Eighth street. In connection with their factory at the new address they will operate an up-to-date retail store.

The main store of the Clayton Cigar Co., 22 North La Salle street, is all bright and shining these days. Fine Paramount glass signs cover the entire store front.

Roman Dobler of the Park & Tilford sales staff has departed for an extended trip through the middle west.

Basil and Elias Coudax are still "doing" the town. Results are coming fast for these two well known cigarette men.

A big "food-saving" sign will be erected in Grant Park, with the sanction of the South Park board, and through the patriotism of the Thomas Cusack Co. The Chicago Historical Society will probably get it after the war.

The Monroe Cigar Exchange at 176 West Monroe street opened a few days ago is finding business good. Manager Bauer has taken on Romeo Garcia in several sizes.

Clark Cutler is aching to get on the road so he can show the Moises Bustillo & Co. line to the trade. He is planning to hit the trail for his old stamping ground in Texas.

The Canvas Club, in the Rotchild shape a 10 cents, is a new offering in the twelve stores of Albert Breitung. It is a clear Havana Chicago made cigar.

The Clayton Cigar Co. has added the Club Quality 10 for 20 cent short smoke and will offer it to the trade in their five retail stores.

New sizes of Perfecto Garcia & Bros brand are now on sale.

The Chicago Pipe Repair Co., F. S. Bleaden proprietor, is located in the McVicker's Theatre building at 25 W. Madison street. They are building up a big business.

At a meeting of the new National Party convention held here last week Mrs. Frances Beauchamp of Kentucky spoke at length to the convention on the evils of liquor and tobacco traffic. She expressed horror at having seen in the women's dressing rooms of Chicago hotels "no smoking here" signs. "When 'no smoking here' signs are necessary in women's dressing rooms in public places," she said, "the future of the Anglo-Saxon race is in danger. The Indian race is nearing extinction from the use of tobacco and the Anglo-Saxon race faces the same danger." Mrs. Beauchamp then launched into a long and bitter attack on the Red Cross for furnishing tobacco and cigarettes to the soldiers. "The American Tobacco Co. has prevailed upon the Red Cross to aid in extending the use of tobacco among the soldiers of our country," she declared. "It is regrettable that such a great organization, with the support of the United States Government, would consent to such insidious practices. In the training camps of my state it has been reported to me that thousands of boys who never smoked before are now smoking the vile cigarette."

Marquis Eaton, head of the Chicago Red Cross chapter, when he was informed of Mrs. Beauchamp's speech, stated: "No Red Cross money, so far as I know, is spent in the purchase of tobacco or cigarettes for soldiers. The Red Cross, however, does accept gifts of tobacco and cigarettes for the soldiers and considers that in so doing it is gratifying the wishes of the senders and the soldiers. If that is to be condemned then the Red Cross has and wishes no alibi," he said.

The prohibitionists, who are the largest element of this new party, have declared against tobacco in all forms and no doubt will soon have poor old "weed" struggling for existence like the liquor business.

Tampa Club Quadrupeds is a new offering in the Best & Russell stores. They sell four for 25 cents and are packed in foil bundles of four each.

Couthom's store, at 13 South La Salle street, has a window display of Pall Mall, Phil Morris and Benson & Hedges cigarettes, in boxes of 50 and 100.

Creswell, made by E. Regensburg & Sons, is jobbed here by Nathan Fox & Co., who also control the distribution of the Admiration brand. F. F. Shur, who owns the cigar stand in the Garland building, is featuring Creswell.

Tom Moores royal size, sell well. They are wrapped in foil and retail for 25 cents for two.

H. L. H.

OLEOMARGARINE MAGNATE SENTENCED.

John F. Jelke, of Chicago, millionaire oleomargarine manufacturer, under sentence to serve two years in prison and pay a fine of $10,000 on charges of conspiring to defraud the Government of taxes, must serve his sentence, declares the United States Circuit Court of Appeals, which affirms the decision of Federal Judge Landis. The conviction of seven business associates of Jelke's also was upheld. Francis M. Lowry, general manager for Jelke, must serve a year in the Federal prison and pay a $5,000 fine. The six others must pay fines of $2,500 each.

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

Conservative Cincinnati Concentrates Cheerfulness

Business Is Brisk, Collections Are Good and Everyone Is More Joyous Because Spring Is Coming—Nearly All the Retailers Have Increased Their Prices—Haas Bros. Co. Will Operate Independently the Recently Acquired Plants of the San Telmo Co.—Lee Heine Injured in an Automobile Accident.

CINCINNATI, March 19.—Business conditions in this market have been quite satisfactory for the past several weeks, and retailers feel confident that trade is going to continue brisk for the next several months. The arrival of spring weather has aided quite materially in the betterment of trade, in the opinion of leading down town dealers, who announce a noticeable increase in sales since the passing of the severe winter season. The activity in all lines of manufacturing, which has kept the working men constantly employed at good wages, has also been reflected in the business of the cigar merchant and other retail tradesmen, and not only the large downtown stores have been benefited by this activity, but the smaller cigar dealer in the residential sections has also received some substantial business as a result. Most of the retailers of cigars throughout the city, including the saloon keepers, have increased their selling figures to 6 cents straight on cigars that formerly retailed for 5 cents, and with few exceptions the public is paying the increased price without the slightest murmur. Cigarettes, too, have been marked up everywhere to the new figures, and no loss in business has been reported by any of the dealers or wholesalers since the new prices became effective. Tradesmen report that smokers are generally taking advantage of the price fraction secured through the purchase of two packages of certain brands, instead of buying in single boxes. For instance, many of the 10-cent brands are retailing in certain stores for 15 cents, or two packs the quarter, and in these places the larger sale is generally recorded. This is particularly true of the hotel stands and prominent high-class bars and cigar shops in the business district.

Jobbers and manufacturers here continue to report excellent business, and the only drawback is the scarcity of efficient help in the cigar manufacturing industry. The leading plants here are running behind on orders, on account of this labor condition, and the outlook is not very bright for any sudden change in the situation. However, the manufacturers are doing the best they possibly can under the circumstances, and are recording and shipping orders in turn as they are received.

The very excellent condition of collections, reported alike by the manufacturers and jobbers, is further evidence of the satisfactory trade the retailers are enjoying.

The past week was quite active in the local burley leaf tobacco market, although sales were held on one day only. Advance announcement of a good offering of high-grade tobacco brought out a large atendance of buyers, and spirited bidding prevailed throughout the sale, with prices on a par with the previous week from opening to the close.

Reports from the country districts indicate the usual preparations to plant an average crop of burley tobacco. Assurances that there will be no Government restrictions upon the acreage set to tobacco this year have encouraged the farmers to produce at least a normal crop in 1918.

The trade here is still talking of the big deal consummated last week by the Hass Brothers' Co., cigar manufacturers of this city, in taking over the business and plants of the San Telmo Cigar Manufacturing Co., of Detroit, Cincinnati and other points. The negotiations were completed in New York City by Marc Hass and officials of the San Telmo Company, who announce there will be no merger of the businesses, and that each will be operated separately as before.

The San Telmo Cigar Manufacturing Co. opened its branch in this city about three years ago, later taking over a large building at Third and Vine streets for factory purposes. Besides the Detroit and Cincinnati factories, the San Telmo Co. has plants throughout Pennsylvania, turning out in all approximately 75,000,000 cigars annually. An increase in the capitalization of the San Telmo Company from $500,000 to $1,250,000 has been recorded with the Secretary of State of Michigan.

"We propose to push the San Telmo brands with our own and turn out in all plants at least 200,000,000 cigars the first year," said Marc Haas to a representative of TOBACCO. "We now have branches of our own in Louisville, Evansville and Dayton, and may find it advantageous to establish further agencies with the increase in business during the coming year."

Lee Heine, prominent retail cigar dealer of this city, was painfully injured several days ago when an automobile in which he was riding with a party of friends skidded and crashed into an iron pole. The machine upset and threw its four occupants to the ground, injuring all severely and one probably fatally. Mr. Heine's injuries include a broken right thumb, rib fractures and probable internal injuries. All were removed to a hospital following the accident, but Mr. Heine was later taken to his home, where he is reported to be mending rapidly. Attending physicians state, however, that he will be confined to his home for quite a spell.

Richard C. Batte, 59 years old, prominently known in this city and adjacent territory as a successful tobacco merchant, died recently at Booth Memorial Hospital, Covington, Ky.

He was for years engaged in the tobacco business in Kentucky, operating a warehouse at Cynthiana. In 1906 he came to Cincinnati and opened a tobacco brokerage office. He also became identified with the Cincinnati Warehouse Tobacco Company.

CUBAN CIGAR AND TOBACCO EXPORTS.

During 1917 statistics show there were exported 111,909,685 cigars via Havana, whereas the previous year there were 121,663,309 or some 10 million cigars more. The two principal markets for these cigars are the United States and England, which experienced a considerable falling off in consumption. The exportation to the United States for 1917 was 44,446,020 cigars as against 49,452,058 in 1916. In 1917 the exports to England were 30,646,522 as against 38,792,565 the previous year. On the other hand, shipments to Spain have increased, being 8,063,145 for 1917, whereas the 1916 figures were 5,107,996. While the quantity of shipments has greatly decreased as shown above, yet a higher price than ever known before was obtained for these cigars, averaging $85.32 per thousand. As regards unmanufactured tobacco during 1917 there were 291,618 bales exported, being 60,602 less than the previous year, but these also brought a record price averaging $65.73 per bale. The 1917 exportation of cigarettes amounted to 12,047.530 packages, being 808,022 more than in 1916. The exportation of smoking tobacco was 261,461 kilograms, or 60,197 less than in the former year. While as shown above there was a heavy falling off in the exportation of cigars last year, the consumption of cigarettes has increased in Cuba as well as abroad, and this is also true here of cigars. It is stated that the value of the tobacco manufactured and consumed in Cuba during 1917 was twice the amount of that exported, the domestic consumption amounting to $19,682,419 as against $10,207,015, the value of the manufactured products exported.—*The Cuba Review.*

EXCELLENT SALES IN MADISON.

MADISON, Ind., March 14.—Tobacco to the amount of 127,240 pounds was sold on the floors of the four Madison loose leaf tobacco warehouses Wednesday. The market was strong, with an advance of 2 cents over last week on the common grades. Receipts continue heavy, most of the tobacco coming from Kentucky. Record-breaking crop averages are being made by farmers bringing in fancy grades, which are scattered. The highest crop average ever made on the local market was made by Colbert & Barnes, of Trimble County, Kentucky, this week, when their crop of 1,610 pounds averaged $48.80 a hundred all around.

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Cigar Box Labels, Bands and Trimmings of the highest quality.

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Western Office: 30 N. La Salle St., Chicago, Ill.

26th Street and 9th Avenue, NEW YORK CITY

Mediators Try to Settle the St. Louis Strike

C. A. Just Secures a Desired Site for Cigar Store—The Six Cent Proposition Becomes More Acceptable—Kelly's Boquet Featured Strongly in an Aggressive Campaign—Iowa and Northern Missouri Reported to Be Very Prosperous.

St. Louis, March 16.—The strike of the workers of the factories of the Liggett & Myers Tobacco Co., in St. Louis, became effective last Monday morning, and the end of the first week finds the company and their employes as far apart as ever. In fact, the strikers held a mass meeting today, at which they voted to carry the fight for recognition of their union and an increased wage scale to a finish. The company is advertising in all of the daily papers for workers.

Picketing has been going on all week. So far the strikers have been orderly, and the only disturbance was an attack on an attorney for the company, who rescued a woman, who had been roughly handled by a crowd at the plant. Efforts are being made for a conference between the union and the company, to which end a Federal mediator and Father Tim Dempsey, who has had considerable success in settling strikes.

Anthony McAndrew, president of the International Union, who is in charge of the strike for Local No. 140, has received the following telegram from Samuel Gompers, president of the American Federation of Labor: "It is gratifying news that the underpaid tobacco workers of St. Louis have at last reasserted their right to better pay, better working conditions and to organize a union. Express to them my earnest hope for their absolute success."

The Christian Peper Tobacco Co., where twenty-five twisters went out on February 23, have reached an agreement with these employes, and they have returned to work.

The lease of the United Cigar Stores Co. on the stand at the southwest corner of Third street and Washington avenue, which they have occupied for the last eight years, expires on March 31, and after that date the store will be conducted by C. A. Just, who operated the Metropolitan Cigar Store, at Grand avenue and Olive street, one of the busiest corners in St. Louis. The Third and Washington store is owned by the Peter Hauptmann Tobacco Co. It is one of the best stands in the downtown district. It is at the entrance to Eads bridge, the principal gateway between St. Louis and the East Side. Besides, it is located at a point where the wholesale and retail districts join.

The United Cigar Stores Co. will make a further advance in cigarettes and smoking tobacco, effective Monday. Camels, which have been selling at 12 cents, and Prince Alberts two for a quarter, will go to 15 cents. Serene Mixture will go to 12 cents; Egyptian Prettiest, from 10 to 13 cents; Rameses from 22 to 25 cents.

The 6-cent proposition seems to be gradually taking hold in St. Louis, although the process is slow. Some dealers who do not expect that the entire trade will be on this basis until within the next thirty or sixty days. This, of course, depends on how long it will take the dealers to dispose of stocks purchased before the advances went into effect. Some dealers are now selling for 5 cents cigars that would cost them now as much as $42 a thousand to replace.

F. C. Niles, president of the W. A. Stickney Cigar Co., was in St. Louis a day, the guest of C. J. Thorne, general manager of the company. Mr. Niles was on his way to his home in Kansas City, after a trip to Florida.

Kelly's Boquet is reaping the benefit of a most aggressive campaign. The local jobbers are the W. A. Stickney Cigar Co. The Havana-American Co. are much pleased with the results of their work in St. Louis.

H. G. Chambers, who was with the Parker-Gordon Cigar Co. until he enlisted in the aviation corps of the army, and who has been doing some special work for R. J. Seidenberg & Co. in Kansas City, has been notified to report to Urbana, Ill., for training in the flying division. He previously has had ground training.

George W. Duncan, who travels in Iowa and Northern Missouri for the Parker-Gordon Cigar Co., has returned to headquarters here, with reports of unusual prosperity in those sections.

EDMONDS.

North Carolina Sales

W. A. Graham, state commissioner of agriculture, reports sales of leaf tobacco in North Carolina, during the month of February, 1917, as follows:

Towns.	1st Hand.	Dealers.	Resold.	Total.
Burlington	243,563	6,490	4,052	254,105
Creedmoor	5,373	.....	.....	5,373
Durham	549,168	59,352	118,826	727,346
Elkin	47,317	.....	.....	47,317
Greensboro	47,103	671	621	48,395
Greenville	345,952	8,792	76,588	331,332
Henderson	260,883	2,719	18,408	282,010
La Grange	9,468	.....	.....	9,468
Leaksville	40,665	.....	15,541	56,206
Mebane	255,683	3,508	3,090	262,281
Madison	68,753	.....	1,954	70,707
Mt. Airy	243,898	12,523	6,809	263,230
Oxford	698,319	14,718	47,272	760,309
Robersonville	16,976	.....	.....	16,976
Reidsville	570,794	1,737	7,058	579,589
Roxboro	532,131	.....	7,094	539,225
Rocky Mount	1,340,260	19,332	87,284	1,446,876
Spring Hope	60,030	.....	464	60,494
Stoneville	139,020	.....	2,086	141,106
Wendell	16,238	6,332	9,042	31,612
Warrenton	280,123	228	11,485	291.836
Wilson	756,677	49,238	96,251	902,166
Winston-Salem	1,553,330	271,894	264,555	2,089,779
Youngsville	98,093	.....	12,055	110,148
Total	8,079,817	457,534	790,535	9,327,886

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Tampa, Fla.

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Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City

In the Cigar Trade Many Kick But Few Quit

Boston Retailers Have Troubles, Yet They Know That Conditions Are No Better in Other Lines of Business—Perkins Again Heads the Liberty Loan Committee Representing the Tobacco Industry—Happenings Around "The Hub."

BOSTON, March 18.—Retail conditions in Boston and nearby cities during the past month have ben discouraging, on account of early closing, Monday holidays, intense cold, and, last but not least, a shortage of practically all the best sellers. On top of this, cigarette and tobacco prices were changed almost daily; popular brands of cigarettes were sold at a dozen different prices in various sections. Which caused consumers to be balled up, and caused retailers to be "bawled out" rather frequently. There were no joys for the dealers, just glooms. It is said now that the most recent raises in prices and changes in packages are to be effective for some time. In other words now, anticipated and figured out in advance, are the things that had to be done.

Transportation is somewhat improved. Passenger traffic, that is; but delays of freight passage are bad. Jobbers have more merchandise on the road than they have in stock. In some ways, this has worked out profitably, as many articles have advanced materially since the goods were shipped. All the jobbers are shorthanded, which cripples delivery service.

Otherwise, the tobacco business is all right, and the chances are that few if any will forsake the business to enter other fields of industry for other trades have had their troubles, which may be a great deal worse than the tobacco business endures.

The third Liberty Loan drive will begin in April, and Charles B. Perkins, of the C. B. Perkins Co., has been made chairman of the Tobacco Committee. He has appointed the following committeemen: Charles T. Ellis, vice chairman; H. E. Rowley, of S. S. Pierce Co., secretary; Arthur Bracey, of Charles B. Perkins Co.; James E. Logan, of Joseph P. Manning Co.; Fred Estabrook, of Estabrook & Eaton; R. E. Pearson, of the United Cigar Stores Co., and Maurice Hanauer, of Bieringer-Hanauer Co.

In Betweens, made by Kraus & Co., are now an open proposition, handled by all the jobbers. E. E. Steeves, the New England agent, has done excellent work in giving the In Betweens a big distribution.

Irvin Studwell, manager of the cigar department of Park & Tilford, was in Boston this week.

Camel cigarettes are now selling 20 for 15 cents.

Jeff Landry, representing "Tobacco Products," is down in Providence, putting the Army and Navy cigarette on that market. Jeff has placed them in every shop in that city.

Edward McGrady, who had charge of the retail department of George F. Young & Bro., Providence, for nine years, resigned recently to accept the position as representative of Breslin & Campbell, makers of the famous Quincy 10-cent cigar. Ed knows every buyer in Providence, and is hard at work. His many friends in the trade wish him all kinds of success in this new connection.

Farmers held a meeting recently at Amherst, Mass., and the principal topic discussed was whether they should plant so much tobacco this year as they did in 1917. They might use the ground to raise onions, it was urged, but tobacco brought more real money than any vegetable, so that tobacco will again be the choice.

Edward F. McCaffrey, formerly manager and buyer for the Riker-Jaynes Co., but now in the mill machinery business in Worcester, Mass., was in Boston Saturday renewing acquaintances with the trade.

Arthur Myers, of the Falk Tobacco Co., was here recently with Herbert Tareyton, looking all serene and happy.

Maurice Hanauer, of Bieringer-Hanauer Co., was in New York last week.

Frank Swick, the Little Brown Box cigarette salesman, called on the jobbers, returning from a successful New York State trip. He was greeted with some fine windows, having Unis and Phillip Morris displays.

James Clark, formerly of the cigar department of the Boston Tavern, is now in charge of the cigar department of the Arch Inn, Arch and Summer streets.

Ralph Yeretsky, nephew of Meyer Yeretsky, who assisted his famous uncle selling La Integridads and Kingdale cigars, is now in France and writes some very interesting letters to his many friends in the trade.

The Hotel Thorndike, one of Boston's best known hotels, has taken on Dubonnets.

The American House, Hanover street, is featuring Ranchos and Dubonnets.

Harry Ginsberg, for many years in charge of the cigar department at Reeves Wharf, resigned last week to engage in manufacturing ladies' waists.

I. Dane, the Fleet street jobber, who has been ill all winter, is getting along nicely.

Louis Shapiro had charge of I. Dane's business during his absence, but he is liable to be called to the colors most any time, as he is in Class A of the next draft.

ONE OF MANY STRIKES

Cigar Makers in Washington Want Higher Pay—Trouble at Offterdinger's Is Similar to What Is Occurring in Numerous Places.

WASHINGTON, March 18.—Henry T. Offterdinger, at 508 9th street, has on his hands a strike of cigar makers. Strike leaders assert that about eighty women and eight men workers—all those who joined the union about a month ago—have walked out. Representatives of Mr. Offterdinger concede that about fifty of the more than 100 women workers have quit, with all the older hands sticking to their tasks.

J. W. B. Petty, affiliated with the Workers' Industrial Union, and Charles A. Hall were employes in the Offterdinger factory over the retail shop, until last Saturday, when they were told that their services would no longer be required. Hall is president and Petty is secretary of the union of Offterdinger employes, which is not yet affiliated with any larger labor organization.

The first demand of the strikers, presented to Offterdinger by Mrs. Rebecca Perry, chairman of the grievance committee, demanded the reinstatement of these men. The complaining workers, instead of going to their benches at the usual work hour, gathered in the street in front of the shop, and waited for Offterdinger. On arrival he declined to accede to this demand, telling the workers that their jobs were open to them, but if they chose to follow Petty and Hall they were under no restraint.

Mr. Offterdinger took the copy of other grievances handed him, and the strikers expect some reply. Higher wages, same wages for women as men, sanitation and heating improvements of the workrooms, and in providing stock, avoidance of delay that interferes with the volume of production by workers comprise these demands. Offterdinger promised to give these consideration.

Of the 14 counts that make up the grievances, six apply to the wage question.

It is demanded that all packers be put on piece work, and their pay increased 25 cents a thousand over the present piece rate, which the strikers state is $1 and $1.25 per thousand.

A minimum price of $10 a thousand cigar making is demanded; for all jobs pay now $10 or more an increase is fixed at Cigar makers now receive, it is stated, as l as $6 a thousand, the higher wages being p to those who make up Havana tobacco.

Five cents per pound on stripping Hav and 2 cents per pound on all other stripp is the increase asked. Present prices, as quo by the strikers, are 10 cents for Havana an cents for other binders and 2½ cents for otl fillers.

On all banding, the demand is an incre of 15 cents on the present wages of 25 to cents per thousand. A rate of 5 cents per th sand is asked for transferring, for which, it stated, 5 cents and under, and sometimes no ing, is now paid.

A $5 increase in the present wage of $15 asked for the caser. Baltimore pays $22 a $25 for this work is the statement of t strikers.

The strikers also assert that many of the creases asked do not bring the wages up prices paid in other cities. Lack of competiti in Washington they explain as the reason the low pay here.

The organization has the name of the Cig Workers' Industrial Union. Its meeting pla is at 811 E street.

DRAMATIZING A DESIRE TO SMOKE.

You wouldn't think that anyone would t to stretch a little tobacco into a four-act pla but this is what Grace Carlyle and a few oth actor folks are doing in "The Widow's Wee at the Lexington Theatre, New York. The is plenty of tobacco and smoke, but not enou fire.

Tobacco runs all through the play, and is t one absorbing topic, with love as a side issu Even the girls in the cast carry their ow cigarettes.

The scarcity of tobacco in Tamarac, the sce of the play, leads the neighbors of the wido to wreck the general store in a mad search f something to smoke. The tobacco famine w attributed to the non-arrival of trains for thr days, because of a blizzard.

Tip Manning, the hero, has been making lo to Peachy Jones, the widow, and to show th strength of his love and to test it for her ben fit, he promises to swear off smoking. H places his pipe and tobacco in an old clock, an every once in a while kisses the widow to prov that he has not been smoking. Nice easy way prove his fidelity. Trouble blows up, howeve when the widow's little brother steals the t bacco from the clock and sells it to Spence Ma tin for ten dollars, leading the widow to belie that Tip has broken his promise. This caus complications and a coolness between the lover which is not straightened out until near the en of the play when the boy confesses and mak everybody happy.

WAR SAVINGS IN TWO COUNTRIES.

For their respective first three months th American War Savings Campaign is runnin ahead of the English campaign. America pouring into the Treasury at the rate of abou $2,000,000 a day—over $75,000,000 up to dat

The direct comparison is:

	England	United State
First month.....	$5,172,000	$10,236,45
Second month....	2,719,000	24,559,72
Third month.....	3,402,000	41,148,24
Total	$11,293,000	$75,944,41

The $75,944,417 of spending already put a the service of the Government by the buyer of War Savings Securities has transferred fro millions of patriotic, saving citizens to the Na tional Treasury command of the labor an materials to build a fleet of about one hundre 5,000-ton ships.



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO



"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

To Stop Cigarette and Tobacco Price Cutting

Big Grocery Houses in San Francisco May Resort to Drastic Measures—H. Bercovich Featuring New El Sidelo Sizes—S. Bachman & Co. Receive 76 Cases of Gato Cigars—"Webster" McCormick "Swamped" with Orders for Tanforans—Arthur Meyer Achieving Much Success with Humboldts—Other Pacific Coast Notes.

San Francisco, March 13.—The cigarette and tobacco trade of San Francisco is in a somewhat demoralized condition on account of the cutting of rates by some of the jobbers. It is alleged that, in their anxiety to gain business, some of the distributors are cutting prices and increasing discounts to retailers. This has caused a great deal of dissatisfaction among the jobbers, both among those who have succumbed to the cutting process as well as those who refused to make cut rates. Some of the grocery houses are said to have uttered the threat that if the matter is not adjusted on a basis that there can be a profit for all who handle this merchandise, they will take the matter in their own hands and cut these articles even below cost and use them as leaders to attract business. The situation has developed gradually, and without the trade realizing whither it was drifting until the threat of the wholesale grocers is alleged to have been made. Now the dealers are going to make an effort to get together, and see if prices cannot be maintained. Cigars have not been affected by the "little war," but if it becomes more protracted it may include the entire trade.

Ed Rosenthal, who is in charge of the Van Dyck factory products, is in the city calling on old friends. Ed started in this city and got his early training under Mose Gunst. He has worked his way in the tobacco business from the basement up.

The H. Bercovich Cigar Co. has received a new 15-cent cigar of the El Sidelo line, to be known as the Palace and the Regal. The company expects to make good on these cigars, notwithstanding that the 15-cent market is sluggish.

The many friends of Sol Arkush will be pleased to know that he has been appointed to represent the F. Lozano Son's Co. on the Pacific Coast. Mr. Arkush is at present in Santa Monica resting up, preparatory to an arduous campaign as soon as his stock arrives.

It is learned here that John Connor, who formerly conducted the Martinez Havana Co., of Tampa, will soon resume the manufacture of shade grown cigars.

William Bercovich, who recently sold the Capital Cigar Co., of Sacramento, but who retains a temporary interest, was in San Francisco this week on business.

The John Bollman Company Branch of Liggett & Meyers Tobacco Co. has announced the withdrawal of their "Drop Shipment Offer" from the retail dealers of the principal Coast cities. By this system the dealers were receiving an extra discount for exclusive business.

J. C. Chuck, traveling salesman for Frankel, Gerdts & Co., has just returned from an exteded trip throughout the Northwest. He reports a most excellent business in the shade grown Camino Real, in which he oversold the factory in the 10-cent size, and also a very good business in La Natividad.

John Glenn, who represents the Roi Tan brand, is visiting down the Coast with Herbert Solomon, of Ehrman Bros. & Co. He will go as far south as Los Angeles.

I. I. Hess, of Optimo fame, is in Los Angeles. He writes that business is very good with him in the southern city and says that the stocks are coming better into Los Angeles than they are into San Francisco.

Sam Israel says that he is having a great run on the El Wadora cigar, distributed in this market by William Cluff Co. This cigar is still in the 5-cent class, which adds to its popularity.

The announcement is just made of an advance of 10 cents a box on the Hershey chocolate.

C. E. Plummer is meeting with good success in placing the Relu cigarette in San Francisco.

Charles Webster McCormick has arrived merrily on Tanforan Square. He says that business was never better with him. He is literally swamped with orders, regardless of the high prices of goods. He will stay in San Francisco a few days and then leave for Los Angeles to call on the Klingenstein Cigar Co. in that city.

Jim Williams, a cigar dealer from Ft. Bidwell, Cal., was in the city this week looking over conditions and visiting the trade.

Milton Glass, of H. L. Judell & Co., arrived from Fresno a day or two ago and will leave soon for Humboldt. Milt believes in keeping on the jump.

S. Bachman & Co. received seventy-six cases of Gatos recently. These were deferred shipments and all are required to fill back orders.

Arthur Meyer, agent for the Preferred Havana Tobacco Co., reports that sufficient Humboldts are coming in to fill orders, as freights from Tampa via the Sunset route are coming in better than any other. He has just left for Sacramento with Oscar Lazansky, the new Michalitschke Bros. & Co. salesman. The new Hum-

(*Continued on page 27*)



Notice.

Dealers and Jobbers will add much to their prestige, profits and sales by stocking a full line of Themelis Cigarettes. The prices of our cigarettes have *not* been raised or our quality lowered.

Get in touch with us at once and ask for samples, prices and discounts on Themelis Cigarettes De Luxe, in all packings—Plain Cork and Rose tips.

Select our quality cigarette and concentrate on them, then watch the come-back from pleased customers.

Do it now.

Themelis Bros. Inc.,
333 5th Ave., N. Y. City

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

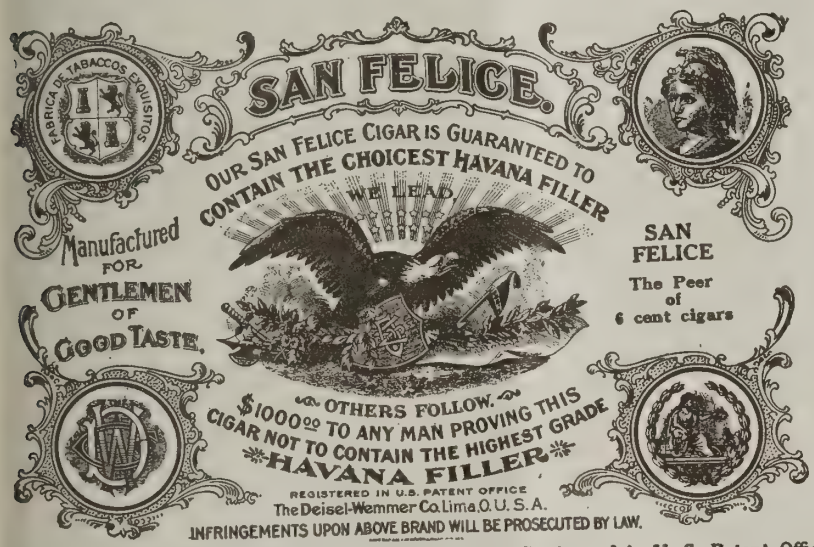
ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

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GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK

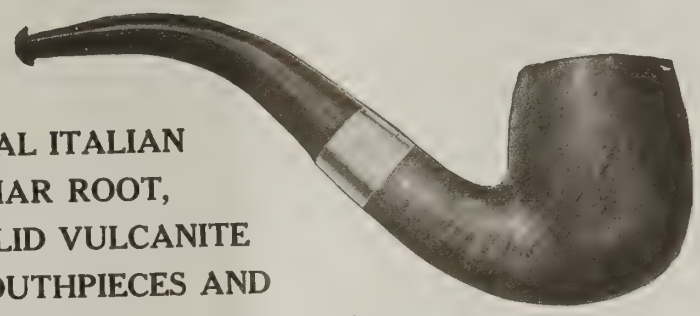


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TRADE C.P.F. MARK

THE OLDEST PIPE HOUSE IN AMERICA.

ITALIA PIPES



REAL ITALIAN
BRIAR ROOT,
SOLID VULCANITE
MOUTHPIECES AND
STERLING SILVER BANDS.

Write for Samples and Prices

KAUFMANN BROS. & BONDY

33 EAST 17TH ST., NEW YORK, N. Y.

Price Fixing Committee Is Appointed

WASHINGTON, March 19.—In announcing the personnel of a price fixing committee the War Industries Board to-day laid definite plans for a comprehensive scheme of price fixing. For the present this committee will deal only with basic commodities, but it is understood that it will ultimately go much deeper into this important question. Tomorrow representatives of the steel interests are scheduled to meet here with the committee to review the prices already fixed by agreement on iron and steel. The plan in mind is to extend this scheme of price fixing to cover all the articles going into the manufacture of steel and iron.

The price fixing committee, headed by Robert S. Brookings, a member of the War Industries Board, is composed of the recognized leaders in the war of the Government. Furthermore, it is shown by this personnel that the committee will gradually work its way clear of the Council of National Defense and be subject only to the direction of President Wilson. This is the first practical demonstration of the forecast made in these dispatches last week, that the War Industries Board will shortly be separated from the Council of National Defense and be made an independent body.

The announcement made through the Committee on Public Information follows:

"Under the authority of the War Industries Board there has been created a body to be known as the Price Fixing Committee with its personnel composed of Robert S. Brookings of the War Industries Board, chairman; Brigadier General Palmer E. Pierce, Surveyor General of Supplies for the War Department; Paymaster John Hancock of the Bureau of Supplies and Accounts of the Navy; Dr. H. A. Garfield, Fuel Administrator; F. W. Taussig, chairman of the United States Tariff Commission; W. J. Harris, chairman of the Federal Trade Commission; Hugh Frayne of the War Industries Board and Bernard M. Baruch, ex-officio.

"Another civilian member of the committee will later be appointed.

"The duties of the Price Fixing Committee will be to pass upon prices for all basic raw materials and to establish from time to time a price fixing policy to be submitted to the President for approval. Any of the executive departments having difficulty in the handling of price fixing matters will have the advice and assistance of the Price Fixing Committee when desired.

"The object of the Price Fixing Committee is two-fold.

"First, it will be a separate body, quasi-judicial in nature for the purpose implied in its name and it will serve this purpose through being made up of men separated so completely from industrial interests that their motives and actions in the determination of prices can be subject to no suspicion of mercenary interest. Prices will not be made until after costs have been passed upon by the Federal Trade Commission. With costs as a basis, the price fixing committee will then consider problems of production and distribution before arriving at its decisions.

"The second object to be achieved by the price fixing committee is speed. The committee will sit all the time and will thus eliminate unnecessary delay caused by the consideration of price fixing problems in several different quarters.

"The price fixing committee, it is understood, will be practically in constant session, inasmuch as it will not only have the detailed duty of passing upon specific prices, but must also outline all national policies in regard to prices. It will be largely an advisory body directly responsible to the President through the War Industries Board. This, for all practical purposes, renders this branch of the work of the Board independent of the Council of National Defense.

Furthermore, it was pointed out to-day that the personnel of the new committee is such as to render it impervious to criticism by Congress and by outside influences. The members selected are all men of high standing and they have no industrial or commercial connections which would render them subject to criticism. In addition to this, the persons on the committee have the confidence of the President.

The only point in doubt is the power which is possessed to enforce the decisions of the committee. It would be possible to refuse coal to any industry not obeying the price fixed by the committee. Dr. Garfield's presence on the committee would be of great assistance in this regard. It might furthermore refuse transportation to an industry for not observing a price, but the authority to enforce such an order is less obvious. For the present the committee will attempt to enforce its decisions by moral suasion and Congress will be asked to delegate authority to enforce the prices fixed only after the necessity for such action is made obvious.

Despite plaints, heard here and there occasionally, retail dealers in New York are doing well this year.

Spain a Bigger Buyer of Havana Cigars

Many and Isaackson of Chicago Acquire 500 Bales of Vuelta Abajo Tobacco—Pastor Sanchez a Large Purchaser for Export to the Argentine—Henry Clay & Bock & Co. Make a Notable Shipment of Fine Cigars to Europe—Excellent Showing Made by Partagas—Other Reports from Cuba.

HAVANA, March 15,—The leaf market continues fairly active, considering that this is the off season and stocks for sale are no longer plentiful. American manufacturers in the market yet may obtain some vegas of Vuelta Abajo and enough Partido resagos. The low grades of Remedios still on hand are not suitable for the United States. However, such tobacco is sought by exporters to the Argentine and Uruguay, and they purchased close on to 2,000 bales this week. There is no change in the prices.

The crop news continues to be favorable for Remedios and Partido.

Admittedly the supply of Vuelta Abajo may be somewhat shorter this year, yet the impression is that the quantity will not fall so much behind last year's production, as all the larger plantations with irrigation systems have harvested more bundles than in 1917. But, remains to be seen the quality of the leaf, after it has passed through the fermentation process. Not until then can it be judged correctly.

RECEIPTS OF LEAF TOBACCO FROM THE COUNTRY
For Two Weeks Ending March 7, 1918.

	Bales.
Vuelta Abajo	490
Semi Vuelta	240
Partido	...
Remedios	547
Oriente	...
Total	1,277

Since January 1, 1918.

	Bales.
Vuelta Abajo	10,243
Semi Vuelta	1,123
Partido	23
Remedios	2,669
Oriente	6
Total	14,064

Exports per S. S. Mexico, March 2, totaled 361 cases, containing 1,496,604 cigars, and which were consigned to the following countries, viz.: To United States, 786,254; to Great Britain, 516,500; to Argentine, 106,500, and to Canada, 87,350 cigars.

The Spanish steamer Reina Maria Cristina cleared on February 27, 1918, with 203 cases. containing 955,650 cigars, and which should have been included in the exports of the second half of February. The Henry Clay & Bock Co., Ltd., shipped 71 cases with 350,000 cigars, while Romeo y Julieta forwarded 34 cases, 169,500 cigars. As Spain now has more money to spend, the consumption of finer sizes has increased perceptibly, notwithstanding the high duty.

A French steamer may include in her cargo more than two million cigars.

Exports of leaf tobacco from Havaan for the week ending March 2 totaled 8,985 bales, which were distributed to the following countries, viz.: To the United States, 8,343 bales; to Canada, 92 bales, and to Montevideo, Uruguay, 550 bales.

Among the leaf buyers who arrived recently were: Sidney Many and Joseph Isaackson, of Many & Koehn, of Chicago; Francisco Gonzalez, of Garcia & Vega, and Val M. Antuono, of Tampa.

Pastor Sanchez was one of the big buyers this week. He purchased 1,300 bales of third capaduras, of Remedios, for export to Buenos Aires.

Many & Isaackson came here for the first time to make a selection of leaf, and they purchased over 500 bales of Vuelta Abajo through Walter Sutter & Co.

Romeo y Julieta have closed their books for the year, but as Don Pepin Rodriguez was telling us, the profits shown were not in proportion to the increased amount of business done last year, considering the amount of capital required to carry always a two years' supply of leaf, the increased cost of raw material, and the like.

Though exports to the United States showed a decrease of nearly 1,300,000 cigars during the first two months of 1918, as compared with the same period in 1917, shipments to other countries embrace important increases.

In fact, the big factories are well provided with orders, but the complaint is that, notwithstanding the raise on the lower priced sizes, manufacturers are unable to make any money.

Partagas was the biggest shipper of cigars by the S. S. Mexico.

Punch, besides having good orders for Great Britain and the States, also is doing a big trade with Spain on the cash down plan, as Don Manuel Lopez does not believe in long-winded consignment operations.

Hoyo de Monterey is busy in all directions—United States, Spain, Great Britain and South America.

Calixto Lopez & Co. are working full force.

Belinda, Por Larranaga and Henry Clay & Bock & Co. are busily occupied. ROSAM.



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St

TAMPA, FLA.
BONDED

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

Trade News from Near and Far

Louis Koen, of the U. Koen Co., of New Orleans, is visiting New York.

—

Jack Hoffman, representing the Falk Tobacco Company, is on the Pacific Coast.

—

G. C. Norris, of Garland C. Norris & Co., of Apex, North Carolina, is in New York.

—

The Get-Together Luncheon of the New York Leaf Board of Trade has been postponed until next month.

—

A. Jockel, vice president of the Havana Production Co., was called to New Orleans by the illness and death of his mother.

—

Ernest J. Moss, salesmanager of the cigar department of Bowring & Co., is making a business trip through Pennsylvania.

—

John W. Merriam is expected to return to New York some time during the early part of April. H. F. Adams is working through Pennsylvania. —

Walter Kruse, a crippled cigar dealer of Palo Alto, Cal., who had been in business there for a number of years, committed suicide recently. —

Kraus & Co., of Baltimore, are about ready to place the new In-B-Tween Seniors on the New York market. The Seniors, ten in a box, are retailed at $1 a box.

Wm. Demuth & Co., are supplying dealers with window displays and electros. In return the dealers throughout the country are tying up local advertising with the displays, which is bringing excellent results.

—

Edward R. Lowe has resigned his position as deputy U. S. Marshal at Miami, Fla. Being interested in a cigar factory in Key West, now that the business is growing so, Lowe finds it more profitable than holding office.

—

The American Telephone and Telegraph company reports that it spent $118,000,000 last year for extensions, stringing 2,000,000 additional miles of wire, and making the total mileage of the Bell telephone system 22,610,487 on December 31. —

Tillmann & Bendell of San Francisco, report that their cigar department is doing quite an active business, which seems to be very equally divided among Rey Oma, Carabana, Sanchez & Haya, Rosadora, Lalla Rookh, 24 Karat and the Porto Rico Transacto.

—

The result of the anti-saloon order at Vallejo will be to put cigars on the map once more in that town. The boys from Mare Island will once more be allowed to visit the town and spend their money there. The Mart is one of the popular places that has suffered from the absence of the sailor boys. —*San Francisco Grocer.*

—

Early Sunday morning thieves entered Liggett's drug store at 3 East Forty-second street, New York. The robbers obviously were not at all embarrassed by the proximity of the safe to the sidewalk—it was about three feet from the window—for they battered and smashed its small door and removed from the interior $700 in currency.

—

The Martinez Havana Co. is comfortably settled in new quarters at Nos. 500-504 East 75th street, New York, and will continue to manufacture the brands so well known in many parts of the United States. The Luis Martinez brand will become a shade-grown wrapped cigar and be made in the New York factory. Only seven or eight sizes will be made. The Viscount will continue as formerly.

SAN FRANCISCO NOTES

(*Continued from page* 24.)

boldt sizes which are taking well are the Club House, three for a quarter, which is a great favorite with the trade at $62.50, and the 10-cent Longfellows and Favoritas.

The Tobacco Co. of California, Inc., states that it is prepared to furnish "Our Boys in Training Camps Tobacco Kits." Each kit contains four 5-cent packages of Bull Durham and three 10-cent packages of Lucky Strike cigarettes and retails for 50 cents.

L. H. Cheney, formerly associated with the Portland Organization of the Gunst Company in the capacity of Portland city sales representative, has been appointed to the managership of the M. A. Gunst Branch at Spokane.

W. E. Waterman, of Waitt & Bond, Inc., accompanied by his bride of one week, who was formerly Miss Ethel Staunton, a society girl of Boston, spent a few days in the city last week before leaving to complete their honeymoon in the Hawaiian Islands.

FROM THE FIRING LINE

Personals and Trade Jottings

The C. C. Snider Tobacco Co. of Birmingham has opened a wholesale house in Sheffield, Ala.

—

The White Stag Cigar Co. at Decatur, Ill., has decreased its capital from $5,000 to $1,000.

—

Earl Field, of Stevens Point, Wis., has acquired an interest in the A. E. Burlingame Co.

—

A recent fire caused damages estimated at $300, to the Morey Merchantile Co. of Denver.

—

Rothermel & Parker have bought a cigar store in Jerome, Ariz., from Mandich & Neal.

—

A new cigar factory was opened in Pottstown, Pa., recently by the A. Roig & Langsdorf Co.

—

Harry Erlich, of the Erlich Manufacturing Co., is in Tampa, where he will remain for another week.

—

Cigarette paper valued at $53,604 was shipped from Nagasaki, Japan, to Manila, during 1917.

—

J. D. De Lamar has been elected a director of the American Sumatra Co., succeeding Charles Sobey.

—

Agitators in Montana urge a "national law providing for the confiscation of all fortunes above a million."

—

Dunham & Crane have opened their new cigar store in the Kennedy building, North street, Springfield, Mass.

—

The fire loss last year in the United States and Canada was $230,000,000, the Council of National Defense declares.

—

Frank M. Le Count bought the interest of A. E. Breitenfelt in the cigar store at Hartford, Wis. and is now the sole owner.

—

The Harry C. Jacobs Co., a wholesale and retail cigar house at Dayton, O., has increased its capital from $50,000 to $75,000.

—

The Owl Cigar Co. will move into a new and well equipped store at 424 East Douglas avenue, Burlington, Vt., on May 1.

—

Retail tobacconists of Westerly, R. I., have agreed to advance prices on certain brands of smoking tobacco and cigarettes.

—

In the United States, the manufacture of playing cards dropped from 3,977,513 packs in January, 1917 to 1,602,111 in January, 1918.

—

Contributions to the New York *Sun* fund to provide smokes for American soldiers in France, now amount to more than $225,000.

Burley tobacco sold at 43 cents a pound wholesale on the Cincinnati breaks Wednesday, a week ago, making a new high record.

—

Max Cohen, a small cigar manufacturer, at 70 Revere street, Boston, is a petitioner in bankruptcy. He owes $419 and has no assets.

—

John Cosmos, Andrew Goffos and M. L. Choynski have incorporated El Tempo Cigar Co., with a capital of $25,000, in San Francisco.

—

Al. Metzger and H. A. Rosner, out of town representatives for Berriman Bros., are in the city at present. D. H. Thistle is taking care of the city trade.

—

In the metropolitan district, A. M. Davidson successfully is accelerating sales of the various brands for which Beach & Glenn are the distributors.

—

A. H. Caro, representing A. Santaella & Co., is going over the ground in Washington. Ben J. Straus made Pittsburgh the scene of his activities this week.

—

R. D. Everhart, formerly with the shoe department of the Donlan-Redden Co., now represents the R. J. Reynolds Tobacco Co. in northwestern Iowa.

—

Women strikebreakers took the place of men who walked out of the press room of the National Tobacco Works, at Eighteenth and Broadway, Louisville.

—

Peters & Norrington have opened a new cigar factory at 842 College avenue, N. E., Grand Rapids, Mich., and will put a five cent smoke on the market.

—

William Baker, owner of cigar stands in St. Nicholas and Ridpath hotels, Spokane, Wash., has acquired Victora stand and opened it for business.

—

All of the salesmen of the E. H. Gato Cigar Company are on the road at present and orders coming in are keeping Asa Lemlein quite busy in the New York office.

—

The J. T. Farguson Co. has opened a branch store in Sheffield, Ala. Among the brands there featured are San Martin & Leon, Muriels and Ruy Lopez.

—

A. T. Dill, B. Hobgood and T. A. Green of New Bern, N. C. have incorporated the Dill-Hobgood Co., with a capital of $50,000 to engage in the tobacco business.

—

John Moriarity, manager of the King Cole Cigar Co., received 100,000 cigars this week, and has 250,000 coming in. Yahn & McDonald wired a rush order for 10,000.

The postal savings deposits in New York State on June 30, 1917, were $41,000,000, or more than 31 per cent of the total postal savings deposits in the country.

—

Directors of the Liggett & Myers Tobacco Co. have declared the usual 4 per cent. extra dividend on the common stock, payable April 1, on stock of record March 22.

—

There were matches valued at $956,882 invoiced at the American consulate at Goteborg Sweden, for the United States during 1917 compared with $770,849 worth for 1916.

—

Fred Fredenburg has closed his cigar store and pool room on East Fourteenth street Elmira Heights, N. Y. and is now a bridge inspector for the American Bridge Co.

—

The South American Tobacco and Candy Co., with a capital of $15,000, has been incorporated by C. Goffas, P. Mastrorelli and B. Arnest of 104 West 13th street, New York.

—

E. J. Stoltz is keeping things moving in Portland for Simon Batt & Co.; T. Torbett is doing well in the South, and F. Rian is injecting "pep" into trade throughout the Middle West.

—

James F. Evans, proprietor of the Queen tobacco store in Martinsburg, West Va., has moved his business from 109 North Queen street, to more desirable quarters in the Gardner building.

—

United Cigar Store sales during the first two months of 1918 gained approximately $800,000 over the corresponding period of 1916. The January increase was $300,000 and February $500,000.

—

The A. E. Burlingame Co., on Tuesday, opened its eighth Wisconsin cigar store, in the premises formerly occupied by the Kehl Cigar Co., at Eighth street and Wisconsin avenue, Sheboygan.

—

The Lewistown Cigar Co., incorporated, will engage in the cigar business at Lewistown, Mont. It is capitalized for $30,000, and Paul Rathbun, late with the Lindsay Produce Co., is the general manager.

—

A raise in the retail prices of cigarettes and smoking tobacco was scheduled to go into effect in Minneapolis last week. But on reconsideration, the plan was disapproved at a meeting of retailers.

—

Tobacco invoiced at the American consulate general at Athens, Greence, for the United States increased from 1,778,001 pounds valued at $2,378,558 for 1916 to 13,946,627 pounds valued at $11,352,515 for 1917.

—

P. N. Jacobson, cigar manufacturer of Davenport, Iowa, has been made chairman of the committee that will handle the campaign of the Citizens party hopeful of winning the coming municipal election.

Lady Chetwynd, now starring in "Her Country" at the Punch and Judy Theatre, New York, bought 2,000 boxes of cigarettes to be given to convalescent soldiers.

—

J. C. Wolfe and C. L. Grant have gone to Atlantic City to look after the interests of the Waldorf-Astoria Segar Company. C. B. Cameron has just come back from his western trip. Manager Waldner reports that business is fine all along the line.

—

John J. Saunders has felt the effects of the freight congestion. Two baling presses that should have reached his office in Maiden Lane, New York, six weeks ago are still on the way. To add to his troubles, the draft board has summoned his right hand man.

—

The E. V. Webb Co. will rebuild the tobacco factory and warehouse in Kinston, N. C., that recently was destroyed by fire. The new factory will be of brick, 50 x 186 feet and the warehouse, which will be an "L" to the factory, will also be of brick, 60 x 100 feet.

—

Julius Klorfein is back from Havana, where he had a great time, combining business with pleasure. A. Levie, representing Klorfein, is confining his energy to Chicago just now, and H. Handler is pushing trade in St. Louis. The Klorfein staff is working at top speed.

—

An important line of articles invoiced at the American consulate at Nantes, France, for the United States during 1917 was cigarette books, cigarette-book covers, and cigarette papers in all forms except cork paper, valued at $907,788, compared with $75,185 for 1916.

—

Total declared exports from Spain to United States and possessions during 1917 were valued as follows: To United States, $35,733,492 against $33,768,822 in 1916; Philippines, $985,330 against $1,022,757; Porto Rico, $887,593 against $851,601; total, $37,606,415 against $35,643,180 in 1916.

—

Dr. I. Friesner was married last week to Miss F. Arnstein. The doctor is a brother of Louis Friesner, salesman in the United store in the Flatiron Building. Another brother, Arthur Friesner, is connected with La Verosa Cigar Co. After the wedding the doctor took his pretty bride to Atlantic City.

—

The Liggett & Myers Tobacco Co. is installing machinery in the new factory for the manufacture of twist tobacco in connection with its present plant at the corner of Bolivar and Lawrence street, Lexington, Ky. The new portion of the company's Lexington plant when in full operation will employ 200 people.

—

At the annual meeting of the P. Lorillard Co. the report showed assets of over $63,000,000, with net profits for 1917 of $8,312,388.78. Four regular dividends of 3 per cent and an extra dividend of 6 per cent, aggregating $2,728,000, were paid. The capital stock will be doubled and a 20 per cent dividend will be paid soon after April 1.

"My most sincere thanks for that box of El Arabe cigars. Really, I can't tell you how much we enjoyed them. One smoke I had, however, was rudely terminated. A splatter of mud, thrown up when a shell exploded, plastered my face and spoiled my cigar." So writes a Canadian officer, serving "somewhere in France."

—

C. A. Lincoln, of Lincoln Bros., is on a trip through New England. A. Jacques pulled out last Sunday and will cover Ohio and some Indiana points. Ing. Chamberlain is making his headquarters in St. Louis at present. Thos. Q. Atkins left the Pacific Coast ten days ago. He is now in Salt Lake City. E. R. Lincoln has just returned from a six weeks' trip to the coast.

—

The National Cigar Co., recently incorporated at Roanoke, Va., with a capital of $10,000, is officered as follows: Adam Giesen, president and treasurer; R. P. Zimmerman, vice-president, and George Giesen, secretary. The company has leased the premises formerly occupied by the Eames Bros. Clothing Co. on Campbell avenue, Roanoke.

—

Had there been no war tax, the balance for 1917 on United Cigar Stores common stock would have amounted to about 11½ per cent, as a against 10.9 per cent earned in 1916. After deduction of $500,000 for the tax, there remained a balance equal to 9.41 per cent on the stock. Gross sales for the year amounted to $42,884,000, an increase of $7,074,000.

—

W. J. Peed, a successful business man of Albany, Ga., has closed a deal for a large lot at the corner of Fifteenth street and Twentieth avenue, Sheffield, Ala. He announces that he will immediately begin the construction of a large brick and stone building to be used by himself as a wholesale grocery house. Peed's outlay for the lot and building will be approximately $75,000.

—

Completion of the merger of the Connecticut Tobacco Corporation and the American Sumatra Tobacco Co., a transaction involving several million dollars, is indicated by warranty deeds filed in the office of the town clerk at East Hartford, Conn. The American Sumatra Tobacco Co., besides its offices, has in East Hartford the largest tobacco warehouse in New England.

—

Edgar B. Mayer, representing E. Regensburg & Sons, is stirring up trade in Jacksonville and keeping up to his past performances. Meyer Schwed is getting good orders in St. Louis, while Sid. Cahen keeps things on the move in Chicago. If the firm could move goods to customers as fast as the salesmen send in orders, every one connected with the house would be superlatively happy.

—

"The American Cigar Company's big plant at Arch street and Trinity Pl., is one of the best examples of factory construction in this district, patricularly as to the general comfort and safety of employes," says the Albany *Times Union*. "Six or seven hundred people could work in it without the slightest congestion, but, due to the local labor shortage, only one-third of this number are on the pay roll to-day."

—

Henry Janeway Hardenburgh, noted hotel architect and designer of some of the leading hotels in the United States, died on Wednesday a week ago in New York City. He drew the plans of the Waldorf-Astoria, Manhattan and Plaza hotels in New York City, as well as the Copley-Plaza, Boston, Mass., the New Willard, Washington, D. C., the New Windsor, Montreal, Canada, and the Raleigh, Washington, D. C.

—

Lincoln C. Krafft, a cigar manufacturer, died in his home in 1237 North College street, Decatur, Ill., Saturday night. He had been located in Decatur for 24 years, coming there from Strinestown, Pa. Twenty years ago he married Miss Nellie Zurcher of Decatur. He had been ill for the last year, a sufferer from Bright's disease. He leaves besides his wife, two daughters, Helen and Gladys, and a son, Wilbur L.

—

There has been sold over the loose leaf floors of Owensboro, Ky., this year a total of 21,560,990 pounds of tobacco. The farmers of the Green River district have received $3,416,581.54 for their tobacco, a general average of $15.85. Of this amount of tobacco only 295,520 pounds was Burley, the remainder being Pryor. The market continues firm and the bidding is lively on the lower grades, trash continuing to feature the market.

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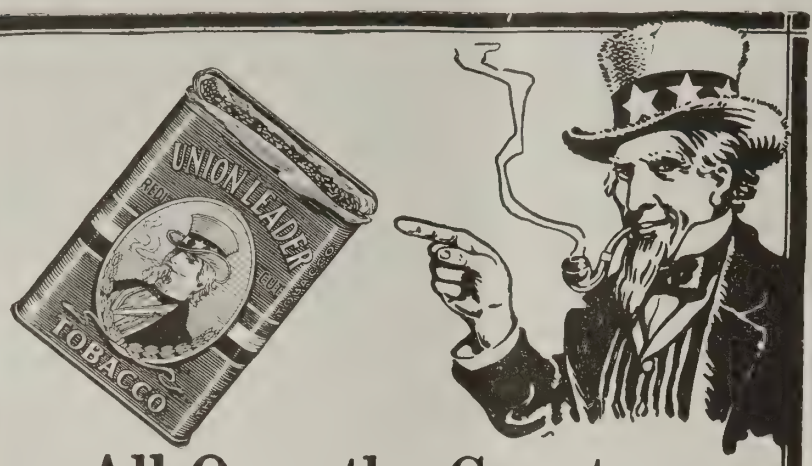
Some manufacturers are having their profits cut away as the result of express companies refusing to pick up goods, compelling the manufacturers to cart the goods to the terminals. And even when the goods are taken there is no guarantee that they will be delivered on time. Complaints from jobbers and dealers have become numerous, the latter being under the impression that the manufacturers are to blame for slow deliveries.

—

Proprietors of six cigar stores had a meeting recently in Springfield, Mass. and, as a result, smoking tobacco in tins was advanced from 11 to 13 cents, with the exception of Prince Albert, which went to 15 cents a tin. All 5-cent cigars sell for 6 cents and tobacco in tinfoil, formerly sold for 5 cents is on sale in 10-cent packages. Piper Heidseick chewing tobacco was advanced from 5 to 7 cents, and in the larger size from 10 to 15 cents. Camel cigarettes are 15 cents a package.

—

Growers in Calloway County, Ky., as in other counties in the Dark district, are receiving better prices for their tobacco this season than before in years. Many growers are expecting the top price to be 20 cents, and some are reported to be holding for this figure. During the past week street prices reached $16.75. The best sales reported from the county were those for the crops of Charley Orr and Bethel Orr, who reside in the Crossland section. They were paid from $18 to $19 each around for their tobacco.



All Over the Country

People today are learning the meaning of true economy and are practising it. They are demanding Best Quality and Biggest Quantity for their money.

IN

UNION LEADER

REDI-CUT

THEY GET THESE IN THE EVEN MONEY

NEW SIZE 10c TIN

For PIPE or CIGARETTE

P. Lorillard Company Established 1760

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS YCA HABANA

CIFUENTES, PEGO Y CA., 172 Industria Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

E. C. McCullough & Co.

IMPORTERS OF

MANILA TOBACCO and CIGARS

20 Broad Street

New York, N. Y.

MISSOURI BUYS MOST

But Nebraska Is the Best Bidder Per Capita—How the States Stand in the Purchase of War Savings Stamps.

WASHINGTON, March 19.—Missouri with a total of $9,015,880 leads the country in the sale of War Thrift Stamps, according to the first detailed statement of the campaign issued by the National War Savings Committee.

The statement made public to-day, and including sales from the beginning of the drive in December to the end of February, also shows the Missouri River States, Nebraska, Missouri and Kansas leading in the order named in per capita subscriptions. Maryland, however, advanced to second place in the per capita sales for the month of February, along with New Mexico, Kansas and Missouri following in the order named.

The total and per capita sales of War Savings Securities for States to the end of February are as follows:

Nebraska, $5,689,711.03, $4.39; Missouri, $9,015,880.68, $2.54; Kansas, $4,365,804.16, $2.31; Maryland, $3,013,071.75, $2.13; New Mexico, $728,887.84, $2.08; Colorado, $1,-633,639.10, $1.61; District of Columbia, $475,-048.85, $1.28; Oregon, $1,073,845.25, $1.24; Delaware, $287,389.32, $1.22; Indiana, $3,530,-639.61, $1.21; Montana, $564,149.50, $1.19; Texas, $5,311,375.17, $1.16; Washington, $1,-805,880.44, $1.15; Nevada, $129,022.49, $1.15; Maine, $808,216.78, $1.03; California, $3,109,-664.05, $1.02; Ohio, $5,383,925.28, $1.02; Iowa, $2,400,679.96, $1.01; Wisconsin, $2,574,738.72, $1.01; Arizona, $261,327.02, .99; New Hampshire, $429,393.60, .96; Minnesota, $2,196,-072.04, .94; Wyoming, $133,590.44, .93; Oklahoma, $2,062,462.43, .89; Utah, $390,848.59, .87; Illinois, $5,271,547.91, .83; Connecticut, $1,091,076.99, .81.

Idaho, $361,012.10, .80; Pennsylvania, $7,-006,450.80, .80; New York, $7,907,764.93, .73; West Virginia, $1,025,059.81, .72; Rhode Island, $418,965.88, .66; South Dakota, $395,889.05, .65; Arkansas, $1,113,871.29, .62; Vermont, $218,923.72, .59; Massachusetts, $2,139,686.66, .54; Virginia, $1,163,656.43, .51; Tennessee, $1,180,910.51, .50; New Jersey, $1,487,645.76, .47; Louisiana, $802,010.45, .43; North Dakota, $251,278.96, .37; Florida, $381,246.63, .36; Kentucky, $838,150.61, .34; North Carolina, $849,-824.81, .34; Michigan, $1,098,689.41, .31; Mississippi, $455,492.89, .22; Georgia, $640,040.05, .22; Alabama, $472,192.40, .19; South Carolina, $190,869.20, .15.

The "Grand Atrium," recently completed in the West Baden Hotel, West Baden, Ind., has been dubbed "the eighth wonder of the world." It is a great Pompeiian court, decorated by an artist who has studied the ruins of Pompeii. The big hotel has also been extensively improved with the addition of baths in several hundred rooms and a new golf course has been established in the picturesque hill country near by. Chas. B. Rexford is president of the big hotel and its accessories.

—

Harold Bell Wright is perhaps the only American author who has become a millionaire by the use of his pen. His success as a popular writer has been phenomenal. He has sold more books than any other author in the world has sold. According to *The American Magazine* Mr. Wright has written seven novels which have had a combined sale of 7,000,000 copies in less than fifteen years. The average novel published "is lucky" says this magazine, "if it sells 5,000 copies; even the best-sellers won't average 50,000"—yet Wright averages a million copies of every novel he has ever written. Here's the record: "The Shepherd of the Hills," nearly 2,000,000; "The Winning of Barbara Worth," nearly 1,000,000; "The Eyes of the World" sold more than 750,000, as has "When a Man's a Man," while "The Calling of Dan Matthews" has reached over 1,000,000 sales; "Their Yesterdays" has reached nearly 750,000 sales, while "That Printer of Udell's," his first novel, sold over 500,000 copies. The advance sales of his novel amounted to 600,000 copies. Mr. Wright was first a painter and decorator, then a landscape-painter, then he became a preacher.

—

The United Cigar Store at Peachtree and Decatur streets, Atlanta, which was damaged by fire recently, will be repaired at once. A building permit to do this work has been taken out.

—

More than 500,000 business men will be represented at the sixth annual meeting of the United States Chamber of Commerce in Chicago, April 10, 11 and 12. Delegations will be there from every state in the union, from large cities and from small. There are more than one thousand local chambers of commerce and commercial organizations comprising the membership of the National Chamber of Commerce, which includes even such distant bodies as the American Chambers of Commerce at Shanghai, the Philippines, Alaska, Hawaii, Buenos Ayres, Rio de Janeiro, London, Paris, and some half dozen other cities abroad, and each of the 1,000 local members will be represented at Chicago by duly authorized delegates. The resolutions of the meeting may truly be said to be an accurate and authoritative expression from American business, and the fullest possible measure of co-operation betweeen business and the Government may be expected to result.

—

George Siler's cigar store at Superior, Wis., was damaged by fire one day last week.

SHIPMENTS OF TINPLATE.

WASHINGTON, March 18.—Out of a total export of 44,707,772 pounds of tinplate, terne plate and taggers' tin in January, 21,023,187 or almost 50 per cent, went to countries to which, under the regulations of the War Trade Board dated February 26, 1918, these commodities may no longer be shipped. It is not to be expected, however, that our total exports will be curtailed to this extent by reason of the order in question since it is understood that the United Kingdom will no longer ship tinplate to the countries to which we are now shipping so that our exports to these countries will be boosted sufficiently to supply the total needs of such countries. Incidentally, the January exports are above the monthly average for the calendar year 1917.

PARCELS TO SOLDIERS.

WASHINGTON, D. C., Mar. 18.—The War Trade Board announces that a special license, No. R. A. C. 43, has been issued through the Customs Service and the Postoffice Department covering such shipments as may be made by persons in this country to, and for the personal use of, individuals serving in the United States Army or Navy or the American Red Cross abroad. This license does not permit any shipments by persons in this country to American prisoners of war, but has been issued in order to facilitate small personal shipments to our soldiers and sailors and Red Cross workers by doing away with the necessity of securing an individual export license for each exportation. Shipments by mail under this license must be made in accordance with the rulings and regulations of the Postoffice Department.

THE CIGARS OF MADAME SAND.

Who of the lights of the stage would dare to do what Mrs. Fiske does in her play, "Madame Sand?" For in that play not only does she wear trousers, but she smokes cigars! Three of the black cheroots are consumed by her in the course of the play.

"Her first performance in the part was productive of a great sensation. The cigar incident was carried over the wires to all parts of the country, and the thousands of the actress' admirers did not know whether to be shocked or to marvel at the temerity of this supreme artiste.

"Those who know Mrs. Fiske realize that she smokes cigars for more artistry's purposes," says the Boston *Post*.

PEARY FLAG RELIC.

Among the mementos of special historic interest to Americans which members of the Crocker Land expedition have brought back from the frozen north and recently placed on exhibition in the American Museum of Natural History, New York, is a piece of an American flag—a little rectangle of red, white and blue silk deposited at Cape Thomas Hubbard by Admiral Peary while on the famous expedition which resulted in his reaching the North Pole.

The emblem from which this piece was taken is now in Washington, D. C., minus portions that were removed and cached at various points on the journey northward, says *Popular Mechanics Magazine*. Peary left a long piece cut diagonally from the standard. It is not difficult to imagine the thrill experienced by the leader of the Crocker Land expedition when he came upon a portion of our national ensign.

HELPING HIM.

A pharmacist who kept a drug store was holding forth recently on the difficulties which beset a young man in his first struggle with the world.

"I had a hard time when I first started in business for myself," he said, referring to a remark made by one of his hearers.

"The public has good intentions toward you, but it sometimes has strange ways of expressing them. An old lady used to come in to buy postage stamps. I observed to her one day that she was evidently a great letter writer.

"'Oh,' she said sweetly, 'I don't really require all the stamps I buy here. It's only because I wish to help a young man like yourself, just beginning to build up a business, that I purchase them.'"—*St. Paul Pioneer Press.*

SHIP BUILDERS BET $10,000.

The West has challenged the East. Shipbuilders of the Pacific Coast, confident that they will be able to launch one new wooden ship every twelve days, have offered a $10,000 wager that they will set the pace for the construction of wooden ships between now and October 31.

Shipworkers on the Atlantic coast have twenty days in which to accept the challenge, and the indications are that it will not go unanswered. For the men of the East are equally confident of their ability to lead the United States in shipbuilding.

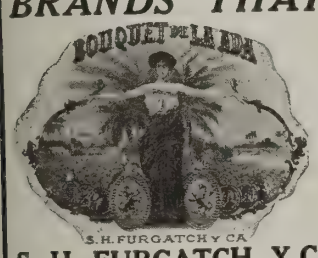
A telegram announcing the challenge was read at the launching of the first of the wooden cargo vessels of the Emergency Fleet Corporation to be completed on the Atlantic coast. The new cargo boat, the Coyote, slid from the ways at the yard of the Foundation Company into the Passaic River at Kearny, N. J., yesterday afternoon. The vessel was christened by Miss Phyllis Hughes, daughter of the late Senator Hughes of New Jersey.

James O. Heyworth, Government manager of wooden shipbuilding, read the message, which was from Grant Smith, head of the Grant Smith, Porter Company, of Portland, Ore.

"Our men," the telegram read, "have $10,000 to wager, for acceptance within twenty days, that they have already set the pace for the construction of wooden ships on the Pacific coast and in the United States for the Emergency Fleet Corporation."

"Money talks and it's saying much for the Pacific coast shipbuilder."

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y C A. 75th Street & Avenue A.- New York

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.

CARABANAS
Clear Havana Made in New York and Tampa

PANDORAS
Mild Blend made in Tampa in all sizes.

WM. GLACCUM & SONS, Inc.
Established 1872
MANUFACTURERS OF HIGH GRADE CIGARS
We are now using the Union Label of the Cigarmakers' International Union.
Factory Address, 302 E. 45th St. and 303 E. 44th St., New York

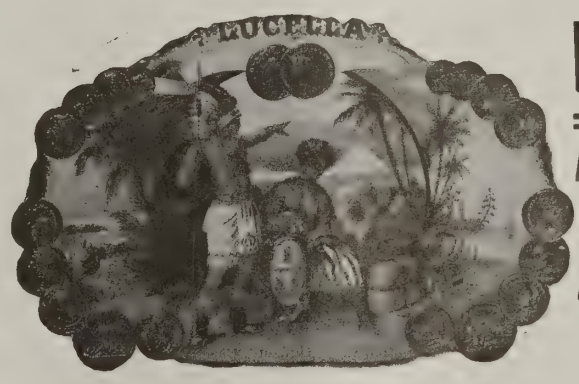
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229-239 WEST 28TH STREET
NEW YORK CITY
PRINTED AND EMBOSSED
LABELS, WRAPPERS, ETC.
FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

By Special Appointment



To the Late King Edward VII

Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York



LUCELLA
A Mild Havana
Made in
ALL SALABLE SIZES

A Winner Wherever Placed

JOBBERS' ACCOUNTS SOLICITED

R. GANGEMI & CO.
20 Fulton St. -:- New York

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER AND OFFICE MANAGER DESIRES POSITION, exempt, 12 years experience in tobacco business, costs, accounting. Unexcelled references. Address Exempt, care Tobacco.

FOR SALE—Fully equipped cigar factory, seating thirty hands, in down-town section. Good location, plenty of light and airy. Rent reasonable. Address H 65, care Tobacco.

WANTED—ATTRACTIVE YOUNG LADIES to sell well known miniature cigars to consumers. M., care of Tobacco.

FOREMAN—Energetic man to take full charge country cigar factory, 20 miles from New York. Must thoroughly understand all branches. Excellent opening. State age, salary, previous employment. Address Box 804, care Tobacco.

SALESMAN, THOROUGHLY EXPERIENCED, DESIRES POSITION with progressive cigar manufacturer. Excellent business getter and can furnish good references. Address Live Wire, care Tobacco.

CIGAR FACTORY having office and humidor space to spare "Gratis" wants good jobber to take advantage of offer. Address Gratis, care Tobacco.

YOUNG MAN, thoroughly acquainted with the cigar and cigarette business, to pick out orders for wholesale house; no others need apply. Must have first class references. State age, qualifications and salary desired. Address Wholesaler, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SALESMAN, with excellent record and big following, would like to hear from first class factory. Twelve years' experience, trade references. Address Hustler, care Tobacco.

YOUNG MAN OF GOOD APPEARANCE for wholesale cigar importer to go out and solicit orders, and visit the trade. Must have experience in that line and have first class references. State age, qualifications and salary desired. Address T. E. C., care Tobacco.

YOUNG MAN, 20, knowledge of bookkeeping, also generally useful, desires position in reliable tobacco concern. Address F. C. Y., care Tobacco.

SALESMAN IS OPEN FOR ENGAGEMENT for high grade line of cigars. Acquainted with jobbing trade and high class retailers, in states east of Mississippi river. Address Aggressive, care Tobacco.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

DEATH RATE REDUCED.

ALBANY, March 18.—The general death rate for New York State in 1917 was next to the lowest on record since the registration of deaths began in 1885, according to the preliminary report of Dr. Herman M. Biggs, State Commissioner of Health, made public today.

Translated into terms of human lives the reduced mortality rate for 1917 represents 3,000 fewer deaths in New York State than would have occurred in the year if the average rate of mortality of the first half of the decade had prevailed.

The reductions threaten to be counterbalanced by the increasing number of deaths in the State in the last few years of pneumonia, degenerative diseases and accidents, notably automobile accidents.

Public health work must broaden its programme, Dr. Biggs says, if the increasing mortality is to be checked. The total number of deaths in 1917 was 153,501, corresponding to a general death rate of 14.6 per thousand, which compares favorably with the death rate for 1916, 14.7, and the average for the preceding five year period, 14.9. It is only slightly higher than the 1915 death rate, 14.5, which was the lowest in the history of the State.

The chief reductions in mortality achieved in recent years have been principally by the control of common infectious diseases. This, the report says, has been brought about largely by the improvement in milk supplies, by educational and preventive work of infant welfare stations and by the improvement in public water supplies.

THE PRIME CONSIDERATION.

Profit per acre should be the prime consideration of producers of tobacco, for that kind of profit is based upon quality as well as quantity, because in a limited area the farmer can give more careful attention to the weed and produce a better class and relatively larger quantity of tobacco than if he greedily (and foolishly) tried to spread his activities over unlimited fields in order to harvest a tremendous crop. There are what are called common types of tobacco, but that does not mean an inferior grade of the weed. The so-called "common" tobaccos suit perfectly for certain purposes, and the better their quality, the higher the reward of the farmer who grew them. Hence, it is quality that counts in every class of the weed, and an acre thoroughly cultivated will pay better than two acres handled on the hit-or-miss plan. Besides, the proper attention to one acre instead of the haphazard use of two, will leave more land and labor available for other necessary crops—for foodstuffs that the world is insistently clamoring for.—*Southern Tobacco Journal.*



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

GRAVELY'S
CELEBRATED
Chewing Plug

BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.

P. B. Gravely Tobacco Co. DANVILLE, VA. ESTABLISHED 1831

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

The Flower of Tobacco

well cured and skilfully used has maintained





MI FAVORITA

at the forefront of all brands





The Park and Tilford Standard is the warrant of their excellent quality

MI FAVORITA CIGAR CO., Inc.

KEY WEST, FLA. 529-549 West 42nd St., NEW YORK

Cable Address: Karnak, New York Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS

14-16 SOUTH WILLIAM STREET - - - - NEW YORK

Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons.	Bordeaux
Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St. New York

Sweet and Aromatic

INDEPENDENT CIGAR FACTORY



M. L. FERNANDEZ, Proprietor

Cable: *"Belinda"*

96-98 GERVASIO STREET, HAVANA, CUBA

H. J. M. GREEN

United States Representative
ROOM 630, SINGER BLDG. NEW YORK
Telephone: Cortlandt 2462

Waldorf-Astoria
WA
Segar Company, Ltd.

BOLDT'S
SPECIALS

Exceptionally
Mild Segar

IN ALL POPULAR SIZES

SEND FOR
CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York

Havana Cigar Exports

Exports of cigars from Havana during the second half of February, 1918, compared with the same period of 1917, were as follows:

	Cigars.
United States	2,130,544
Great Britain	2,014,325
Australia	457,000
Canada	214,900
Chile	192,000
Argentina	151,002
Uruguay	59,500
United States of Columbia	21,140
France	21,000
Gibraltar	20,550
Canary Islands	12,750
Peru	11,000
Greece	10,000
Dutch West Indies	8,675
Panama	7,000
Mexico	6,000
Spain	5,950
British Africa	5,000
British East Indies	4,500
Costa Rica	2,000
French West Indies	1,800
Venezuela	300

Total from February 16 to February 28, 1918..... 5,356,936

Total from February 16, 1917, to February 28, 1917. 1,848,927

Increase during the second half of February, 1918.... 3,508,009

Total from January 1 to February 28, 1918.....15,904,232

Total from January 1 to February 28, 1917.....13,660,345

Increase during the first two months of 1918..... 2,243,887

Increases by countries in the second half of February, 1918, as compared with 1917:

	Cigars.
Great Britain	1,487,800
United States	1,080,814
Australia	372,000
Canada	214,900
Chile	182,988
Argentina	141,002
Uruguay	59,500
United States of Columbia	21,140
France	21,000
Gibraltar	20,550
Canary Islands	12,750
Peru	11,000
Greece	10,000
Total	3,635,444

Decreases by countries, in the second half of February, 1918, as compared with 1917:

	Cigars.
Spain	73,625
Denmark	59,635
Total	133,260

ROSAM.

TOBACCO STAVES OFF HUNGER.

"Where is the seat of the feeling of hunger and thirst?"

Most people will answer in the stomach or in the tongue. "This however is not correct," declares I. H. Murling, who represents the Netherlands Indian Government in New York. "Recent investigations have demonstrated that such sensations are regulated by the upper part of the colon. Experiments proved that injections of a solution of cocaine in the mouth and in the colon of a hungry man cause the feeling of hunger and thirst to disappear. For five days and six nights such a patient could not be induced to take any food or drink. The conclusion therefore was that cocaine had completely neutralized desire. This explains also the well known effect of chewing leaves of the cocaplant, a custom observed by many travellers among the wild tribes in South America. The cocaine has such a paralyzing effect on the colon that neither hunger nor thirst are felt.

Nicotine has a similar effect. It is generally known, that while smoking one can stand hunger for a much longer time. Soldiers on a march can go without food much longer if they have opportunities to smoke."

WAR MEDAL FOR YACHTSMAN.

Col. Duncan F. D. Neill, Sir Thomas Lipton's right-hand man, who assisted in the management of the last two American cup challenge races, has been decorated with the Distinguished Service Order Medal recently.

HAVANA CIGARS
ROMEO
Y
JULIETA
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U.S. REPRESENTATIVE
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SCIENTIFICALLY BLENDED
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Bayuk Bros. Co., Owners
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Brooklyn Branch—645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N. Y.
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Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

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Factory 234 KEY WEST, FLORIDA Correspondence Solicited
Brand: "HOMERICA"

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Notes and Quotes

The Exchange Buffet at Duane and Elm streets, New York, has an attractive display of Optimos.

—

Holtz's Cafe, at Broadway and Franklin street, New York, makes a fine window display of Admirations.

—

The show window at the end of the Flatiron Building has a machine gunner's outfit as an attraction to aid the sale of W. S. S.

—

Sid. J. Freeman has returned from a very successful trip through Pennsylvania. Next week he hopes to start out to cover his eastern territory.

—

The United Cigar Stores Co. has leased from George F. Zimmerman and John F. Quirolo the store at 76 River street, corner of Hudson place, Hoboken.

—

The Washington *Star* while admitting that man is the only animal using tobacco finds pleasure likewise in the fact that man is also the only animal using soap and towels.

—

Fred Mayer has a fine window display of Garcia Grande cigars in his store at 9½ Church street, New York. The window deserves more than admiring glance from the average smoker.

—

The T. M. A. is urged by the Government, through the War Service Executive Committee of the Chamber of Commerce of the U. S., to impress upon the tobacco trade—particularly those manufacturers who make goods for export—the great necessity of boxing and crating their goods to take the least possible space. The importance of this request to save shipping space is evident and cannot be too greatly emphasized.

—

American stock holders of Imperial Tobacco Co. of Great Britain & Ireland, Ltd., have received advice from the company of the intention of directors to increase the capital of the company by the creation of 2,646,693 ordinary shares of £1 each and 353,307 restricted ordinary shares of £1 each, bringing the total capital up to £24,000,000. New stock is to capitalize £2,786,624 of the £5,465,501 now standing to the credit of the company's general reserve account.

—

The Post Office Department has requested commercial organizations to impress upon business men the great advantage to be gained by both the department and the public if they will adopt the practice of depositing their mail at the post office of street collection boxes not only earlier in the day but as frequently as may be feasible. The department states that it would also tend to relieve congestion and facilitate the handling and dispatch of the mails if heavy mailers would make it a regular practice to have all letters and circular mail, as well as catalogues, pamphlets, etc., bearing uncanceled stamps, properly faced for cancellation, with the short and long letters separated.

—

Arthur McLean, American consul at Puerto Plata, reports that with possibly one or two exceptions there are no show windows in the Puerto Plata consular district which comprises the northern half of the Dominican Republic. Heretofore all the merchants in the region have conducted what are known in the United States as general stores, dealing in everything for which there is a demand. The Dominican Republic is now undergoing radical changes, and is rapidly becoming prosperous and progressive. All indications are that merchants in Santo Domingo will soon commence to specialize. As soon as this occurs, the general store will be replaced by shops specializing in such lines as shoes, hats, clothing, dry goods, groceries, and confectionery, and it would seem that there should then be an opening for show windows and fittings.

DON'T BE MENTALLY LAZY

Beyond the shadow of a doubt the men who do big things differ from those who don't chiefly in the activity of their minds. The big doers keep up a continual mental struggle—collecting and absorbing new facts, studying to understand them, trying to "put two and two together"—until out of this activity they hit upon good practical ideas which they see clearly. No mentally lazy man ever had a really good idea. You can't get good ideas that way. Good ireas are born in brains that keep working. You can't take a fat horse out of a stall where it has been locked up a long time and expect it to win a race. Neither can you expect a lazy brain to get out on the track suddenly and make much of a record. Both horses and brains thrive on excerise.—*American Magazine.*

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466-468 Broome St., New York
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MILD HAVANA

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FRANK R. DIAZ
La Flor De V. Guerra Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

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U. S. BONDED MANUFACTURERS
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TOBACCO

ESTABLISHED 1886

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Court Takes the Bar Out of the Cabaret

Judge Wessel's Decision Makes Things Different in Philadelphia

PHILADELPHIA, March 25.—Considering the situation solely, exclusively and only from the viewpoint of a hedonist—one of the nicest words our old friend Webster ever trotted out—the Quaker City has slipped back to the days of William Penn, when persons who were so daring and irreligious as to dance or sing got slammed feet first into the hoosegow. It is true that we have victrolas and brass bands today and that the old town didn't have 'em then, but what good are they when they can't be used. Some of the hotel proprietors are feeling so sore about it that they insist they are expecting the announcement of a curfew law, and a law against smoking, and a few other laws.

As had been predicted in this correspondence and elsewhere, the bar was taken right straight out of cabaret hereabouts by Judge Wessel in the case of the Continental Hotel. The license of that famous old hostelry, which has sheltered a lot of notable persons in Civil war days and since, was under attack on the ground that liquor had been sold to minors, and during the attack the question was raised as to the propriety under the Pennsylvania law of permitting dancing and cabaret features where liquor is sold. There were two or three delays in the well known trial, but finally, when the lawyers got through quibbling, the Judge up and announced the death knell of dancing and liquor. Pronto, also quickly and at once, without wasting any time, every hotel proprietor in the city, as well as those in the park, proceeded to lay off on the dancing, and the dear old jazz disappeared. A coupla hundred musicians, including the usual collection of graduate sledge slingers masquerading as musicians, found themselves jobless and are probably back swinging picks at Hog Island by this time.

All of that, however, doesn't seem to have interfered with the sale of smokes in this district. Even the ladies' cigarettes, which were popularly supposed to be consumed mostly by daring young things doing the roof gardens, are still going well.

Nearly every shop and factory in the city has caught the fever of the spring drive by this time and is busy on a general housecleaning stunt. Pent Brothers are doing it up right at their store at the northeast corner of Juniper and Sansom streets, repainting the whole store, revarnishing the cases and otherwise getting ready for the best season in their history.

Strand cigarettes are being pushed in stores all over Philadelphia. Attractive displays have been made within the last week by Oscar G. Link at his place on South Penn Square and by the Widener Building store of Yahn and McDonnell.

Pending the completion of alterations to the new Schulte store at the northeast corner of Thirteenth and Market streets, the firm has stocked up the place with the coloratures, reproductions by a new process of famous paintings, about which mention was made in this colyum some time ago. They are still going like hot cakes.

"The trouble with some of the retailers," says Dan Ostrow of the City Cigar Store, Seventh and Chestnut street "is that they think there is nothing in the world for them to sell but tobacco, cigars and cigarettes." And with that he pointed with pride to a neat stack of candy on the end of the counter. "If I hadn't built that new humidor," sez Dan. "I wouldn't have had any room on the end of that counter. And if I hadn't found room on the counter I probably wouldn't have thought of putting in a stock of candy." The moral is: build a humidor.

According to reports from the Coates Coleman store, the celebrated stogie is rapidly becoming almost as extinct as the Dodo. For some time it has been getting scarcer and now it is durn scarce. Same with little cigars. As one dealer remarked, "if the present shortage continues much longer the jobbers will begin to think they are all dictators. You order a gross and really you're lucky if you get a dozen."

Prices on several more of the one time five cent cigarettes slid up to six cents in the United Stores on March 25, and according to the rumblings reaching some of the dealers, the end is not yet. Nearly every time a local retailer puts in an order nowadays he learns something about increases.

The Ligget stores here, however, are putting over a bargain this week that has the bargain hunters gasping for breath, selling Camels, Black and White and other fifteen cent brands for a jitney when bought with a sixteen cent pack of one of their own new brands.

An amended certificate was filed with the Secretary of State for New Jersey at Trenton recently by the P. Lorillard Co., increasing the capital stock $15,155,600, making the total $41,618,800.

George Hibshman, member of the Pennsylvania Legislature from the Second Lancaster District, and widely known as one of the leading tobacco growers in the "garden county," died last week at his home in Ephrata, Pa. He was born in Ephrata Township, Lancaster county, on August 29, 1852, and was serving his sixth term in the house at the time of his death. He was identified with the Republican party, but although he was widely known as a politician, the greater part of his lifetime had been taken up with the development of tobacco growing. He was one of the foremost to recognize the value of experiments made by the government in co-operation with the Pennsylvania State college in this connection. The legislative delegation from Lancaster county attended the funeral.



Through the courtesy of I. M. Murling, representative of the Netherlands Indian Government, in New York.

Preparing Tobacco in a Warehouse in Deli, Sumatra

Soldiers' Letters

France, February 21, 1918.

Our Boys in France Tobbaco Fund,
New York.
Dear Sirs:

While enjoying a cigarette sent through the kindness of you and a Miss E. G. of Pawtucket, R. I., I will endeavor to thank you for the package of cheer received.

This January was the end of the first year spent in the army. I am proud to wear the pin of the U. S. "Regulars" on my collar, but having only a year in the service, and ever since my enlistment being closely associated with the men called truly "regulars," I cannot call myself anything but a recruit beside them.

But in behalf of this straight-forward soldier, I wish to say a word to show why the tobacco fund idea is a great one.

I have spent the entire year around these regulars, and a finer soldier and fighter cannot be found. They are not a bunch to be always kicking, they are serious.

Now at this time when the presents were coming in fast to the young fellows, it was announced to the regulars that they were to "fall in" for a trip to the Red Cross hut, and on arrival every soldier received a bag containing numerous little necessities, including the package of tobacco from "Our Boys in France Tobacco Fund." Well, the surprise and look of gratitude on the faces of those regulars was one to study, and a happier and appreciative bunch of men you never saw; the barracks were full of smoke for the next two weeks and some of the men whom I have never seen write a letter, wrote one thanking the donor for the things. You should have been here for a few minutes to see how they appreciated that.

This is the great reason why the tobacco fund is doing good, it brings cheer to everyone alike and lets these regulars know that the folks in America are with them heart and soul.

I was a shoe salesman previous to enlistment and was with the Fyfe Company in Detroit. I came over with the first bunch and have been in France now for eight months. Again thanking you for the kindness shown, I beg to remain,

Sincerely,
L. S. Oberhausen,
A. E. F., Post Office 724.

—

Headquarters Co. 6, F. A.
A. E. F., France.
February 14, 1918.

Our Boys in France Tobacco Fund,
Dear Sirs:

In receipt of your kind donation of tobacco and join the members of company in heartily thanking one and all the members of the fund.

It is our one best bet to receive good old U. S. A. tobacco; it is the one thing that brings us back to the hearts of our dear ones and those whom we know appreciate our task.

Tobacco of good grade is practically unobtainable over here, besides we are beyond reaching distance of any large town where even any kind of tobacco could be obtained. Our hearts are with you all as yours are with us.

Yours Gratefully,
William G. Monohan.

—

February 20, 1918.
On Active Service, A. E. F.

Dear Sirs:

Received the package sent by you and I am very grateful for it as it was just what I wanted. I answered the card I found in my package and mailed it the same day. I hope the people there enjoy the messages we send back. Folks don't realize just how much good a little gift like that is appreciated "over here" as some seem to think that it isn't much of a gift, but believe me it is a great gift and one that is highly appreciated, as tobacco is the main standby.

You know that a little gift like that puts a great deal more stamina in a soldier when he knows that the people in the "States" realize that he is over here and that they have them in mind all the time, so it makes him thankful that he enlisted and is able to do his "little bit." I should like to tell you of our experiences but you know we are at war now, and it is different than when we were there and the censorship is quite rigid; and besides if a fellow is a good soldier he never writes about things like that especially on foreign soil. I fully realize that the folks should know what is going on but they will have to wait until th bunches commence to march up Fifth avenu or Broadway, then they can turn loose, and hope to be in one of those bunches, and if I an I will try to remember your address and mak you a visit, that is, if you are still there. A I can say now in regard to our doings is tha we are all in the best of health and exceller fighting trim. Thanking you again, very, ver much for your favor,

Glenn Eddings,
13 Aero Sq.



When Sergeant J. F. Abbott Met His Brother Sergeant W. J. Abbott at Aix-le-Bai

Two brothers, J. F. Abbott and W. J. Abbott, of Syracuse, N. Y., had not met for ni years. Parted, though there was no severance of fraternal good will, they failed to kee up any correspondence. Each went his way not knowing where the other was nor guessi what his brother might be doing. So soon as war was declared, J. F. volunteered. W. did likewise. But, enlisting at different places, and joining organizations that never ca in contact, each was ignorant of the fact that the other was in the army. Proving to good soldiers, both won promotion.

When American regiments were assigned to duty in the trenches in France, the A bott boys did creditable work. J. F. led a squad that captured some Germans, in "N Man's Land," after a sharp little fight, one night, not long ago. W. J. distinguished hi self when the Huns attempted to raid an American trench.

"Off duty," one day, at Aix-le-Bains, Sergt. J. F. Abbott went to the Y. M. C. A. buil ing to obtain some tobacco. In a crowd of soldiers, just outside the door, he saw h brother.

There was a most pleasant greeting. And the camera tells the rest of the story.

A PATRIOTIC IOWA GIRL

Miss Ida Olson of Decorah Would Give Her Jewelry to Buy Smokes for Soldiers in France.

At headquarters of Our Boys in France Tobacco Fund have been received many patriotic communications from all parts of the United States since the inception of the present movement, but none possessed a more genuine ring of patriotism nor showed more generously the desire to help than the letter appended below:

Decorah, Iowa.

Our Boys In France Tobacco Fund,
25 West 44th Street,
New York City.

Gentlemen:

Was reading the article in *The Ladies' World* in regard to the tobacco for our boys in France. I haven't any ready money to give but I have some toilet articles which I have no use for and thought they might bring quite a few dollars if they could be disposed of in the right place and this money could be used for tobacco for the soldiers. I am living in a small town so of course have no way of selling them and get what they might be worth. What I have is a gold watch, a ring set with genuine opal and chip diamonds, a toilet case and several other things. In a city like New York there might be a place where one could get their value and the Fund is welcome to these things if they can bring a little cheer to our boys. It also appealed to me in this way, that it would give me the address of many a boy which I would like to send cake and other little things to cheer them up.

Now if this meets with your approval, would like to hear from you by return mail.

Respectfully,
(Miss) Ida Olson.

President Perkins Protests

In the *Cigar Makers' Official Journal,* of which he is the editor and publisher, G. W. Perkins, Int. President of the Cigar Makers' Union, becomes rather wrathy as he proceeds to "lambaste" verbally a bunch of disgruntled cigar makers in New York.

Concerning demands made by the recently formed association of cigar makers locally known as the Bolsheviki, says he:

"Answering this unheard-of, impracticable, undemocratic, fool proposition, with its threat of secession direct to the organized cigarmakers of New York solely in order that they may have their minds refreshed and ready reference with which to meet this band of would-be destructionists, let me say—"

And President Perkins says a lot. His hot words are not entirely complimentary to the people he is discussing.

Of his comments on the fourteen propositions contained in the "Bolsheviki" pronunciamento, the reference to proposal No. 9 perhaps is the most illuminating.

Thus he throws the light:

"The ninth declaration is a wonder. They speak earlier of our unscientific insurance laws which they say will lead to bankruptcy, but in their ninth declaration they declare that in the event of a strike or lockout the benefit paid to each member shall be $15 per week, and no member drawing this beggarly sum shall be permitted to work in any other factory without the consent of the Joint Advisory Board. If there was any truth in their assertion about our insurance laws, which I deny and will explain why later, then it might be truthfully said that the payment of $15 a week strike benefit without limit as to the right to go on strike for cause or no cause, would lead to worse than bankruptcy. Since they are dealing with the impossible in this connection, why not make it $30 a week! They could pay one just as easily as the other and as long."

MAKING A DATE FOR MAY 12.



Drawn by Charles A. Bond

Poster Put Out by the Tobacco Salesmen's Association of America, Inc.

Voice from the Telephone: "Dearest, would you like to go to the reception and dance of the Tobacco Salesmen? It will be at the Palm Garden on the night of May 12."

She answers: "Perhaps I might. But tell me more about it."

Voice from the telephone: "It will be great. The boys have been planning and working for months to make it a grand affair. They engaged the Palm Garden because the dancing floor is superb. And there'll be jazz music, tip-top stuff."

She inquires: "Will nice people be there?"

Voice from the telephone: "Yes, indeed, I assure you, the elite of the tobacco trade will be represented. Everything pertaining to the dance will be fine and dandy."

Her next question: "Is the dance given for a patriotic purpose?"

Voice from the telephone: "Of course. The chief thought in giving the entertainment was to get funds to buy additional comforts for boys in the nation's service. The Association is raising the money required to send cigars, tobacco, cigarettes, smileage tickets, books and the like to members and sons of members now in the army or navy. That's why I bought the tickets. And I want ever so much to take you to the dance."

She becomes more enthusiastic: "I'll go."

The rest of the conversation was too sweet to be repeated.

CIGARETTE CASE SAVED HIS LIFE.

PARIS, March 25.—An American corporal of marines was struck in the chest by a splinter of one of the first shells which fell during Saturday's bombardment of Paris. He was wounded seriously, but his life probably was saved by the deflection of the splinter by a cigarette case. So far as has been reported he is the only American victim of the bombardment.

UNITED STATES IMPORTATIONS OF MATCHES.

WASHINGTON, March 26.—According to figures compiled by experts of the Department of Commerce, the following compilation shows the matches imported into the United States by countries and customs districts in January of this year:

Countries.	Dollars.
Denmark	50,719
Norway	7,226
Sweden	49,460
Canada	134
Japan	41,482
	149,021

Customs Districts.	Dollars.
New York	107,989
Porto Rico	4,769
Hawaii	12,567
San Francisco	8,904
So. California	252
Washington	14,406
Michigan	134
	149,021

THE FAVORITE PIPE OF GEORGE V.

King George V of England is not addicted to cigars quite so strongly as his father was. Usually, in public, says Don Martin in the New York *Herald,* "the King is seen smoking a cigarette. But he is an old pipe smoker, and in private he enjoys nothing better than a good strong pull at an old carved briar pipe that was given to him by his sister, the Queen of Norway.

"Yes," he said to a friend some time ago, "this pipe is a grand one, and I particularly value it because it was carved by my sister, the Queen of Norway.

"But do you know, when I was a sailor, I smoked a clay pipe and enjoyed my smoke more than I do now. How sweet it was! But now it's different. I must be content with cigarettes.

"I once tried to cut down my cigarette allowance to five a day, thinking they were not very good for me. The first day passed all right; the second day the five were all gone before lunch. The third day I gave it up and smoked fifteen to make up for my abstinence the two previous days."

The King loves nothing better than to get into his dinner jacket and, with his favorite carved briar between his lips, to work on his correspondence at 11 o'clock at night for an hour. That is his idea of genuine recreation.

TOBACCO
· ESTABLISHED · 1886 ·

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One Year	$2.00
Six Months	1.00
Canada and Foreign Countries	3.60

Remittances may be made by New York draft, postal or express money order, or cash in registered letter.

Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, MARCH 28, 1918.

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Have You Fought, Wrought, or Bought?

Have you fought, wrought or bought?

The third Liberty Loan tocsin will ring within a few days. It will call to all bona fide Americans from coast to coast, and from Canada to Mexico, to gather with their dollars for the defense of their country in crisis. Bonds to the value of three billion dollars will be offered for purchase—bonds that carry with them the literal meaning of the word, for they shall bind together for safeguarding and permanent preservation the freedom that has come down to us from our liberty-loving forefathers.

Bonds are bullets. Bonds are rifles. Bonds are cannon. Bonds are shrapnel and shell and ships and torpedoes and submarine destroyers. They mean food for our soldier men in France and the thousand and one necessities of a grim and relentless war. They mean the annihilation of Teuton military autocracy, the destruction of kultur-fetish that has announced the subjection of the entire world to a Germanized boss-ship. To stop the Kaiser all of these war accessories are needed. The only way to get them is through the billions of dollars represented by the bonds.

The tones of the bond tocsin will reach the laggard and lukewarm, as well as the red-blooded American who is ready to fight and make sacrifices. To the former they must have a searching, if not an accusing appeal. They must of necessity convey this question to the man or woman who has been enjoying this country and its priceless privileges as a matter of course:

"Have you fought, wrought, or bought?"

Millions of us cannot go across to the trenches of France. Age and physical condition may be a bar that cannot be surmounted. God knows, in hundreds of thousands of pulse-stirring examples, the spirit is willing but the flesh is weak—and not the weakness of the goose-flesh variety. Great hearted men have done good work along patriotic lines. They are the soldiers of home-help and home-preparation. They have wrought. Also have they bought—Liberty bonds. The patriotic worker and the bond buyer are found continually in company. The coming third loan will not have to appeal long or hard to them.

Take the question home, American men and American women. Are you among the recreants who must answer "No" to all three words of the query: "Have you fought, wrought, or bought?" You are pardoned for not fighting if you honestly cannot. Those of you who have wrought for the good of the country in its crisis, may be praised for having done a good share of your bit. There is little doubt that you have bought if you have wrought. But if your work is merely of the smug, personal sort, can you defend your apathy? Hardly.

Suppose we say to those who have neither fought nor wrought: Here is the chance to even up your remissness. Stick to your personal pathway in this critical time if you will. But in the matter of buying Liberty Bonds—shall you not prove to your own conscience, if not to your countrymen, that the depths of your dormant patriotism have been reached and that you will dedicate your dollar to the land that every freeman loves?

There was an hour when Paul Revere thundered down a road near Lexington crying "Alarum" and calling to arms. There is another Paul Revere galloping toward us now, bearing aloft a Liberty Loan Bond. This bond epitomizes the new American alarum—the call of 1918. It cries that if we do not heed its message, and embrace its opportunity, we perish.

Shall we be helots of the Hun? Have you fought, wrought, or bought? There is no answer to these questions like the answer a Liberty Loan Bond carries.

NO TOBACCO HEARTS FOUND.

Cigarettes, as usual, have been blamed for so many men being found unfit in the recruiting stations of Montreal, but the medical men are far from endorsing the claim made by faddists. They rather place the blame on unhealthy conditions of living and poor home surroundings, as the recruits in other sections of the country are almost entirely free from any symptoms of "tobacco heart." Doctors who have been examining thousands of men for active service say that there have been recorded only an infinitesimal proportion of cases where cigarettes have had an effect on young men. In fact, the "tobacco heart" as a disqualifying factor is practically unknown. A different tenor is given to the cigarette controversy by the experience of men on actual service. A doctor, who has been at the front for over two years, stated that the men at the front could no more do without their cigarettes than their meals. He had seen men undergo serious operations without an anaesthetic smoking a cigarette, and not utter a murmur. It was thought that the "pernicious cigarette" did more to steady a man's nerves than any amount of talking or leadership.—*Canadian Cigar and Tobacco Journal.*

RIGHT OF WAY TO CARLOADS.

Shippers and receivers of freight must accommodate themselves as best they may to occasional changes of local regulation. Since the warm weather arrived the relaxing of efforts to get coal delivered has eased up the situation generally, at least long enough to take breath and a hitch in the belt.

With this week two new regulations are put in force. The more important forbids the sending here of freight in less than carload lots. This rule will hold throughout the week, during which time every effort will be made to clear away the small stuff that has piled up at the piers and railroad terminals.

The embargo does not prevent the sending out of smaller shipments from New York. The Railroad Freight Traffic Committee asks, however, that outbound material be held till after 10 o'clock each morning.—*Evening Sun.*

A Thrift Stamp Market

The United Cigar Stores Co., undeniably, is doing its bit, helping the sale of War Savings Stamps. Two weeks ago, the company turned over the display place in the prow of the Flatiron building to the stamp sales committee. And there, the ladies in charge, Mrs. E. H. Collins, Mrs. G. McNulty and Miss V. M. Sanders, have sold upwards of $1,000 worth of War Savings Stamps daily.

Every day at noon a concert of some kind has served to draw the crowd. Monday, the band from the Brooklyn Navy Yard entertained and a squad of Marines went through the crowd selling stamps. On Tuesday the Hebrew Orphan Asylum band held the interest of a constantly recruited throng by rendering snappy war songs; soldiers went through the crowd Tuesday selling the stamps. When they had finished at the Flatiron, they took the band over to the park where a socialist meeting was in progress and sold a raft of stamps there. In reply to a soldier's request to buy a stamp the socialist speaker pleaded he didn't have a quarter, but he purchased a thrift stamp rather quickly when a man in the crowd gave him two bits.

Wednesday was set aside for Belle Storey and Jenny, the Hippodrome elephant, to perform and help sell stamps. The Dixie Jazz band was the musical attraction.

Among other celebrities that came to help the stamp sales were Potash & Perlmutter. Cameras from the various newspapers have been constantly clicking. One of them caught John J. Flaherty, manager of the Flatiron store, buying war stamps from the star of "Tiger Rose."

The sale has brought to light some peculiar phases of human nature. In the past the general idea has been that a pretty girl could outsell a man, but the soldiers this week rather disproved the theory. Persons in the crowd appear to be willing to buy practically anything that the soldiers offer.

While the women are doing their share in selling stamps, the members of the fair sex are not buying so frequently or so heavily as the men. To date the men have purchased more than 90% of the stamps sold at the Flatiron Buildin.g The champion buyer among the men is Pasquela Torro, a bootblack, who wanders about the financial district every day with a box on his back looking for shoes to shine. Every day since the sale began he has purchased at least one five dollar stamp. On his first visit he bought eleven five dollar stamps.

Torro is an Italian and has one son in the Italian army and another in the American army. He is an American citizen and has been in this country thirty-three years. Every day he starts out with his box thrown over his shoulder, and as soon as he takes in enough nickels to buy a new war stamp he hurries up to the Flatiron Building. He intends to keep buying as long as the stamps hold out, figuring that they will come in very handy for his five children. In addition to the war stamps he has $1,050 invested in Liberty Bonds. Torro has become sort of a side attraction down there and he appears to enjoy being clicked by press photographers.



Miss Leona Ulrich, the Star in "Tiger Rose," Easily Persuades J. J. Flaherty to Buy

STANDING UP WELL.

"Although some fluctuation in production was to be expected because of the war taxes placed upon tobacco products, the tobacco manufacturing industry of the United States seems to be standing up well under the additional financial burdens placed upon it," says the Cincinnati *Enquirer*. From the standpoint of the Government it is a greater revenue producer than ever before, and experienced tobacco men believe that as soon as manufacturers are able to completely adjust themselves to the new conditions the productions in all lines will again forge upward at a rapid rate. Large cigars in particular are doing extremely well in spite of the increased taxes, and the record for the month of January, 1918, official figures for which have just been issued, shows a good gain in volume over the corresponding month last year, the bulk of the production being in Class B, cigars retailing at from 4c to 7c each, tax-paid at $4 per thousand. Cigarettes seem to have sustained a slight setback by the increased taxes, although a gain of small proportion is shown. Snuff and manufactured tobacco also report smaller outputs for January, but the Government's revenue from all sources shows a material increase over the same month last year.

The total collections of internal revenue from all sources on tobacco products in the United States during the month of January, 1918, amounted to $12,227,797.69, an increase over the corresponding month last year of $3,878,442.31, or 46 per cent. The total collections for seven months of the current fiscal year amounted to $78,427,377.13, an increase over the corresponding period last year of $20,881,640.20, or 36 per cent.

SEVEN MONTHS OF FISCAL YEAR.

	1917-1918.	1916-1917.
Large cigars; old tax rate	1,933,550,550	.....
Class A	781,513,078	.....
Class B	1,474,716,281	.....
Class C	520,989,464	.....
Class D	7,112,371	.....
Class E	10,123,399	.....
Total	4,728,005,143	4,722,644,146
Small cigars	554,416,939	517,501,560
Small cigarettes	20,926,019,316	16,590,715,400
Large cigarettes	18,459,348	15,875,068
Total cigarettes	2,449,037,867	2,320,658,109
Snuff, pounds	18,645,936	20,356,589
Tobacco, pounds	244,278,965	255,944,939

The record for seven months of the current fiscal year reveals the following comparisons in contrast with the corresponding period of the last fiscal year. Large cigars increased 5,360,997, or 1 per cent; small cigars increased 36,915,379 or 7 per cent; cigarettes increased 4,337,888,256, or 26 per cent; snuff decreased 1,710,644 pounds, or 8 per cent; manufactured tobacco decreased 11,665,874 pounds or 5 per cent.

MADE IT UNANIMOUS IN SOUTH DAKOTA.

To the list of States already recorded as ratifying the Federal amendment, the friends of prohibition can now add South Dakota. The event is rather notable because the amendment, for the first time in its progress through a State Legislature, encountered the opposition of not one vote. The ratification was unanimous in both branches: Senate, 43 to 0; House, 87 to 0.

Uncle Sam's New Machine Guns

John Browning's Marvelous Inventions

"John Browning never has invented a poor gun, and he has invented more guns than any other man living," declares Lucien Cary in *Collier's*.

"John Browning's father was a gunsmith in Iowa. In 1852 his father decided that Iowa was getting overcrowded. He took the family across the plains in an oxcart to Ogden, Utah. John Browning was born there in 1856. At thirteen he had made his first gun with his father's foot-power lathe and simple hand tools. At twenty-three he perfected his first breech-loading rifle—a modification of the famous Sharps rifle, favorite of the sharpshooters of the Union army in the Civil War, and afterwards of the buffalo hunters. Before he was thirty he had devised the first of that long series of repeating rifles for the Winchester company which has taken the name "Winchester" wherever rifles are known.

"He is the inventor of nearly all the Winchester rifles, of the pump shotgun, the autoloading shotgun, the automatic rifles manufactured by the Remington-U. M. C. Company, of the Colt automatic pistol, adopted by our army and navy and National Guard, and by four European armies, and the Colt machine gun. The Colt-Browning machine rifle and the Colt-Browning machine gun, heavy type, are merely the latest additions to a long list of successes. What is also to the point—they were designed especially to meet the conditions of this war, the war which has made the machine gun famous.

"The experts all agreed that they wanted two kinds of machine gun. For troops going over the top they wanted a light gun, a gun that one man could carry, if possible a gun that could be fired from the shoulder. The Lewis gun, far and away the most successful new gun on the western front, had proved the immense desirability of a light gun in the hands of advancing troops. But the Lewis gun was too heavy to be fired from the shoulder except under the most favorable circumstances and for very brief periods. What the military experts really wanted—have always wanted—was a gun no heavier than a service rifle that would pour a continuous stream of bullets on the pressure of the trigger.

"Browning couldn't give them that—no man could and use the service ammunition. The smokeless charge in a .30-calibre cartridge generates a heat so terrifice that continuous firing is possible only when the barrel has a heavy jacket of water.

"What Browning has succeeded in doing is in giving us an automatic rifle weighing 15 pounds that will fire twenty shots before you can take your finger off the trigger—unless you know how. And twenty more as fast as you can slip out the empty magazine and slip in a full one! By the mere shift of a lever, it will fire semi-automatically: one shot for each pressure of the trigger. In a word, the Browning automatic rifle solves the problem over which small arms experts have sweated for thirty years. It means our army will have the best offensive weapon in the world.

"The gun looks more like a Remington autoloading shotgun than any rifle on the market, and, though heavier than the service rifle by nearly 6 pounds, is no heavier than the single-shot rifle many a skilled rifleman has chosen for fine shooting at a target. The cartridges are carried in a clip or magazine which is inserted in the action just forward of the trigger guard. One magazine with twenty cartridges in it weighs less than a pound and a half. A squad of four men, one with the rifle, and the other three with loaded magazines, can carry a goodly supply of ammunition.

"The gun can be taken down in a few seconds and reassembled with no tool except a single service cartridge. Our machine gunners will assemble and disassemble that gun over and over again until they have eyes in their fingers and can do it in the dark.

"All machine guns stop. It is half the art of the machine gunner to remedy the stoppages in a hurry. He learns all the stoppages by heart—all the possible malfunctions—and how to tell from the outside of the gun what's the matter with the inside.

"The other half of his job is learning how to shoot. He has to learn not only how to sight and range the gun, but how to control the bursts and traverse the barrel. If a machine gun is accurately aimed at one point and kept there, it isn't much better than a service rifle. You can't shoot more than one man at a time!

"A machine gun will fire a dozen shots before the amateur can let go of the trigger. So it takes a specially educated trigger finger to fire a machine gun. It also requires a very high order of skill to place bursts of three or four shots each at intervals of three feet across a wide arc—traversing fire. The Browning rifle, thanks to its semi-automatic device, permits single shots to the unskilled. And it is pre-eminently adapted to shooting from the hip. Browning found in his experiments that when the conditions were favorable it was possible to direct its fire as one would direct the stream of a hose—you can't see the torrent of bullets, but you can see the spurts of dust and direct the gun accordingly. I said that all machine guns stop. But the Browning light machine rifle has yet to show a single malfunction in action. And the Browning heavy gun has made the world's record non-stop run.

"In the tests at the Springfield armory the Browning heavy-type gun fired 39,500 shots without a break. That means it used up just about $2,000 worth of cartridges in one run. In another test 20,000 shots were fired in 48 minutes 18 seconds. There were only three stoppages, and each of these was due to a defective cartridge.

"The heavy-type gun looks a good deal like the Colt machine gun which Browning previously devised, and even more like the Vickers-Maxim gun which the British are using. It is lighter than the Vickers-Maxim. It weighs 34½ pounds with the water jacket on—a jacket that holds about a gallon. It is fed ordinarily with a web belt holding 250 cartridges, although belts of as many as 1,000 cartridges can be used. It fires at the rate of 450 to 600 shots a minute, as preferred. For airplane use the water jacket can be dispensed with—a 100-mile breeze cools the barrel."

SMOKE FUND GROWS

Good Work Done By Many Newspapers for "Our Boys in France Tobacco Fund"—Out to Get $250,000 the First Year.

Newspapers more and more are co-operating with the "Our Boys in France Tobacco Fund," and some of them becoming envious of the record held by the Providence *Journal*, which to date has collected $39,354. The *Oklahomian* of Oklahoma, has been making great strides recently. Last week it put over a special drive for smokes in conjunction with the Lyons Club of Oklahoma, and collected $8,900. Just imagine what could be accomplished if one paper in towns as large or larger than Oklahoma City would duplicate this feat. It could be done readily enough if the right kind of energy were put behind the campaigns. Some papers, however, pay no attention to appeals made for tobacco.

So far the "Our Boys in France Fund" has shipped 490,000 tobacco kits to the boys in the trenches, and there is another 137,000 awaiting shipment. The fund has been averaging $5,000 a week in collections from all sources, and with several new plans it has under consideration, A. B. Dick expects to show a quarter of a million dollars for the first year.

Cigar Tobacco in Bond

The following table gives in detail the amount of leaf tobacco, both wrappers and fillers, remaining in bonded warehouses of the United States on December 31, 1916 and 1917:

	1917. Pounds.	1916. Pounds.
Leaf, suitable for wrappers	5,676,867	6,318,165
All others	41,381,027	37,118,363
Total	47,057,894	43,436,528
Remaining at—		
Massachusetts	640,765	730,037
New York City	41,569,562	37,453,588
Philadelphia, Pa.	912,153	1,780,354
Florida	554,375	546,662
San Francisco, Cal.	306,624	119,006
Chicago, Ill.	638,937	816,449
Michigan	153,764	127,651
Other Districts	2,281,714	1,862,781
Manufactures of—		
Cigars and cheroots	14,081	18,885
Cigarettes	47	2,213

WORKING ON A BOMB THEORY.

Evidence said to support the theory that on Tuesday the destruction of the Jarvis Warehouse Company, Inc., in Jersey City, and of the Erie Railroad repair shops, adjoining, with an estimated loss of $2,000,000, were caused by a bomb, presumably set off by enemy aliens, was discovered Wednesday morning by the police of Jersey City.

As a result, twenty-five detectives, in addition to the Federal authorities, who are holding one man as a material witness, went to work on the case.

"We cannot tell whether what we have found is important or not," said Lieut. Hicks of the Second Precinct station, Jersey City. "But one of our men has found traces of some kind of powder at the scene of the explosion. We are, of course, going ahead on the the theory that the explosion was caused by a bomb."

Lieut. Hicks added that of the two men taken to the station house only one is being held.

WAITING FOR A TREASURY RULING.

The R. J. Reynolds Tobacco will not issue its annual report until the Treasury Department at Washington has passed upon the company's application for an adjustment of its excess profits taxes. In a formal statement to stockholders, D. Rich, treasurer, says:

"It has been this company's custom to issue annually in March to its stockholders a financial statement for the previous calendar year.

"Such statement will not be issued this year until the Treasury Department passes upon the company's application for an adjustment of its excess profits taxes under Section 210 of the Revenue Act of October 3, 1917, Regulations 41, Article 52. Because of the manner of its organization and its present under capitalization, its invested capital not including the millions of dollars spent in building up trade-marks and trade-brands, this company would pay a very much greater excess profits tax than its competitors. The equitable provision of the law above referred to gives the Treasury Department the power to justly equalize such taxes and to place representative concerns, in that respect, upon a competitive basis. The application for such adjustment must take the course prescribed by the regulations and our financial statement must await a determination of the question.

"However, for your personal information, we beg to say that the company's business continued its rapid growth in 1917, which was the most successful year in its history.

"As soon as available, the exact figures will be furnished you in the usual form.

The Complaint Against Sears, Roebuck & Co.

Are We Facing a Revolution in Methods of Selling Merchandise?

(Copyrighted by Elton J. Buckley.)

If the Federal Trade Commission at Washington succeeds in certain prosecutions it has just begun against business men, we will be facing a revolution in business methods, for certain practices will become taboo that have had the sanction of immemorial custom, and in some cases, of favorable court decisions.

This especially applies to a prosecution which the Commission has begun against Sears, Roebuck & Co, the Chicago mail order house, which does an interstate business all over the United States. Understand that the Federal Trade Commission can only prosecute interstate commerce transactions. Practices and transactions carried on wholly within a State are beyong its reach.

I have obtained an official copy of the complaint against Sears, Roebuck & Co, and here present it as the foreword of what I believe I have truthfully characterized as an attempted revolution:

Paragraph VI. That the respondent, Sears, Roebuck & Company, with the purpose, intent and effect of injuring and embarrassing and discrediting its competitors, for more than two (2) years last past, has circulated catalogues throughout the various States and Territories of the United States, the District of Columbia and in foreign countries, among customers and prospective customers of competitors, containing certain advertisements, wherein it is represented that:

(a) the quality of goods, wares and merchandise handled and sold by its competitors is inferior to that of similar merchandise sold by respondent;

(b) certain of respondent's competitors do not deal justly, fairly and honestly with their customers;

(c) respondent can and does buy its commodities in markets, which are not accessible to its competitors, and by reason thereof is able to give customers better advantages in quality and price than those offered by competitors;

and that such advertisements and statements are false and misleading and calculated and designed to deceive the trade and general public.

Included in this prosecution was a complaint against that well-known scheme used by all mail order houses, of offering some staple such as sugar way below the market when purchased with certain other goods. I have no intention of discussing that; what I want to discuss is the fact that the Federal Trade Commission is prosecuting a retail dealer because he gave his customers to understand that his goods were better than his competitor's; that certain of his competitors weren't treating their customers fairly, and that he bought goods in markets more favorable than the markets his competitors bought in.

The prosecution is brought under the Federal Trade Commission Act, which forbids "unfair competition."

The important thing about this is that every business man who advertises, whether manufacturer, jobber or retailer, is doing these things every day, and has always been protected in doing them—if they stayed within certain limits—by the general custom and even by the courts.

Of course, if one's representations that his competitor's goods are poorer than his, pass certain limits, they are illegal, and the maligned competitor has an action against him for trade slander or libel, as the case may be (slander if the words are spoken, libel if they are written). But there is no difference between saying that your goods are better than your competitor's and saying that your competitor's goods are poorer than yours. Of course, if the representations you make about your competitor's goods are true, you have a right to make them.

There is a case in which a furniture dealer advertised a solid mahogany bedroom set, "positively of the quality always selling for $150," for $116.50. On the next day a competitor said in his own advertisement that: "the solid mahogany bedroom set advertised yesterday by a competitor as $150 value was in part veneered and had never been sold for more than $100."

A law suit resulted, the first advertiser claiming to have been libeled. He got a verdict, the court saying that the reflection upon the first man's merchandise went far beyond the ordinary limits of competition and advertising rivalry. But such things have been said *generally* from time immemorial, with no attention from anybody. I have no knowledge of how specific Sears, Roebuck & Co. were in their statements about competitors; if they have made the usual general statements that everybody makes about their goods being better than competitors'—or competitors' being poorer than theirs—they cannot be sucessfully attacked for it, in my judgment, unless the Federal Trade Commission can overturn the settled law of the country.

Everything I have said above applies also to Clause B in the charge, i. e., that Sears, Roebuck & Co. have represented in their advertising that "certain of their competitors do not deal justly, fairly and honestly with their customers." How can a prosecution for a thing like that get anywhere, remembering that some of *everybody's* competitors don't deal justly, fairly and honestly with his customers? If Sears, Roebuck & Co. were specific in their statements, pointing directly and unmistakably to certain competitors, then there may be something in the charge. If they simply glorified themselves, pointing out, like the Pharisee, how much fairer and quicker and squarer they were than their competitors, I repeat that they cannot be convicted unless the settled law of the land is to be overthrown. And they cannot be convicted at all if what they said was true.

The subject matter of the third charge has also been passed by as dealer's talk. Literally thousands of sellers of merchandise are fond of representing in all sorts of ways that they possess mysterious and fruitful sources of supply denied to their competitors, and that is why, etc., etc., etc. Nobody who does this is very specific, therefore the matter has aroused little or no attention. But it should arouse attention now that the Federal Trade Commission has officially denominated it unfair competition and has prosecuted somebody for doing it.

Apropos of this subject, the Federal trade Commission, I am informed, has also begun prosecution against thirty-eight other concerns, all manufacturers, who are charged with unfair competition "because they systematically and on a large scale" gave employes of customers, prospective customers and competitors' customers gratuities such as liquors, cigars, meals, theatre tickets, valuable presents and entertainments. Here is another good old custom of the trade forced to don a sinister guise as "unfair competition."



FRANCISCO PEGO

Partner in the firm of Cifuentes Pego y Ca., which manufactures the famous Partagas cigars, Sr. Pego is also president of the "Centro Gallego," the richest Spanish regional association in Havana. Interested in many important enterprises, a big owner of real estate, "Don Poncho" perhaps is best known as an expert tobacco buyer.

A NEW TOBACCO CENTER

To Be Developed at West Salem, Wis.—Increased Acreage Promised—Vernon and La Crosse County Farmers Received $2,200,000 for Last Year's Crop.

The Milwaukee *Journal's* La Crosse correspondent says: "That 11,000 acres of leaf tobacco yielded Vernon and La Crosse County farmers $2,200,000 during last season, or an average of $200 per acre, is disclosed by a canvass of the tobacco warehouses and buyers operating in this part of Wisconsin. While tobacco has always been a profitable crop for farmers, prices paid during the season reached a new high record, and in consequence the growers are making preparations for increased acreage during the coming season.

"A large part of the tobacco acreage in western Wisconsin is in Vernon County. Raising of the leaf in La Crosse County has spread northward from the Vernon County line to West Salem, and the acreage in this county now totals close to 2,000. A new tobacco center is to be developed in West Salem. Prominent dealers have induced a number of farmers to engage in the growing of the leaf during the coming season, and a warehouse is to be built in the village or near by.

"Comparisons of prices paid for leaf tobacco in this section show that the farmers are receiving over twice the amount gotten for the best leaf three years ago.

"Raising of leaf tobacco in western Wisconsin long since passed the experimental stage. The leaf thrives best in clay or black muck. Frost and hail are the two great enemies of tobacco. For weeks after the planting the young shoots are protected in beds which are covered at night or on cold days with sheets or canvas. When finally transplanted into the fields the leaf must mature in sixty days. There are good-sized tracts of the leaf to be found now in Chippewa, Barron and Dunn counties.

"That tobacco will be raised on 15,000 acres of land in Vernon and La Crosse counties during the coming season is the prediction of leading buyers, who declare the grangers are making preparations for greatly increased acreage as a result of the high prices.

"The State Council of Defense has considered the advisability of taking steps to limit the acreage devoted to tobacco, and it is probable that action will be taken. This has been done in other States, so as to devote more acreage to the production of food."

Conservin' Odds an' Ends O' Trade News

One Up-State Cigar Man Reports "Nothing But Money in Sight"

New York State Capitol District,
March 25, 1918.

"Big change," smiled Benny, "big change." And he swung open the door of Stubb & Ash's wholesale and retail tobacco shop, placing the chuck under the casement with his regal-toe, whilst the sunny breeze swept in and blew out the alcohol cigar lighter.

"Yes, yes," gushed Benny, "Spring has arrivin! An' even th' Big Change ain't notis-a-beel in th' cash register yet, this here 72 degrees an' th' Open Door policy will soon put th' kale where it belongs!

"This climatic conditshun is pretty well illus'rated by that there chappie passin' down State street wit' his trench-coat thrown back, his mits both shoved deep inter th' pockets of that inside jacket of his'n, while he steps out lik' Eddie Weston, wit' a grin on his jaw an' a Rockefeller cigar protrudin' f'om th' grin."

"That's a bester indicashun of daffydills an' lilacs than either th' wedder predictshuns by George Todd or th' comin' of Barnum & Bailey.

"Gee-ja! But who'd a-thought there'd ever be a-nudder Summer after that winter! Why, th' snow in our back-yard was so high an' deep that it knocked th' fence ker-flunk onter our lovin' neighbors' hollyhock bed.

"An' now th' Hudson River's open from Troy to th' hinges of Hell Gate, boats will begin runnin' agin nex' Monday, so helpin' th' freight transport which has had congestin' of th' lungs all Winter, an' th' Legislatur will go home April 13th!

"All these lil' things look good to th' Capitol District. So, after yer look inter them, I guess th' robins didn't come too quick. An' th' kids are right in gittin' out their marbles, tops, jacks, skippin' ropes, roller skates, an' bicycles! For no matter if I do have ter git up a-nour sooner nex' Monday to oblige th' moonlight-savin' fellers, I honest-an'-truly think biziness'll be better jest so soon as Spring an' Summer git goin' thru here lik' a string of Pierce-Arrer trucks fer th' Red, White an' Blue Army to an Atlantic Port!"

"But, say," chuckled Benny, as he refilled and lighted the alcohol-lighter, "d'yer know Manager Morrison of the Estate of D. Hayes, up there in Saratoga? Sure, th' jobbers in th' Spa City I mean.

"Well, yer know then that Saratoga has had a deuce of a lot of snow along Broadway all Winter. An' it snowed there agin las' week when th' sun was shinin' here. So Morrison chases his Third Assistant Adjutant General out to clean 'er off. This gold lace aid of Morrison's is a long, lean, lank, tall feller. So he likes shovels an' choppers wit' handles to fit his shapely panetela size.

"An' Morrison, aimin' ter please all tastes, has th' quartermaster supply 'im wit' a full equipment of six-foot extenshun picks an' things ter remove th' gloss f'om th' surface of Saratoga's nice, broad sidewalks.

"But, wit' all th' ice an' stuff fallin' in Senator Brackett's town this las' Winter, Manager Morrison's outfit got kinda worn out. Jest th' same, when th' las' storm broke, Morrison's orderly was on th' job wit what was left of his brooms, shovels an' spades.

"Then he started in ter clean up th' town, clear aroun' ter Convention Hall. An,' when th' management of th' United States Hotel heard about Morrison's man, they wanted ter know if he couldn't come down an' clean off their hundred yards of snow, too, so's they'd be ready for the 27 days of racin' ter be pulled off in August.

"While th' Grand Union Hotel people also thought 'twould be a grand idee to let Morrison's willin'-worker git their shebang dusted off as well, fer th' poss-i-beel State Convention crowd which may come if th' Direct Primary Law is repealed to suit Billy Barnes.

"But when th' superintendent of Congress Park called up th' Hayes place, an' wanted Morrison to lend a hand in mopin' out that grass-plat, likewise—well, th' House o' Hayes almost lost a val'able tobacconist, fer he threatened to enlist in th' navy right then an' there, so endin' his life in glitterin,' gorgeous glory!"

Sam Ash was conservin' odds an' ends of costly string an' twine, by windin' it up inter sailors' snitches, when Governor Billy Hughes peeped in. "Hello Sam," greets Billy, "how's th' cigarette brokerage business today?"

"Whassamatter, Governor," replies Sam, Yankee-like, "can't yer git away f'om that cigarette salesman's habit of askin' how business is when yer know blame well that it ain't good?"

"Oh, well now, Sam," comes back Billy, "our trade at Grand and Beaver isn't so awful rotten. Why, the Fleahman Brothers were talkin' about sales only this morning, an' they said our farmer friends on the Albany Public Market were getting such satisfactory prices for country produce that they were tossin' their corn-cobs in the Normanskill Creek, an' are now buyin' nothing less than six-cent seegars!"

"Speakin' of cigarettes, Billy," goes on Sam, windin' up more cord, "did you know what's goin' ter happen ter th' Lord Salisbury brand?"

"No, what's on' Sam? I haven't heard a word," admits Billy.

"Lissen here, then," beckons Sam, whisperin' in Billy's ear, "they're bein' advertised heavy now as a 16 for 15-cents proposition, but I have it on pretty good counsel that the interrogation marks at the bottom of every ad simply mean that th' price will soon be changed to 20 cigarettes for 25 cents."

And Billy went away thinkin' of th' time, not so long ago, that he uster peddle a quarter cigarette himself—let's see, wasn't it the Egyptian Deities?

"Hey, Jim!" yelled Sam Ash to his partner, Stubb. "Where'd you put those signs I made yesterday?"

"What signs?" asks Jim Stubb, addin' up a deposit-slip, an' not appreciatin' th' interruption.

"What signs!" hollers Sam, gittin' mad. "What signs! Why, those Mecca-Sweet Caporal-Hassan signs, raisin' prices ter six cents fer today—where are they?"

"Oh, them?" says Jim mildly. "Let's see, Sam, I think I saw 'em on th' packin' table, an', not realizin' their purpose, I rather think I used 'em fer stuffin' up a case of goods we shipped yesterday to O. B. Davis, of Middletown."

"Well, you're a pippin, you are," announced Sam, hot under the arms. "Are you my partner here, or ain't you?"

"Why, yes, Sam," answers Jim, "I'm sorry it happened, but—"

"Aw, cut it out, Jim, cut it out," replies Sam, coolin' off. "But hereafter please let them things alone I put on th' table there. And, if you're goin' to be my partner, act like one, that's all!"

Just then, through the wide open door came George W. Thompson, the man who furnishes th' fixtures fer th' Piedmont Hot Chair Club, famous as a social institution in th' 'stablishment of Stubb & Ash.

"Merely on my way up to the Secretary of State's office to register more ottermobiles," confided Gee W. Tee. "For it's time, you know, to put the Liggett & Myers' crew on wheels, so Miss Fatima can see the trade from the seat of a runabout built for two."

When Jim Stubb returned from the bank, where he'd just interned some Canadian quarters an' dimes, along with a sprinklin' of no protest checks an' drafts, he said:

"Sam, take a run down to the new store of the Bradt Drug Co., on North Pearl. They've put in a pile of changes since the Morris Drug went out. And their opening last Saturday was so successful that they are assured of a substantial prosperity in this new location."

Sam Ash went out to take a look at Bradt's, and he met Chris Bittel at Pearl and State. "Mr. Ash," hailed Chris, "look out for more changes in the cigarette situation. Not that Murad, Mogul, Helmar, or any other Lorillard brand is about to raise again, but it's wise to be prepared to maintain staple stocks on this material during these times of rapid price movements. As the Boy Scouts say, 'Be Prepared.'"

And, while out for the ramble, Sam Ash got into Green street, coming out at Hudson avenue. There, on the corner, a big 24-sheet bill-board caught his eye.

It was an ad for a popular corn-syrup, but the body of the copy had been torn out by the March wind, exposing a nicely centered package of Shields & Son's Blue Line tobacco, which had been the previous litho.

But it was the suggestion of the torn sheet which focused Sam's eye. For, there it said, "Saves Sugar"—merely indicating Albany's favorite smoking long-cut as the substitute for both syrup and that other original sugar-saver—Bull Durham.

"Oh! didn't she ramble, ramble?
She rambled all around, all around the town;
Oh! didn't she ramble, ramble,
She rambled 'til the butcher cut her down!"

Singin' this parody from noon to noon, an' from one daylight savin' morn 'til th' nex' 'lectric savin' night, is th' perm'nent job of George Ellison now!

You see, it was this way: Benny was out sweepin' th' concrete in front of th' store of Stubb & Ash when he heard a terribul clatter. Rushin' up ter th' corner, where th' noise clamored, Benny saw a sight which froze his blud.

Yessir, there in th' cellar o' Pike & Capron's place, right on th' edge of State and Lodge streets, where all Albany goes ev'ry day for a cocoa-cola an' a good segar, right there was a boisterous turbulence th' like of which Benny had never lissened to since he dropped a careless cent in a phunnygraf long, long ago!

Why, it sounded like the seventy sirens on Fire-Chief Bridgeford's red-rumble, tryin' to buck up against th' roars of gun-battery in a Flanders fight.

So, Benny, keyed up to battle-pitch, got down on his han's an' knees fer a lookin' view in th' cellar. An' what he saw 'most overplayed what he heard. For, there in th' movie-light was his fren' George Ellison fightin' fer life.

That's right—jest as stated an' printed. Becuz George wuz down there in th' trench reachin' aroun' fer a mazda ter git more radiance on th' scene, while at th' same time he was lambastin' som'thin' back there in th' gloom.

An' upstairs, on th' stairs, in th' store, an' all 'round th' corner wuz a reg'lar score-card mob, urgin' George ter swat 'im agin, swat 'im agin!

Quite ev'dently George wuz cert'anly makin' a supreme effort ter do that lil' thing. Fer, from th' whacks, bangs an' mingled uproariousness, George wuz really succeedin' in holdin' his own.

But th' willin' volunteers on th' stairs an' all over th' Pike & Capron house didn't seem ter be 'specially anxious to chip in an' assist him' th' grapple in th' murk. No, they simply stood 'round on one foot or two, swayin' this way an' that accordin' ter th' surge of th' shouts!

Not that there wuzn't brave men an' true right present. Fer there wuz Man'ger Pete De Groot, hero of many a scrap—uv paper! An' there, too, wuz Joey, an' Bill, an' goodness knows how many uv th' backroom boys ready there wit' th' wallop!

Still, George wuz way down there in th' dark fightin' it out wit' what sounded lik' Billy Sunday's devil himselfer! Som'one shouted that George at las' had 'em under control, an' sure enuf, it did seem as tho th' noise wuz gittin' weaker an' weaker.

Jest th' same it musta bin at least a hull union-day mor' afore George climbs outa th' cellar, all covered wit' gore. Gracious, what a sight. But what wuz that sneakin' out after him? Wuz it a live beefsteak? Or wuz it a bolsheviki wavin' a drippin' red flag?

Eggless Easter! but 'twas a dog! All that wuz left of a once ugly-beautiful English bull-pup! With his face scratched to radical-red ribbons, an' his body covered wit' chaldeean designs in fancy white-an'-red criss-cross patchwork.

But 'twasn't George th' purp wuz fightin'. It wuz a cat! George heard th'cat a hissin' while he wuz sortin' out som' panetelas an' perfectos. An,' to save th' lil' lady, who had crawled under a nest-box full o' kittens, George had jumped down stairs wit' a scantlin' ter hammer th' barkin' dorg which never bites.

Sorry to relate, tho, th' bull refused ter be urged ter desist, even under th' terrific barrage of George's re-enforcements. For, when th' field-hospital red cross workers entered th' pit, there wuz th' Pike & Capron cat, hors de combat.

An' that's why George is still singin' th' dirge which opens this obituary. Tho, even if George can't register th' xyz notes in th' openin' stanza, he can qualify right readily fer one of those hardy heroe medals which Mister Andy Carnegie awards to all cigar men displayin' extraordinary valor on th' field o'banter.

After seein' such a horribl scene as George Ellison's fight-to-th'-death, Benny had a notion he oughta go to som' good show that night where he could smile a bit.

So, in lookin' over th' program, he sights a notis of his old fren' Richard Carle upter th' Hall. Wit' twenty-eight pennies in his pocket, Benny shoots along ter th' show, jest ter see if Dick Carle wuz still th' spring chicken he uster be in jumpin' jupiter.

But there wuz nawthin' to it, nawthin' to it a-tall. Dick seemed to be laborin under a mistaken idee that he wuz a humorist, lik' Benny. So Benny came away from that place wit'out crackin' th' skin on his parched upper lip. Still, Benny did see his fren' W. V. H. Smith, th' old-time New York dealer, who uster sell at 88 West B'way, laughin' as tho th' Furs an' Frills was a scream of a comikal musicale.

When Sam Ash glanced over his mail this morning, he saw a card from Glens Falls. Turning it over, there was the familiar Eisenlohr Cinco imprint, announcing the approach of Jimmy Stuart to the heart of the Capitol District. Jimmy simply rubber stamped Thursday, March 28, as the date of his apperance, that all.

Then, before Sam could find a single cheque amongst the postal requests for aid to the Belgian Relief, Red Cross, Boy Scouts, Y. M. C. A., Knights o'Columbus, and several other worthy war works, in came a gentleman from Saugerties.

Of course it was Fred Lewis. And he said: "This jobbing game is getting to be a fierce proposition on the once cheaper and profitable cigars. There doesn't seem to be anything in the market, at present, to sell for less than $38 to $43. Even that stuff is somewhat scarce in desirable brands and sizes. But I'm off to Schenectady now just to see how things are over there. I hope thy're better than conditions along the River."

And Sam Ash had occasion to talk with Will Dearstyne over the phone a few minutes later. Perhaps the big South Pearl street distributors could say something to put a little Spring sunshine in the jobbing situation.

But no, the only ray of cheer in the establishment of the Dearstyne Brothers Tobacco Co. came through the new plate glass window, reset at last after numerous delays in arriving at Albany since the infant zephyr kicked it out some weeks ago.

However, Will communicated: "Can't get what we want when we want it. Nothing in sight but money, and that's only second sight."

"I guess those Reynolds fellers are tryin' ter corner th' market on revenue stamps," reckoned Benny, as one of Boss Jordan's men departed from the store of Stubb & Ash with a big order for Camel cigarettes. "Fer they say down there at Winston-Salem that they bought about three an' a-half million dollars' worth in th' short month of February alone. Goin' on that way, they'll use fifty million flyin' eagles for th' internal-blues this year, anyways. An' now they're tryin' to make it even more by pushin' Stud terbaccer in a big nickel package. Tho that feller, who just went out, says Prince Albert will come in ten-cent bags just so soon as th' little sixes are played out."

"Ah, Benny, how are you?" and Metropolitan Fleischmann pushed a fist across th' counter for Benjamin to nibble on. "How are Que Placers going?"

"Cazadorish, cazadorish," repeated Benny, tearin' th' band off one himself, as he rang up Fleischmann's half-dollar on th' N. C. R. "But, say Fleisch, whasmatter wit' th' good nickel cigars you uster have in that there grip?"

"Nothin' doin' on th' five-cent goods, Benny, nothin' a-tall," negatived Fleischmann, settin' down his satchel, an' crossin' his concise tho nimble legs for a brief rest before proceedin' on his jornada up th' hill. "No, we're doing practically nothing with cigars jobbing for less than $43. Everything is now six cents. And they're going up, up. Why, even our old Manila friends are getting scarce. This is evidently the day for ten-cent stuff, else the smoker must accept what he's offered for six or seven cents."

"Gee-ja!" exclaimed Benny, after sellin' a Cinco an' two three-cent stamps to a feller for a dime, forgettin' th' two-cents excess profit in th' noon rush. "This mawnin' I see a Liggett & Myers' man who's now sellin' hams for Armour. You know 'im. It's Myer Azie, an old-time tobacco scout. Well, Myer quit L. & M., goin' in for Chicago Squeal. An' he says he still hankers som' for th' li'l' ol' tobac biz, notwit'standin' that he sold som' 7,000 poun's a-stuff las' week, totalin' $1,596.60!

"That's mor' gran' total for a week than he'd have at th' tobacker line in a long, long time. Yer see, a ham av'rages 'bout 14 poun', an it don't take many ter mak' a lot. Especially jess now, wit' Easter comin' on for stacks a-ham an' eggs. Why, Myer sez as how Armour sold som' six hunnered an' fifty millions worth of goods las' year! An' now, wit' a genuine tobacker salesman helpin' 'im, I don't see why Armour & Azie can't shove that there record right over th' line for three quarters of a billion, jess lik' a Liberty Loan!

"Anyways, Manager Sanders, of th' Albany office, sez to Myer, 'Azie, you'll soon know this biziness like the alphabet.' An' Myer, (replyin' 'propriately), responds, 'Yessir, that's my name, *Azie!*'"

"Here, Benny!" calls out Sam Ash, throwin' over a big pile a-mail, mostly invoices an' please-remitters, "take this lot down to th' Postoffice now. Government says it'll help a pile if everybody pitches in an' sends th' mail down two or three times daily, instead of waitin' for th' last call at five or six P. M. So get it off!"

"Looks as tho Harry Stearns was workin' along Broadway," observed Benny, when he returned from letter mailing at the Albany Postoffice. "Yeh, Harry's got his Fabula six-center right in th' dead-center of that there concentrated middle window of th' Warner Drug Co. branch. Estabrook & Eaton couldn't hav' a better ad in th' papers than that same space in Doc Warner's place, where th' crowds all go. An' I unnnerstan' Manager Roy Webber is so blame busy tendin' to trade that he don't buy cigars himself any more. He lets Doc Warner look after th' cigar men, unless it happens to be some small quantity he needs right away."

"Say, Mr. Ash," and Benny sang out to th' other end of th' store where Mr. Ash was unpackin' a case of Bolds, "who doyer suppose was askin' about yer yesterday?"

"Perhaps Governor Whitman, Benny—anyone else?" innocently inquired Mr. Ash, as he sorted out an armful of claros an' colorados.

"Naw, 'twasn't Charlie Whitman, Mr. Ash, but it was your old friend Dan Kelley," announced Benny importantly.

"Kelley, of th' Lorillard Co., eh?" identified Sam Ash immediately, straightenin' his back for a minnit to remove th' bendin'-kink. "And what did Dan have to say?"

"Jess his greetin's, Mr. Ash, tho he did mention, come ter think of it, that Mechanic's Delight long cut is now in Class A wit' th' Monopole high-grade stuff he uster sell befor' th' war knocked th' i outa price!"

"Now that th' indoor basket-ball season is wanin lik' th' snow-bank in our back yard," started Benny, meantime wrappin' an rollin' another sheet of plug-foil on th' Red Cross meltin'-pot ball, "I guess Cheerful Camfield will cease subscribin' ter th' Troy Times.

"Fer Camfield is th' 'riginal lad f'om Troy who took th' y outa tyro an' put it where it belongs in Troy basket-ball.' An' th' newspaper score-card is always an interestin' page to Cam.

"There he sees, day after day, th' records of players who were tyros at th' game when Cam was a star twirler for th' best team in th' Collar City.

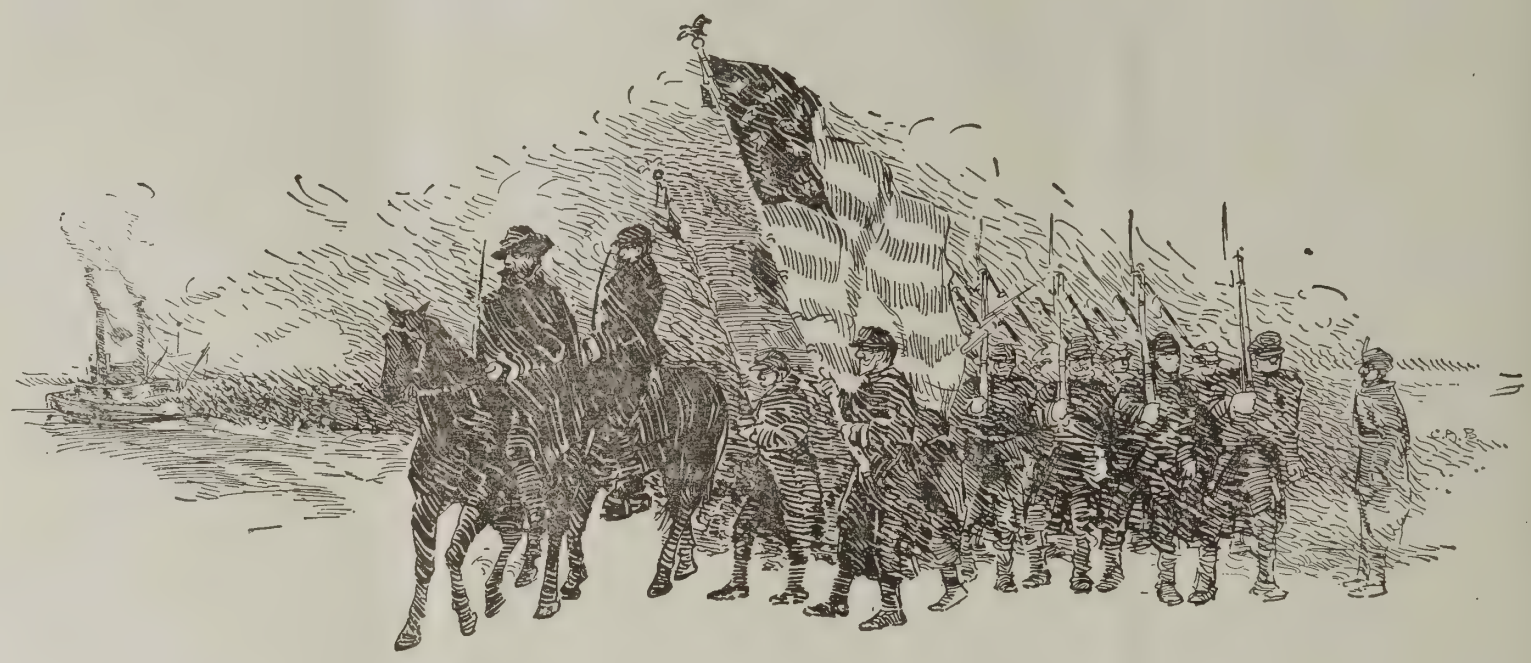
"An' it gives Cam a pain to see som' of these imitashun players croquet th' ball thru th' wickets as tho they were actshully engaged in th' real game!

"Why, Cam learned to play basket-ball in Schaghticoke when Velvet Joe was still studyin' philosophee down there on Folsom avenue, Saint Looie.

"Then, jess as a token of appreciashun, th' Elks offered Cam a life membership if he'd come over an' jine their team! But he wouldn't an' didn't. No, sir; Cam stuck ter Troy 'til Liggett & Myers came along with Velvet. Since which Cam has plugged, day in an' day out, jess as hard sellin' L. & M. products as he uster play tossin' th' puddin' fer th' Schaghticoke Savages!"

"If this yere weather keeps up," reasoned Benny, lookin' outa th' open-door at th' robin in th' gutter, "I reckon M. A. Schufeldt will be Bold enuf to lay off his rubbers an' overshoes. He'll save som'thin' too, fer th' way he walks 'round here he must buy a pair a week, easy!"

THE SMOKER.



WHEN THE BOYS CAME HOME IN "65"

Manila cigars then held a firm place on the American Market. SIX and NINE cents were popular prices for smokes at the close of the Civil War, and Manilas sold for exactly the same money—size for size—as the Imported Havanas.

High Tariffs, made necessary by the public debt and the cost of war, excluded Manila cigars from the United States until Free Trade was again established with the Philippine Islands in 1910. SINCE THEN THAT TRADE HAS GROWN FROM 67,261,-545, IMPORTED IN 1915, TO 215,693,368 IN 1917.

Manila Cigars Have Come Back To Stay

Boost Manilas! *There's Money In It!*

List of importers and manufacturers on application to the

MANILA AD AGENCY, 546 West 124th Street, New York

Kentucky Leaf Tobacco Sales During February

Mat. S. Cohen, State Commissioner of Agriculture, concerning sales of tobacco in Kentucky, during the month of February, 1918, reports as follows:

	——Previous Years Crops—February Report——			1917 Crop——		
	Pounds	Total Dollars and Cents	Average Per 100 Pounds	Pounds	Total Dollars and Cents	Average Per 100 Pounds
Burley Tobacco—						
Sold for growers.	.....	.....	....	77,940,845	$20,571,358.17	$26.40
Sold for dealers...	.....	.....	....	9,642,753	2,382,200.79	24.70
Resale	3,185	$1,015.33	$31.88	3,242,675	789,403.53	24.34
Total and average.	3,185	$1,015.33	$31.88	90,826,273	$23,742,962.49	$26.14
One-Sucker Tobacco—						
Sold for growers.	1,450,260	$183,262.67	$12.64	9,205,938	$1,408,774.47	$15.30
Sold for dealers...	299,945	34,325.68	11.44	168,016	25,754.64	15.33
Resale	50,655	5,911.97	11.67	13,290	5,704.18	42.92
Total and average.	1,800,860	$223,500.32	$12.41	9,387,244	$1,440,233.29	$15.34
Unfired Dark Tobacco—						
Sold for growers.	838,597	$97,193.38	$11.59	8,413,397	$1,241,519.65	$14.76
Sold for dealers...	189,878	21,987.87	11.58	127,813	20,813.15	16.28
Resale	11,060	1,307.47	11.82	9,545	1,788.10	18.73
Total and average.	1,039,535	$120,488.72	$11.59	8,550,755	$1,264,120.90	$14.78
Fired Dark Tobacco—						
Sold for growers.	1,166,870	$164,267.07	$14.08	3,736,813	$525,303.46	$14.06
Sold for dealers ..	.....	.....	....	231,745	32,299.97	13.94
Resale	.....	.....	....	.....	.....	....
Total and average.	1,166,870	$164,267.07	$14.08	3,968,558	$557,603.43	$14.05
Green River Tobacco—						
Sold for growers.	.....	.....	....	9,424,250	$1,481,624.65	$15.72
Sold for dealers..	.....	.....	....	34,735	5,406.57	15.57
Resale	.....	.....	....	37,210	4,569.67	12.28
Total and average.	.....	.....	....	9,496,195	$1,491,600.89	$15.71
Total and average for February....	4,010,450	$509,271.44	$12.70	122,229,025	$28,496,521.00	$23.31
Total and average for January.....	1,081,260	217,031.07	20.07	55,505,187	12.824,394.53	23.07
Total and average for December....	2,395,406	417,678.00	17.43	46,024,245	9,998,907.28	21.72
Total and average for November...	662,645	126,427.86	18.11	3,767,324	819,214.86	21.75
Total and average for October.....	146,950	28,211.37	19.20	1,485	257.48	17.34
Total and average for September...	698,140	153,264.64	21.95	.....	.....	....
Total and average 6 months.....	9,294,851	$1,451,884.38	$18.07	227,617,266	$52,138,895.15	$21.43

EMPEY TO GET TOBACCO FOR THE BOYS.

An entertainment which is certain to net large profits, both artistic and financial for the *Sun* Tobacco Fund is a joint affair arranged for next Friday evening by Sergeant Arthur Guy Empey and the management of the Campus restaurant, Columbus avenue and 104th street, New York. Sergeant Empey is one of the champion smoke fund boosters. His appeals at a number of his thrilling war lectures have brought thousands of dollars to the enterprise. Sales of autographed copies of his books too have been productive of big profits at entertainments where the soldier could not be present in person.

On Friday night Mr. Empey will give one of his best talks for soldiers' smokes and he will also sell at auction an autographed copy of his book, "The First Call." Besides this outstanding feature, a varied and excellent programme is being arranged by Manager Henry Gossler of the Campus and Miss Nellie Hayes, who will be hostess of the evening. Many handsome donations already made are even now on exhibition in the main dining room. These articles will all be sold at auction for the fund's benefit on Friday evening.

REDUCES COST OF SHIP INSURANCE.

It is evidence of the strongest kind of the effectiveness of the American Navy that Secretary McAdoo is again able to reduce the war-risk insurance rates.

The present reduction on hulls and cargoes through the war zone is from 4 per cent to 3 per cent; the reduction on the officers, masters, and crews of merchant vessels through the war zone is from 50 cents to 25 cents per hundred dollars of pay roll. Both reductions take effect March 18, 1918.

The first reduction of insurance rates by the War Risk Insurance Bureau was made last October, when the rate on cargoes was reduced from 6½ per cent to 5 per cent. The second reduction was on November 23, and was from 5 per cent to 4 per cent.

One of the most valuable uses of the Liberty Loan is to render possible this war-risk insurance on the cargoes and men on our merchant ships voyaging through the war zone. Under the protection of this insurance hundreds of millions of dollars of American commerce has been enabled to seek and reach foreign markets.

The reduction in the insurance rate, the rates steadily decreasing as American preparedness increases, speaks in most convincing tones of American efficiency. There is a not inconsiderable number of well-informed men, and they are not all Americans by any means, who believe that the American gunners have not quite their equals in the navies of the world.

How are you helping Uncle Sam?

Beach & Glenn

REPRESENTATIVES FOR

New York and New Jersey

GOOD CIGARS EXCLUSIVELY

H. C. Nolan Co.
of Philadelphia

ROSA AROMA
(Sumatra Wrapper)

CRITICO
(Conn. Shade Wrapper)

Kraus & Co., Inc.
of Baltimore

IN-B-TWEEN
Retailing at 5 for 25c. (in Foil)
Retailing at 10 for 50c. (in Tin)
Retailing at 25 for $1.25 (in Tin)

and

IN-B-TWEEN SENIOR
Retailing at 10 for $1.00 (in Tin)
Retailing at 25 for $2.50 (in Tin)

Representatives for
New York, New Jersey and New England

Hernsheim Co.
LTD.
of New Orleans

REX ROY
MARCIETTA
KINGS COURT
ROSA VISTA
LA BELLE CREOLE
EL POW-HA-TAN

ASTOR COURT BLDG.
20 West 34th St. New York

A Record Cigar Shipment From Havana

Steamer Morro Castle Carried 928 Cases Containing 6,463,605 Cigars—French Regie a Big Buyer—Henry Clay & Bock & Co. Had 1,617,025 Cigars in One Consignment to Paris—Factories Busy Making Smokes for American Troops —Garcia & Vega Purchase a Notable Quantity of Excellent Vuelta Abajo Leaf—Predictions Concerning the Remedios Crop.

HAVANA, March 22.—Exports of cigars, per S. S. *Morro Castle* totaled 928 cases, containing 6,463,605 cigars, which were consigned as follows, viz.: To France, 4,597,025; to United States, 1,029,375; to Great Britain, 389,525; to Australia, 208,250; to Canada, 132,750; to British Africa, 49,000; to Belgium, 32,000; to Uruguay, 15,000; to Brazil, 10,180, and to Nicaragua, 500 cigars.

On this trip the *Morro Castle* carried, it is believed, the biggest and most valuable cargo of cigars that ever left Havana.

Of the 4,597,025 cigars shipped to New York for transshipment to France, the French minister here consigned 2,980,000 to the French regie, and Henry Clay & Bock & Co., Ltd., sent 1,617,025 to the distributors for the company in Paris.

Report is also that Charles Landau & Co. have orders for large quantities of cigars, to be delivered to the Quartermaster's Department of the U. S. Army.

Romeo y Julieta, working, as active as ever, made an additional purchase recently of 388 bales of Vuelta Abajo vegas, in order to have enough leaf on hand for two years to come.

Partagas, also fully occupied executing orders, has added 468 bales of Vuelta Abajo to the large holdings of choice leaf, which Cifuentes Pego & Co. have.

Punch announces that the United States representative of the factory, August Kuttnauer, handed in his resignation. It was accepted with regret. In the meantime, while no new representative has been appointed, importers in the United States may communicate with the factory direct, or to the owner, Don Manuel Lopez, Rayo 28, Havana. Punch has good orders.

Belinda has received orders from Great Britain amounting to a million cigars, and also is busy on orders from the United States.

Hoyo de Monterrey is working as usual for the United States as well as for several other countries.

Juan Diaz Inguanzo, the owner of the El Rey del Mundo cigar factory, recently purchased 905 bales of Vuelta Abajo.

Calixto Lopez & Co. have also good orders for the American army in France, and are very busy in other directions.

C. del Peso & Co. (Flor de Tomas Gutierrez) have an order for 380,000 cigars for the Cuban Red Cross in France.

Business on the leaf market is restricted, because of the small stocks for sale. Not until the new crop reaches market can we hope for livelier times. Prices are firm for the remaining Vuelta Abajo vegas, and the little which is left of Remedios, but Partido wrappers and resagos are "soft" in price. It is said that some dealers have accepted losses from $50 to $100 per bale, in order to save capital invested, which goes to show that "all is not gold that glitters."

Sales during the last two weeks totaled 5,673 bales, consisting of: Vuelta Abajo and Semi Vuelta, 3,566; Partido, 498, and Remedios, 1,609 bales.

Buyers were: American, 1,442; exporters to South America, 1,970, and local manufacturers of cigars and cigarettes, 2,261 bales.

As we have had good rains, nearly every day this week, all over the island, some of the plants in the fields yet in the Vuelta Abajo may be benefited, although most people claim that the rains have come too late to do any good. But, to be sure, the rains in the Santa Clara province have helped the growth of capaduras materially, and there is no telling yet what the total of the Remedios crop in bales may be. There have been circulated some exaggerated reports, yet it appears certain that the 1918 crop will be the biggest in the history of Remedios. The unsolved riddle is the question of prices, and it will require a great deal of tact and shrewdness to harmonize the pretensions of the vegueros with the ideas of packers. Reliable packers fully appreciate the risks they are running by paying too much money for bundled tobacco; therefore they are going to operate very cautiously. For, besides the first cost of the leaf, there may be trouble ahead with the labor organizations; workmen may ask considerably higher wages; palm bast, cords for strapping the bales and the silk bast for the carrots are scarce and have risen in price, and cartages and railroad freights, as well as the cost of shipping on coastwise steamers, will undoubtedly be higher than last year. Under these circumstances the cost of packing and delivering bales to warehouses in Havana is a thing to be taken into consideration by leaf dealers. Besides, the question is what the American cigar manufacturers will do, later on? Will they stock up early and in large quantities, or will they try to buy sparingly, getting only such leaf as they absolutely require. If prices are reasonable, they may buy early and largely. But if prices seem abnormally high, they will undoubtedly hold back and pur-

(*Continued on page* 21).

BUSINESS CARDS

CIGAR IMPORTERS
GROSVENOR NICHOLAS & CO.
14-16 South William St.
New York

G. S. NICHOLAS & SON, LTD.
43 Beaver St.
New York

CIGARS RIBBONS
WM. WICKE RIBBON CO.
Woodhaven Ave.
Glendale, New York

CIGARETTE PAPERS
PETER J. SCHWEITZER
Importer of French Papers
109-111 Broad St., New York

CIGARETTES
T. CHALKIADI & CO., INC.
Cigarettes—Haidee and Salaam
128 Water Street, New York

STRAND CIGARETTE CO.
Manufacturers "Strand" Cigarette
17 West 42d St., New York

CORK
BOUCHER CORK & MACHINE CO., INC.
All kinds of Cork
212 West 18th St., New York

HAVANA LEAF DEALERS
TOMAS BENITEZ Y LEON
15 Monte Street, Havana, Cuba
Cable "Tebenitez"

LEON Y. DELGADO
91-93 Consulado St., Havana, Cuba
Cable "Nautilus"

F. EZQUERRO, S EN C.
10 Luz Street, Havana, Cuba
Cable "Pradillo"

GONZALEZ HNO. & CA. S EN C.
39 Dragones St., Havana, Cuba
Cable "Goncelacio"

GUTIERREZ & FOYO
22 Reina Avenue, Havana, Cuba
Cable "Hermogenes"

MIGUEL GUTIERREZ E HIJO
53 Estrella St., Havana, Cuba
Cable "Cosechero"

SUAREZ HERMANOS, S EN C.
110 Rayo Street, Havana, Cuba
Cable "Ansuar"

PESO & CA.
97 Amistad Street, Havana, Cuba
Cable "Peso"

PASTOR SANCHEZ
225 Monte St., Havana, Cuba
Cable "Pastorama"

HUMIDORS
BUBECK & GUERIN
All kinds of Cigar and Cigarette Humidors
161 West 18th St., New York

IMPORTED CIGARS
RAMON "ALLONES"
Thomas F. Healy, Rep. U. S. & Canada
77 Broad St., New York

PARK & TILFORD
Imported Cigars
New York

JOBBERS
METROPOLITAN TOBACCO CO.
134 Grand St.
New York

CHAS. SCHAVRIEN
General Cigar, Cigarette and Tobacco Jobbers
204 West 20th St., New York

LITHOGRAPHERS
ADOLPH FRANKAU & CO., INC.
Cigar Labels and Bands
129 5th Avenue, New York

PASBACH-VOICE LITHO. CO. INC.
Cigar Labels and Bands
Corner 25th St. and 11th Ave., New York

LITTLE CIGARS
S. MONDAY & SONS
Manufacturers of Little Cigars
34-40 South 1st St., Brooklyn, N. Y.

MADE-IN-BOND HAVANA CIGARS
MARCELINO PEREZ & CO.
Clear Havana Cigar Exclusively
12 Duane St., New York

SIDNEY J. FREEMAN & SONS
United Workman Union Made 5c. Cigar
123 Liberty St., New York

HORACE R. KELLY & CO.
Manila Cigars
89 Wall St., New York

THE PHILIPPINE CO., LTD.
American Sales Agent
Bowring & Co., Whitehall Bldg., New York

MANILA LEAF DEALERS
B. CASTELLANO & CO.
Specialty—Manila Tobacco
123 Maiden Lane, New York

MILD HAVANA CIGARS
THE KERN MANUFACTURING CO.
Mfrs. "El Stato" and "Iago" Cigars
152 East 50th St., New York

PIPES
WM. DEMUTH & CO.
"Wellington" Pipes
230 5th Ave., New York

L. & H. STERN, INC.
Manufacturers of Pipes for Jobbing Trade
432 East 10th St., New York

PROTECTIVE PAPER WRAPPING
DIAMOND STATE FIBRE CO.
Glassine Paper Wrapping
Bridgeport, Pennsylvania

SNUFFS
GEORGE W. HELME CO.
111 Fifth Avenue
New York

WEYMAN-BRUTON CO.
1107 Broadway, New York

STEAMSHIPS
PENINSULAR & OCCIDENTAL S. S. CO.
Tampa—Key West—Havana
Jacksonville, Fla.

TIN CONTAINERS
AMERICAN CAN CO.
Tin Cans
120 Broadway, New York

NATIONAL CAN CO.
Tin Cans
Detroit, Michigan

TIN DECORATING CO. OF BALTIMORE
All kinds of Tins
Boston St. and Linwood Ave., Baltimore, Md.

BONE DRY BEVERAGE CO.
NEW YORK
Is about to put on the market a most saleable Non-alcoholic Drink.

Dealers Are Pushing Sure Things In Chicago

A Lot of Sidelights on Spring Trade

CHICAGO, March 22.—City trade is showing a marked improvement and warm weather has helped to liven business. Now that the dealers can keep their doors open, they expect to strike a selling gait that will show a big gain over last spring's business.

Surprises have been many of late. Al Belmont, who was cigar manager for the wholesale house of McNeill & Higgins, has resigned. Belmont expects to close with another house and will remain in the cigar business.

John Collins, of Ohio Flats fame, is around town telling the dealers that Ohio Flats will soon be put up in bundles of three and retail for 10 cents. Each bundle will have an attractive band around it. John will leave April 1 for an extended tour, taking in the states of Iowa, Illinois and Ohio.

In all of the retail stores of Albert Breitung, the Windsor Castle Fags created by P. Lorillard Co. are displayed on the counters. They are packed "4 and 20" smokes for 20 cents.

Schulte's stores are now selling Romeo Garcia, the mild Havana cigar made by Harris-Schwarz Co., Inc., of New York.

Fred Oakes, the Gato man, put over his big deal a few days ago. Ruhstrat-Cowley Co., cigar jobbers, will distribute the Gato brand in three sizes, likewise Gato Keywesters in the Favorita shape. The opening order was a pippin, and Fred was greatly pleased on landing such a desirable account.

S. R. Poe has already booked many orders for Perfecto Garcia and Bros. La Amita clear Havana brand, on which he is working exclusively. Poe says they sell on sight. His territory takes in the United States. He will take to the road shortly.

The new packing of In-B-Tweens is arriving. They come in foil packages of five and retail for 25 cents. Twenty packages are packed in a neat tin box.

Leo Abraham, a well known retail merchant, jobber and manufacturer, Milwaukee, was here on important business.

Walter Fleckles is back in town. He came here from St. Louis. He says that last week was one of the biggest weeks he ever had since he has been selling San Felice and El Verso cigars.

Ed. Fisch, the Loop and South Side man, also Charles Blanchard, who worked the North Side trade for McNeil & Higgins, have resigned. They will stay in the selling game and are about to close with another well-known house.

Tom Gato, of the E. H. Gato Cigar Co., is expected here this week to go over important matters with Fred Oakes.

Marc Haas, of Haas Bros., is in town conferring with Harvey Young, the Chicago representative of Haas Bros.

Shoemaker & Co., at their store in the Ashland Block, have a fine Mozart display. Manager Harry Penney says they are catching on in great shape.

Bull Durham is now 6 cents. The package is three-quarters of an ounce. Some "Bull" is sold in Chicago.

J. B. Bevill is back at his Chicago office, after completing a trip as far as the coast. Bevill represents the American Tobacco Co.

Condax maximums with straw tips sell at 5 cents each. They are packed in cedar boxes of 50 cigarettes each.

Eger & Co., at 53 East Adams street, have a large glass Egyptian Deities sign up in front of their store.

In all of Schulte's cases the M. A. C. cigar is displayed in many sizes. They are made in Milwaukee by Leo Abraham Co. The 10-cent Breva size in selling strong at present.

Unger Cigar Co., at 47th and Indiana avenue, are featuring the Romeo-Garcia brand. Nathan Unger is the owner of this busy corner store.

Chas. Isaacson and Mr. Many, of Many-Blanc Co., jobbers and manufacturers, are expected back from Havana shortly, where they have been on a leaf buying trip.

Websters have gone up in price. Sprague, Warner & Co., the Chicago distributors, have this leading brand in all the good stores.

E. Jacobson is now working the Loop trade for William A. Vorhauer & Co., jobbers. The dealers know Jake well, as he was, up to a few weeks ago, manager of the cigar department of Chapin & Gore, who have retired from business.

Fuller-Morrison Co., the wholesale druggists, are getting a big distribution on the well-known Perfecto Garcia brand. Mr. Hoover is placing them all over the city.

Ruhstrat-Crowley Co. put out the J. R., a big jitney smoker. J. R.'s are seen in many cases.

Albert Breitung is offering the Belvidere 10-for-15-cent short smoke made by Reeder & Co., of New York.

J. Harry McMahon, known to all the city trade as a cigarette and cigar salesman, is now selling life insurance and is meeting with much success.

Chicago has a new cigar jobbing and manufacturing firm. El Treeo Cigar Co. (not inc.) has entered the field with headquarters at 116 North La Salle street. They will feature El Treeo, a mild Havana cigar. The firm is composed of R. E. McCabe and Paul D. Little, both well known cigar men.

The Best & Russell retail store at La Salle and Jackson Boulevard, will be given up on May 1.

A large made-up window display sign is being placed with the trade by the Ruhstrat-Crowley Co. It is gotten up in fine style and bears the ad of Charles Denby 6-cent cigars.

Murad cigarettes are leaping high in sales. The fine half-page ads that are now appearing in all the daily papers are doing wonders for this brand.

All the Clayton Cigar Co.'s cases are showing several sizes of Paramount cigars. A steady sale is being worked up on this new comer in the House of Clayton.

Ben Lesser, of the Havana Production Co., has returned to Chicago from a road trip that took him as far West as Omaha. Business is good with Ben, and the Dulce brand has a wide distribution.

Ever heard of a cigar man being a pool shark? Well, we have one here in the person of Harry Penny, who won the honors of "champ" over Ed. Frisch. The game was played for charity at Benzinger's billiard parlors, and Harry is now known as the "champion of the green cloth." The proceeds were donated to the Red Cross.

Spartan Blunts are the big sellers with Walter Bloch's box trade. They still retail at $5 per 100.

Roman Dobler, having supplied his Chicago trade with the various brands of Park & Tilford, has left for a road trip. Roman will take in Wisconsin, Iowa, Minnesota and the upper half of Michigan, and will be gone for some time.

Oscar Buxbaum, one of Milwaukee's leading exclusive cigar jobbers, paid the trade here a call. He spent some time at the office of Perfecto Garcia & Bros., whose goods he handles in large quantities. Clark Cutler also had him in tow, and we may hear that Oscar has taken on Moises Bustillo & Co.'s line.

Harry L. Harris, of Harris-Schwarz Co., has returned from a highly ssuccessful trip to the Twin Cities. Twenty-one stores now carry his brands in St. Paul and Minneapolis.

The last meeting of the Chicago Cigar Dealers' Association, held at their hall in the Masonic Temple, was attended by many members.

Mr. Davies, Mr. Jones and Mr. Morrison, well known trade organizers, roused those present to the needs and benefits of organization. Other speakers were Mr. Schrader, S. M. Bernstein and Harry Cohn. Those present paid their dues for the balance of the year. A general meeting will be held at the association headquarters March 26 or 27, when it is hoped that a great many new members will be secured. John Weber, the present acting secretary and treasurer, has been devoting much of his time toward getting dealers interested.

The national cigarette service committee, with headquarters in the Brownleigh Club, Stevens Building, have begun forwarding weekly shipments of cigarettes to men from Chicago in the trenches in France. The committee, of which Mrs. Edith Nilsson is chairman and Mrs. Louise C. E. Snow vice chairman, will wrap and send cigarettes for friends or relatives of the boys at the front. Names of soldiers who have no one to send them "smokes" are wanted.

Tom Moores are going to climb in price on April 1. They will go to $75 for the 10-cent size, and $90 for the 2 for 25-cent size. Tom Moore is a big local seller. Little Tom will remain in the 5-cent class, and the price will remain the same, namely $37.50.

Girards are winning many friends with the trade of Iwan Ries & Co., who distribute them in this field. At their retail store, 104 North Wells street, a big showing of Girards is now made.

Statesman from Jeitles & Blumenthal have a big window display at the Stock Exchange cigar store. They still retail at 5 cents. Manager White has stretched a point in making this display, for it is one of the finest ever seen in the windows of this popular store.

H. L. H.

WISCONSIN NOTES

EDGERTON, Wis., March 22.—This has been the big week of the season for deliveries of the tobacco crop at various receiving points in the State, and the market towns have been crowded with hundreds of farmers' teams daily, and farmers are rapidly converting their holdings into cash. The farmer who does not carry away from one to five thousand dollars for this product is not considered much of a grower this year. It is estimated that close to three-quarters of the crop will be received by the close of the present week. There is some stripping yet to be completed, but generally growers have the crop ready and await their turn for delivery. The difficulty in securing cars for transshipment as promptly as needed is delaying the movement somewhat.

The warehouse handling is being pushed along now with the usual despatch, work being in sight for several weeks yet. A few of the Vernon County packers have already completed the work of the season.

The old goods market is barren of transactions.

The shipments out of storage to eastern factories is still confined to small orders, the embargo on car loads for connecting lines being still in force.—*Edgerton Reporter.*

In a terse letter to the president of a big life insurance company, who had written a disparaging article for a New York newspaper on the Government's insurance at cost for the nation's fighting forces. Secretary of the Treasury McAdoo promptly throws down this challenge: "If a propaganda against the War Risk Bureau is beginning, I shall be very happy to meet it. Such a propaganda may produce many beneficial effects in widening the field of the War Risk Insurance Bureau's activities."

Strike of Tobacco Workers in St. Louis Is Settled

A Wage Increase of Ten Per Cent. Is Granted—The Position Taken by the Liggett & Myers Tobacco Co. Well Shown in a Letter to Oscar F. Nelson, Commissioner of Conciliation—Cigars Shipped by General Cigar Co. to Denver Stolen En Route—Three Men Arrested for Looting Freight Cars—Ernest Miller, Formerly with Judge & Dolph, Goes to the Parker Gordon Cigar Co.

St. Louis, March 23.—The strike of 3,500 employes of the Liggett & Myers Tobacco Co. has been settled. The workers, who walked out March 11, returned to work yesterday morning. Under the terms of settlement, which was effected through the efforts of Oscar F. Nelson, Commissioner of Conciliation of the United States Department of Labor, the employes get a 10 per cent increase in wages, in addition to a previous increase amounting to 30 per cent in the last two years, and the working day is shortened from 10 to 9 hours. No recognition to the union is given, but the company promises to make no discrimination against any employe for belonging to any organization.

The position of the company is made clear in the following letters:

"Mr. Oscar F. Nelson, Commissioner of Conciliation, United States Department of Labor, St. Louis.

"Dear Sir:

"That there may be no misunderstanding or question about the position of the Liggett & Myers Tobacco Co., we make the following statement to you in writing, as the representative of the government.

"We are ready now, as always have been, to meet our employes—either as a voluntary committee of such employes, or we are willing to meet a committee of our employes selected or designated by you—to discuss with them wages or working conditions. You must, however, distinctly understand that the union will not in any way be recognized; that the meeting and discussion above referred to is to be only with our employes as such.

"We will take back in our employ all of those persons who were employed by us on February 26, 1918, except such as may have been guilty of acts of violence to our other employes, or to our property. Our employes may return to their former places at once, and full operation will be resumed as speedily as possible.

"Wage questions and working conditions in the various departments will be considered immediately upon the return of our employes to work, and as soon as their complaints shall have been presented to E. T. Noland, Jr., General Manager.

"We have neither sought nor invited this strike. We regret it. Less than thirty days ago we voluntarily increased the wages of our employes ten per cent, thus making a total increase of thirty per cent in wages and earnings of our employes within the last two years.

"We beg to assure you of our appreciation of your interest in this matter.

"Respectfully, T. T. Anderson,
Vice-president."

"To Employes of Liggett & Myers Tobacco Co.:

"We confirm statement made today to several of our employes who came to us upon the suggestion of Oscar F. Nelson, Representative of Conciliation of the United States Department of Labor:

"With the understanding that our employes return to work immediately, it has been decided—effective March 21, 1918, that the company will change the schedule of working hours from 10 to 9 hours per day, and increase the present rate of pay 10 per cent.

"It is distinctly understood that the union will not in any way be recognized.

"We will not discriminate against any employe on account of belonging to any organization.

"Liggett & Myers Tobacco Co.,
"E. T. Noland, General Manager."

It is expected that the plant will be in full operation by Monday.

Ten thousand cigars which were seized by detectives in a saloon have been identified as part of a shipment from the General Cigar Co., South Bethlehem, Pa., to Denver, Colo. The cigars had been taken from a freight car, and, as it was an interstate shipment, three men who have been arrested have been held for the Federal authorities.

Ernest Miller, who has been with Judge & Dolph for the last fourteen years, has resigned as assistant manager of the cigar department, and has been appointed city salesman for the Parker-Gordon Cigar Co. Miller is one of the best-known retail cigar salesmen in St. Louis.

Edmonds.

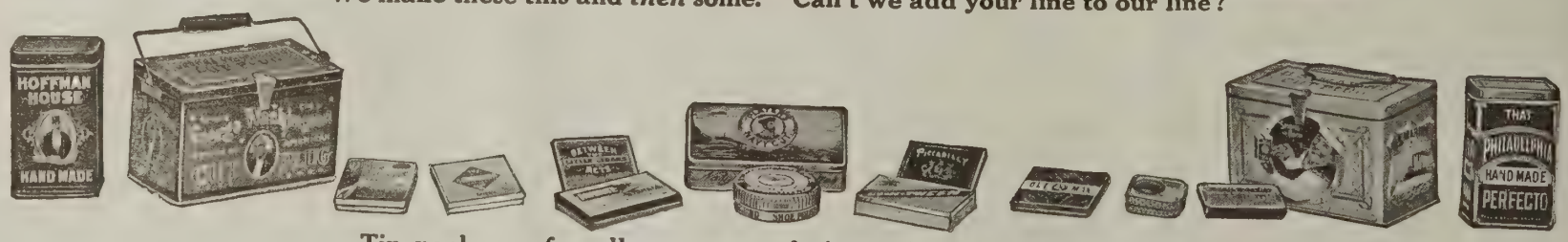
Victor Tannenholtz has bought the interest of his brothers in the store on 38th street and Sixth avenue, New York. He takes charge on April 1. Harold Tannenholtz is getting ready to join his brother Melville in the National Army at an early date.

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

**OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.**

EL ROI-TAN



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

Boston Smokers Stick to Nickel Cigars

The Practice of Many Retailers Retards Sales of Six and Seven Centers—Harry Wilson Does Well with E. C. Hall & Co. at Brockton—Mahoney Makes an Excellent Showing for Manuel in New Bedford and Fall River—Saloon Closing in Newport Causes Loss of Business.

BOSTON, March 26.—The six cent cigar is not a success in Boston, and will not be as long as the trade can buy Pippins and Totems, two of the biggest sellers, made locally and heavily advertised as five cent cigars. Not until the makers of these two brands boost their prices to over $40 per thousand, will the retailers sell at more than a nickel. From the manner in which these brands are being advertised, one is led to believe that it is not the intent of the manufacturers to boost prices until they are compelled to use the tobaccos that they paid the higher prices for, and it is understood that they have large stocks of tobacco purchased at low figures.

In the meantime, outside brands of nickel cigars that were raised to six and seven cents, naturally have dropped in sale; some are selling, but not so briskly as they did before the war.

In Springfield, Mass., it is reported that the retailers got together and agreed to sell all erstwhile nickel cigars, irrespective of present cost, at five cents. Understand they are selling just as many as they did at six cents.

Retail conditions during the past week have showed real activity. Weather permitting the doors open, has done much to improve trade.

Harry Wilson, well known in tobacco circles, now is in charge of the cigar department of E. C. Hall Co., Brockton, Mass., the largest wholesale grocers on the North Shore. Since Mr. Wilson assumed charge January 1, he has promoted the sales to large figures.

E. C. Hall Co. are distributing the Fendrich and Charles Denby Cigars of H. Fendrich; Massoit. Las Palmas of the Manila Commercial Co., practically all the popular brands of cigarettes. They handle lots of cigars and tobaccos.

Willson Bros. retailers, are moving to larger quarters on Main street, Brockton, Mass.

The trade in Newport, R. I., is feeling blue because of the recent order, closing all places where liquor is sold. This affects jobbers materially, as "wet" resorts were big buyers of cigars.

The Hotel Men's Association of New Hampshire held their Annual Meeting at the Laconia Tavern, Laconia, N. H. last Saturday. Ginita Cigars of Charles B. Perkins Co. Boston, were served at the banquet.

Joseph P. Manning Co. had a crew of salesmen, working the Cape Cod section last week on the Fort Hill, Union Made nickel cigar, that has become a big winner.

Hubbell & McGowan, at corner of Massachusetts avenue and Huntington avenue, has a full window display of Kelley's Bouquet cigars, distributed by the Commonwealth Cigar Co.

Oscar D. Dutton, who has been with Frederick L. Roberts, the Central street retailer and jobber for a number of years, resigned recently to accept a responsible position with an insurance company. His many friends wish him success in his new connection.

Max Alexander of the Commonwealth Cigar Co. recently returned from a trip covering New Hampshire and Vermont, booking some big orders on El Roi Tans, Kelley's Bouquets and Chancellor cigars.

George Melhado of George Melhado & Co., the Roxbury, Mass., retailers and jobbers, was in New York City last week.

W. D. Walker of the cigar department of S. S. Pierce Co., is on his regular Western Trip.

John Mack, of the Goodwin Drug Co., Hartford, Conn. was a recent trade visitor.

Frank Mahoney, representing Allen R. Cressman Sons Co. has been working New Bedford and Fall River, Mass. recently, pushing the Flor de Manuel, ten cent cigar. Albert Mailhout, manager of the cigar department of Browne's Pharmacy, New Bedford, Mass. says the Flor de Manuel is one of his leaders.

Sigmund Weiss, proprietor of the London Pipe Shops, Newport, N. H., is drilling the local constabulary. Every one addresses him as Colonel now.

Moe Baker, of sales force of Baker Bros., the Broad street jobbers, so soon as he gets through his work, attends evening high school, plugging good and hard, and making wonderful progress.

Dubonnets, Ranchos and Strathmores of the American Exchange Cigar Co. are now on sale in many of the Forts in Boston Harbor, Plattsburg Barracks, Plattsburg, New York, Fort Adams, Fort Greble, Newport, and Fort Constitution, Portsmouth, N. H.

Mike Tiereney, of the Falk Tobacco Co. has done some wonderful work placing Herbert Tareyton cigarettes, Herbert Tareyton mixture and Serene Mixture, around the different camps in New England. Mike was a commissary Sergeant during the Spanish War, and he knows how to go after the business and get it.

"The coming year presents many unusual problems which can be satisfactorily solved by each doing his best."

TRADE CANCO MARK

AMERICAN CAN COMPANY

A SURE WINNER
EL CAVALO
MILD HAVANA CIGAR
An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.
HERMAN BAUM
62-70 BARCLAY STREET NEW YORK

ERLICH MANUFACTURING CO.
241-243 West Broadway, New York TAMPA, FLA.
CARABANAS
Clear Havana Made in New York and Tampa
PANDORAS
Mild Blend made in Tampa in all sizes.



A. WINTER, President M. WINTER, Sec'y and Treas.
PINZON
HAVANA CIGARS
BONDED FACTORY
M. PEREZ CO.
168 Water Street New York
Factory: Key West, Fla.
Warehouse: Industria 114, Havana, Cuba

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA
S. H. FURGATCH Y C A. 75th Street & Avenue A. New York

SHADE-GROWN HAVANA

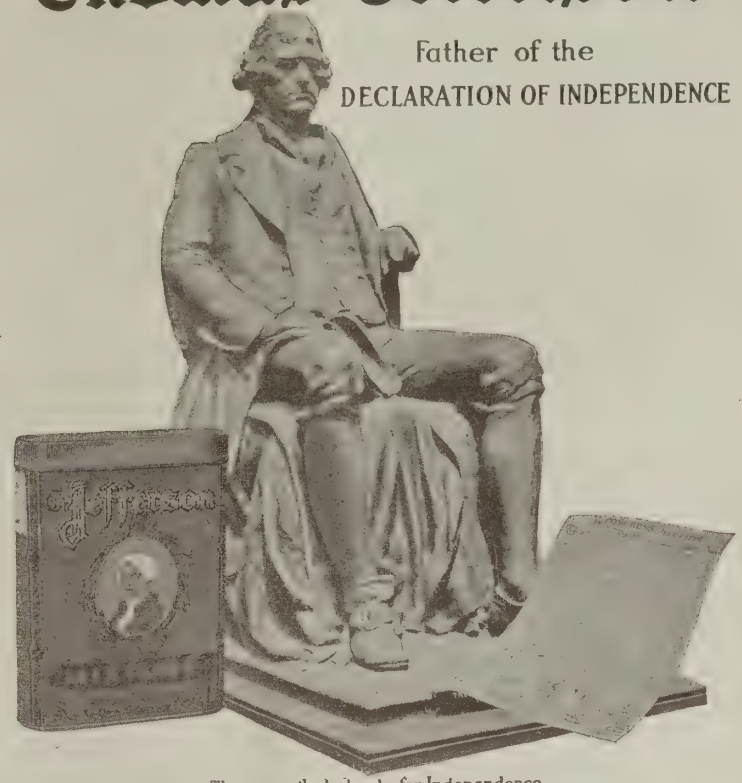


E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

Thomas Jefferson

Father of the
DECLARATION OF INDEPENDENCE



The name that stands for Independence

Jefferson Mixture

Blended to give an aromatic, cool smoke, and not to sting or bite the tongue. A blend of several different varieties of fine old Virginia, North Carolina and Kentucky, Imported Havana and genuine Louisiana Perique tobaccos. Jefferson Mixture is cut in a chop or roll cut—very convenient for filling the pipe.

Price List and Samples upon application

Cameron Tobacco Co.
Richmond, Va.

In Favor of Immediate Development of Water Power

Result of Vote Taken by U. S. Chamber of Commerce

WASHINGTON, D. C., March 27.—By sweeping majorities 500,000 business executives, who comprise the membership of the United States Chamber of Commerce today, adopted resolutions calling on Congress to make provisions for harnessing the millions in water horse power that now run wild.

The vote was taken through the more than 1,000 commercial organizations throughout the country which compose the National Chamber. Forty-five states, Alaska and Hawaii participated in the balloting, representing a wide range of industrial interests and opinions and reliably indicating to Congress how the business men of the nation look on the water power situation. Each voting organization cast from one to ten votes, depending on its membership.

The balloting was based on a series of recommendations contained in the report of the Committee on Water Power Development of the U. S. Chamber of Commerce. These recommendations were presented.

1.—That federal legislation encouraging the development of water powers should at once be enacted—adopted by the almost unanimous vote of 1324 to 6.

2.—That authority to grant permits should be vested in an administrative department. Carried by a vote of 1253 to 17.

3.—That the permit period should be at least fifty years, any shorter period being at the applicant's option. In favor 1216, opposed 42.

4.—That tolls should attach only to use of public lands or benefits derived from headwater improvements. Adopted by vote of 1191½ to 40½.

5.—That permittees should be entitled to acquire the right to use public lands forming only a small and incidental part of the development. Carried by a vote of 1210 to 25.

6.—That recapture should be exercised only upon payment of fair and just compensation. In favor 1234, opposed 25.

7.—That if recapture is not exercised, the investment of the permittee should be adequately protected. Adopted by vote 1226 to 26.

8.—That rates and service should be regulated by state commissions where the service is intrastate, with federal regulation only where several states are directly concerned and do not agree, or there is no state commission. Carried by a vote of 1177 to 57.

9.—That if any jurisdiction to regulate the issuance of securities is exercised it should be solely by the state. In favor 1114, opposed 117.

10.—That no preference should be granted as between applicants amounting to a subsidy from the government creating unequal competition. Adopted by a vote of 1191 to 38.

The Committee which drew up the report and presented the resolutions was composed as follows:

L. S. Gillette, chairman, engineer and manufacturer, Minneapolis; Harry A. Black, wholesale merchant, Galveston; Rome G. Brown, Lawyer, Minneapolis; Henry S. Drinker, President Lehigh University; Frank P. Glass, Editor-in-chief, Birmingham News; E. K. Hall, Lawyer, New York City; Horace C. Henry, retired railway contractor, Seattle; Henry L. McCune, Lawyer, Kansas City; Samuel V. Stewart, Lawyer and banker, Virginia City, Mont., and governor of Montana; George F. Swain, Civil Engineer, Boston; and C. F. Weed, Lawyer and banker, Boston.

While the Committee's report is in itself favorable to positive legislation to enlarge water-power development, every ballot sent out was accompanied by an argument in the negative which clearly and positively set forth objections to the recommendations so that those voting had at hand data on which to base their judgment for or against.

UNITED STATES EXPORTS IN FEBRUARY.

WASHINGTON, March 25.—American exports for February totaled $412,000,000, as compared with $505,000,000 for January according to a statement issued today by the Bureau of Foreign and Domestic Commerce, Department of Commerce. Exports for the eight months ended with February were valued at $3,857,000,000 as against $4,083,000,000 for the corresponding period of the pervious year.

Imports for February are placed at $208,000,000, a decrease from the $235,000,000 announced for January. For the eight months ended with February the imports totaled $1,841,000,000, as compared with $1,548,000,000 for the corresponding period of 1917.

Gold imports in February amounted to $2,500,000, against $4,400,000 in January, and gold exports are given as $5,000,000, against the $3,700,000 the previous month.

John D. Rockefeller it is said, will pay eight million dollars this year in income taxes.

Dealers Are Eager to Get Manilas

Reports Received from the Philippines Cause a Scramble for Goods in San Francisco—A Rise in Cigarette Prices—Retailers Are Stocking Up Heavily—Lucky Strike Making a Big Hit on the Pacific Coast—Dwyer Protests—Bert Manley Joins Goss Sales Force.

SAN FRANCISCO, March 20.—The report that the 1917 crop of Manila tobacco has been almost a total failure has been confirmed by letters received this week from Manila, and as a result those dealers who had hoped to build up a large clientage for Manila cigars, which they could sell at prices much lower than those made of other tobacco, are feeling despondent. It is said that Manila leaf and fillers have already advanced 15 per cent, and that higher prices all long the line will be made in a short time. The 1916 crop is being sought, and the holders are getting higher prices than ever before in their history. Unseasonable weather is said to have caused the damage to the 1917 crop. The demand for Manila cigars in this city has been enormous since the general advance of tobacco prices, and some of the dealers fear that the trade will be killed by the material advances which will doubtless be made for Manilas in the near future.

The price of Natural and Melachrino cigarettes have been advanced $2 per thousand wholesale. At the same time the United Cigar Stores Co. has announced the following new prices on cigarettes to take place April 2: Marquise, Murad, Mogul, Makaroff, Egyptian Luxuries, Egyptian Unis, Melachrino No. 9, and Schinasi Naturals in cork, plain or straw tip, 10 for 18 cents, 20 for 25 cents, 50 for 85 cents and 16 for 28 cents; 100 are to be sold for $1.70. Turkish Trophies, Helmar and Egyptian Straights, cork or plain, are to be sold as follows: 10 for 13 cents, 20 for 25 cents, 50 for 60 cents, and 100 for $1.20. Tobacco also is showing an advance. Velvet, Tuxedo and other similar brands will sell at 13 cents, and Prince Albert at 15 cents.

The retailers are scared at the upward tendency of the market on all grades and brands of cigars, cigarettes and tobacco, and they are buying up to the limit on those things which have not yet advanced. This has made a very lively business for the wholesaler and distributor, but it also means the loading up of the retailer to a fuller stock than he should carry. It would not be surprising if some of them should buy beyond their means as a result of the scare, with disastrous results in the future. So far the distributors say, however, that cash sales have been unusually large and all remittances unusually prompt.

The Lucky Strike cigarette, which is comparatively new in this market, is proving very popular and its sales are said to show a marvelous increase.

The American Tobacco Co. has discontinued its drop shipments to the principal cities of this coast, but is continuing them to the various cantoments and the smaller places for the present.

R. Landucci, who has conducted a retail store at the corner of Montgomery and Merchant streets for some time past, has sold out his place of business to Ed. Goldstine. Mr. Landucci took this step in order that he might enter the navy of his Uncle Sam.

H. L. Judell says that one great trouble among the retailers is that they are looking for cheap goods when there are no more cheap goods on the market. This, however, does not bother the Judell company so much, as it has never handled the cheapest grades, but goes in for standard goods and *service*. As an example of the latter the company recently paid nearly $3.00 per thousand for the express charges on a shipment of In-B-Tween, in order to get the goods for an old customer.

"Mollie" Hull is still in San Francisco pushing the Tom Moore. "Mollie" has a smooth way with him that few can resist and the sales of this popular cigar are reported to be jumping.

I. I. Hess, of Optimo fame, is back in town from a very successful trip in the southern part of the State. The sun has been shining in San Francisco since he returned.

Bert Manley, for a long time factory representative of the Havana American Co., selling the Belmont cigar, has resigned his position to accept a connection with the firm of E. Goss & Co. Mr. Manley is rapidly increasing the number of accounts on the books of his new employers.

J. C. Chuck, the Frankel, Gerdts & Co., representative, has been working the Bay towns for the past week and will leave for Eureka next week in the interest of La Natividad and El Carmino Real cigars.

An interesting visitor to this city during the week was Mrs. Louis Marks of Seattle, who previous to her marriage to the well-known Seattle jobber, had proved herself to be a business woman and writer of ability. She is here on a business trip for her husband. Other out-of-town dealers who visited San Francisco this week were: N. A. Woods, of Vacaville; H. J. Amigo, Reno, Nev.; C. A. Warner, San Rafael; A. Samuel, Fresno; John L. Murphy, Madera; C. Weider, Woodland, and Sam Aaron, Stockton.

Dan B. Dwyer, president of the Western As-

(*Continued on page* 34.)



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails from TEN CENTS UP

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR



VICTOR THORSCH CO.

T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK



DEALERS

There's a big demand for

FLOR DE MELBA

The Cigar Supreme

They're quite a bit better than others.

All popular shapes.

Sell for 3 for 25c—10c straight. 2 for 25c—3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now or write us

I. Lewis Cigar Mfg. Co. Newark, N. J.

Largest independent cigar factory in the world.

GARCIA GRANDE'S undeniable mildness is associated with the distinctive quality of Vuelta Abajo tobacco.



When we originated the *Garcia Grande*, we gave the world a real mild Havana, a large cigar, a good cigar that could be sold for a moderate price. The *Garcia Grande* represents the triumph of a new idea.

The *Garcia Grande* has attained a national distribution, not through extensive advertising, but strictly on its merits. It has developed continually increasing sales in all parts of the country. The fact that it appeals to everyone who likes a mild Havana, makes the *Garcia Grande* a brand that both the jobber and retailer may depend on for steady business.

J. KLORFEIN

Manufacturer

476-478 Broome Street—New York—62 Wooster Street

EVERYBODY KEPT BUSY

Key West Factories Working to Capacity—Constant Demand for More Cigar Makers.

KEY WEST, Fla., March 22.—Things sure are coming to Key West now. Army officers are in the city for the purpose of selecting a site for a balloon training camp. It is thought that the camp will be placed on the south beach near the Martello towers. This will be the second aeronautical school that the government has established in Key West since the beginning of the war.

Talk about service men being worked up, the navy boys here are keyed up to the highest pitch in anticipation of the base ball game on Saturday. It will be the deciding game of the series between the Key West all stars and the navy nine. Each team is two games to the good, and both are practicing hard. The net proceeds of the game will go to the local chapter of the American Red Cross.

The only fatal accident that has happened at the local air station since the men began to fly here last year, occurred, when Aviator Perkins fell into the gulf and drowned. Rescue boats and hydroplanes went to his aid but arrived too late.

Manager Arnold of the Mi Favorita Ca. is in Havana this week on business. The Mi Favorita Ca. is doing loads of work every week and the only trouble they have had this year has been the scarcity of cigar makers. They are receiving orders from all parts of the country and every week the company's shipments climb higher and higher.

The E. H. Gato Cigar Ca. is doing land office business, being hard pushed to keep up with the orders. This factory could easily utilize the service of a hundred more men. James R. Curry of the Gato force is in Havana this week on business.

The Cortez Ca. is filling up order book after order book, numerous requisitions being received daily. Cortez factories are working as many men as they can get and the buildings are crowded with busy workmen from early morn till late at night.

R. Lopez Trujillo Ca. is working on orders that keep constantly increasing Trujillo smokers.

The S. & F. Fleitas Ca., busy as can be, is receiving orders every day for the new sizes and shapes of the Homerica brand, which is known far and wide for its excellence.

HICKORY NUT.

NICKEL CIGAR DOOMED.

The nickel cigar doom is being written in Canada. The writing is there on the wall for all who care to see, nor is a Daniel needed to interpret the meaning of the message to the retailer and to the ultimate consumer, the man whose nickel in the past has brought him his desires in the smoke line. Already some of the leading brands which formerly retailed for a nickel have been advanced to six cents, and it would now appear, from the general consensus of manufacturers' opinions that even the six-cent cigar may give way to the seven-center.

Present conditions make it absolutely impossible to continue manufacturing the so-called nickel brands at a profit. The retailers have to pay a bigger price for their goods and it will be up to the smoker to foot the bill. The tobacco market, the labor market and every other factor which enters into the manufacture of cigars at present make it imperative to put the ban on nickel smokes.

Nobody will question the assertion that it will be harder at the start, to get six or seven cents for a cigar than it was a nickel. A lone penny doesn't seem much for a man to add to the price of his favorite smoke but, as has been pointed out before, the four or three pennies in change is what seems to take the joy out of the purchase. Canadian "coppers" are even more objectionable in this respect than the small American "penny," but it is equally true that retailers are able to report a good sale for those popular brands which are now selling at six and seven cents. National advertising has created a demand for these goods and has further than that explained to the consumer the reason for the change. Public education is doing its share in combating the handicaps that a "broken-price" charge means.

Raising the price of $55 goods to $65 has been insufficient to create the proper margin for the manufacturer. Practically every manufacturer, who has not already done so, is figuring on raising his $65 goods to at least $70. This represents an increase of $15 per thousand in a very short time. No one will question the necessity of the increases and as a matter of fact the only question will be why they were not put into effect very many months before. The increases for the cheaper lines have been in the same ratio and therefore even the veriest tyro in the cigar game can realize that the nickel cigar is shortly to be a thing of the past.—*Canadian Cigar and Tobacco Journal.*

HAVANA NOTES

(*Continued from page* 14.)

chase just enough for pressing needs. Half of the crop may consist of heavy quality, principally first and second capaduras, and the other half may be light.

Exports of leaf tobacco, for the week ending March 9, from the port of Havana, totaled 6,752 bales, and which were distributed to the following countries, viz.: To the United States, 6,573; to Canada, 59, and to Uruguay, 120 bales.

Garcia & Vega, of Tampa, bought 300 bales of Vuelta Abajo and Partido, through the nephew of Colonel Alvaro Garcia, Francisco Gonzalez Longo.

Leon & Delgado have still 1,000 bales of Vuelta Abajo on hand, which they are willing to part with, at prices not out of reason. They are vegas from good districts. ROSAM.



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

"UNITED" MAY LEASE HOTEL LORRAINE.

Control of the Lorraine Hotel, at the southeast corner of Fifth avenue and Forty-fifth street, New York, may pass to another in the next few days. A lease is being arranged for the property and unless something develops unexpected by officials of the United States Mortgage and Trust Co., trustees of the Matthew Byrns estate, owners of the property, or the United Cigar Stores Co., the deal will be closed. Several others are interested in the property and have made offers for a lease of the corner, but it was said yesterday that the Cigar Stores Co. had made the best offer, which trustees would probably accept in the next few days. The lease being arranged is for twenty-one years, with a renewal for a similar period. The hotel has been held in the market at $125,000 a year net, but what are the terms on which the hotel is being leased was not to be learned from the trustees of the Byrns estate yesterday. The Lorraine Hotel is twelve stories high, with stores along the seventy-five feet of frontage on Fifth avenue. The hotel entrance is on Forty-fifth street. The property is 150 feet deep, with an "L" in the rear of the adjoining Fifth avenue property. The "L" also abuts Delmonico's building. Because of the closeness of the properties it was reported several times as having been leased by the Delmonico interests. Reports a few years ago had the buildings united and under control of Delmonico's. The sale of the Delmonico building and the report that the concern was in the market for a new place led to the story of the leasing of the Lorraine by Miss Delmonico's company for its new home. There is reason to believe the restaurant company was interested in getting control of the hotel at one time. The Lorraine is of the Fifth avenue of the days when dwellings predominated and there was nothing to indicate the coming of shops. It is one of the group of fine Fifth avenue hotels which includes the Holland House, Renaissance, Gotham, St. Regis and Savoy. It contains 150 rooms. The United Cigar Stores Co. is taking the hotel in order to get control of the stores.—*New York Sun.*

NEW YORK A FREE PORT.

War emergency, teaching bitter lessons by cluttered docks, delayed sailings and imports cut to relieve the pressure on our "bridge of ships," gives great impetus to the movement for free ports in America. There is a prospect that the Free Port Bills of Senator Sheppard and Representative Sanders may be merged in an Administration measure.

No other conceivable working change could so relieve war traffic troubles as could the establishment of free ports, or rather free zones within ports, at a number of points on our coasts. The plan would do well on a large scale what bonded warehouses do on a much smaller scale with vexatious labor delay and cost.

In a free zone a ship in foreign trade loads or unloads without any customs oversight whatever. If part of the cargo is re-exported it never bothers the Custom-House. Goods imported pay duty at the landward edge of the zone when finally entered. In either case the ships could sail and serve our allies and our armies unimpeded by tariff formalities.

The free zone is not a political issue. It would be equally useful with high low tariff. Neither is it experiment seeing the vast distribution industry has brought to Hongkong, Singapor Hamburg, Copenhagen and other ha bors favorably placed for the re-expo of bulk commerce.—*New York Worl*

POLITE, FAIR AND HELPFUL.

Courtesy, square dealing, and servi are required by the Internal Revent Bureau of its thousands of employe who are aiding in the collection of w revenues. A manual has been sent o for their use with the purpose of mal ing as pleasant as possible the task the American citizen to find out wh his Federal taxes are and how to pa them.

The internal-revenue officers are i structed to inform the taxpayer of a his rights, to require of him not 1 ce more than the law demands, while the time securing for the Governme all that justly is due it.

It is estimated that 7,000,000 America citizens will pay income taxes this yea —a great increase.

The work of estimating and collectin taxes from such a great number of ci izens is one of great magnitude, an that it should be done fairly and witho friction is an achievement worth muc effort.

BUILDING A $100,000,000 BUSINES

Nineteen-eighteen sees the tracto industry breaking into the class of thos producing goods to the value of $100 000,000 a year.

The world war and its unprecedente demands on the American farmer, wh must produce the food that is to wi the war, have been responsible for tremendous stimulation of tractor pr duction.

In 1916 35,000 tractors were manu factured.

In 1917 the number rose to 65,000.

This year, according to expert predi tion, the output will be between 100,0 and 125,000.

The average light tractor is sellin around $1,400, so that if the maximu production is reached, the volume business will total $175,000,000; and wit considerable shrinkage will run over th $100,000,000 mark.

Shortage of machinery, parts and ma terials, together with the labor strin ency that prevails in practically all i dustries, is the only thing that is puttin a brake on the tractor trade. There no question about selling the goods.

There are in the neighborhood of 1 tractor concerns in the field. These i clude a number which are still in th experimental stage, as far as their pro ucts are concerned, but more than six are making tractors and selling them a considerable scale.

Gas tractors have been on the mark for fifteen years, coming as substitut for steam traction engines operatin threshing outfits. But the great deve opment of the light tractor, suitable f individual or community use, has con within the past three years.—*Class.*

IN A PUP TENT.

Sing a song of pup tents,
Pitched amid the trees—
If your head is covered
Then your feet will freeze.
Roll and touch the tentpole;
Set her up again.
Wonder what will happen
If it starts to rain?

Promoters Pushing Patriotic Pageant Plans

Arranging for a Spectacular Opening of the Liberty Bond Campaign in Tampa—T. Ed. Bryan Unopposed for Presidency of Board of Trade—The Launching of the Lithopolis—Highway Bonds Sold — Cigar Manufacturers Who Advanced Prices Are Doing Good Business—Revenue Collections for the Week Were More Than Double the Amount Collected During the Same Period Last Year

TAMPA, March 23.—The week has been an usually busy one at the factories, as is shown by the fact that internal revenue collections for the week ending today amounted to $38,788 as compared with a record of $19,324.24 for the same week last year.

T. Ed Bryan, chairman of the cigar manufacturers' bureau of the Tampa Board of Trade since the formation of that bureau, has been unanimously nominated for the presidency of the Board, no candidate against him being mentioned. Mr. Bryan's services are greatly appreciated by the manufacturers, who appreciate the fact that from now on he will be in even better position to assist the industry at crucial times.

The county commissioners, in spite of local opposition and adverse report from the capital issues committee at Washington, yesterday sold the bond issue of $875,000, authorized for the purpose of connecting Hillsborough with the highways of other counties, and will deliver the bonds and have work inaugurated after the third Liberty bond campaign. All connecting roads are expected to be paved with brick and asphalt block by the opening of the next tourist season.

Preparations are being made to open the third Liberty bond campaign with one of the greatest patriotic pageants ever seen in the south. Directors and members of the Frohman Amusement Corporation, who are staging the screen play, "The Birth of a Race," in Tampa, will take the leading parts, with hundreds of Tampans participating.

The Tampa Shipbuilding & Engineering Co. will launch the Lithopolis, first of two steel vessels being constructed by that company for the government, Monday. This will give the Oscar Daniels Company an opportunity to begin work on ten vessels of much larger tonnage.

Edgar Mayer, who represents the Regensburg factories in the cottonbelt, is in the city conferring with Mortimer and Jerome Regensburg. Jose Suarez, leaf buyer for the firm, is expected from Havana, Sunday.

Jose Lozano, resident manager of the Lozano factory, has gone to New York with his charming sister, Miss Ramona, who has spent the winter in Tampa.

Hi Hammer, sales manager for the Corral-Wodiska factory, has reached Kansas City after a successful trip further west. He has added a number of new accounts.

M. B. Pendas, after a stay of several days in Tampa, has gone to Cuba.

It is reported that a number of the manufacturers who increased prices at the beginning of the year have lost a few customers. They gained others, however, and the price increase has proven most satisfactory in every way.

FOUR CLUBMEN FOUND GUILTY.

Quite a few people were considerably surprised, Monday, when four members of the "Central Merchants' Club," on East 17th street, New York, were convicted.

The defendants were Carl Hyman, a cigar salesman, of 1018 Hoe avenue, The Bronx; his brother, Louis Hyman, said to have been steward of the club; Charles Schlenger, a restaurant keeper, of 233 East 68th street, and Jesse Mann, a salesman, of 556 West 180th street. They were charged with having maintained a room for the purposes of gambling, in violation of Section 973 of the Penal Code.

Justices Herbert, Murphy and Collins, in the Court of Special Sessions, found the prisoners guilty as charged.

AN ARKANSAS SMOKE

In "The Camel Flaggers," a story of the Ozarks, Fletcher Chenault in *Collier's* says: "Lige Dodson and I had foregathered on the promenade deck of the log cabin in the Ozarks to view the scenery and enjoy our pipes. At least I was enjoying mine and hoping the wind would hold to its course and protect me from the deadly fumes that emanated from the mountaineer's long-stemmed clay. For Lige had filled the bowl with dry burley, fresh from the fields and powerful as chlorine gas, which made it plain to my understanding why a mask should be part of every modern soldier's equipment. One whiff of this tobacco was enough to make the whole world swear."

The exports of walnuts from the Limoges district for the United States during 1917 were valued at $201,772, compared with $294,431 worth for 1916, according to invoices certified at the American consulate at Limoges.

Notice.

Dealers and Jobbers will add much to their prestige, profits and sales by stocking a full line of Themelis Cigarettes. The prices of our cigarettes have *not* been raised or our quality lowered.

Get in touch with us at once and ask for samples, prices and discounts on Themelis Cigarettes De Luxe, in all packings—Plain Cork and Rose tips.

Select our quality cigarette and concentrate on them, then watch the come-back from pleased customers.

Do it now.

Themelis Bros. Inc.,
333 5th Ave., N. Y. City

Keep Impurities *Out*— Keep Original Goodness *In*

DIAMOND-F PROTECTIVE PAPERS are made to protect your products from air, water, grease—anything in fact that threatens to destroy their purity.

Goods well-wrapped are already half sold. Customers appreciate careful packing. They realize that the same care that is given to their wrapping has undoubtedly been given to their manufacture. It's a big selling point.

Ask your jobber to show you the complete line of Diamond-F Protective Papers. It includes Glassine, Greaseproof (Imitation Parchment), Vegetable Parchment and Parchmoid. Some one of these different brands will probably just fill the requirements of *your* business. Many industries all over the United States are wrapping their products exclusively in Diamond-F Protective Papers.

From raw material to finished product the manufacture is under the careful supervision of paper experts. Pure spring water only is used in making Diamond-F Protective Papers.

Ask your jobber about Diamond-F Protective Papers. Or write direct to us.

Diamond-F

A Mark of Quality—
A Sign of Service

Diamond State Fibre Company
Bridgeport, Pa. (Near Philadelphia)

Trade Improves in Minneapolis and St. Paul

Glimpses of What Cigar Dealers Are Doing in the Twin Cities

MINNEAPOLIS, March 22.—Throughout the Twin Cities, the cigar business seems to be getting better. In some places, prices continue to be slashed, but the Cigar Dealers Association is trying hard to induce a cessation of price cutting.

Americus cigars, shown in various sizes, are featured at the Hotel Dyckman stand.

Snuff is no longer found on sale in 5 cent boxes. It now comes in the 10 cent size.

Mr. Wehr, the United States Tobacco Co.'s salesman in this territory, is hard at work.

Kingdale and Integridad from the factory of Charles S. Morris & Co., are sold by many dealers here. One reason of this is that Harry Alces has many friends here.

Steve O'Brien has a large Melachrino display at his main store, 38 Sixth street.

Carl Thomas has disposed of his Boston Block cigar store on Hennepin avenue.

Gladstone "world famous $1 pipes" are displayed at the cigar department of the Powers Mercantile Co.

W. O. Goodman has a large new Harvester sign over his store in the corner of the Nicollet hotel.

Pollack's Perfect stogies made by Pollack Stogie Co. of Pittsburgh are well distributed here.

El Grado, a 10 for 25 cent cigar made by Kraus Co., is seen on a number of cigar counters.

Soudan, a 5 cent cigarette made by the Liggett & Myers Tobacco Co., has been placed with the trade here.

Flor de Mendel has many friends. They are distributed by Winecke & Doerr.

Tom Moore, in the regal shape, sells at 2 for 25 cents. They are wrapped in foil.

"Smokes for Soldiers" bags, put in all the stores by the Minneapolis *Daily News* and the Minneapolis Cigar Dealers Ass'n., are collecting a lot of smokes for the Sammies. The bags are emptied once a week.

W. S. Conrad Co. will shortly place with the trade Henry the Fourth shade wrapped cigars.

Muriel midget size that formerly sold for 35 cents the box has gone to 50 cents.

La Venga and La Azora are the two big leaders with the cigar department of the Minneapolis Drug Co.

Louis Kindling Co. of Milwaukee have a good business in Minneapolis on the Alcazar mild havana brand.

Tuxedo, packed in two oz. tins, now sells for 15 cents.

It is reported that Lucky Strike cigarettes will be again packed in packages of 20 and will retail for 15 cents.

Piper Heidsieck tobacco is now sold in 7 and 15 cent sizes.

Honor, the leading seller of Gowan Lenning Brown Co., sells well with all the dealers.

The Sweeney Cigar Co., in the Dyckman, has large Melachrino window display.

Carl Thomas at his main store, 37 Sixth street, does a big business with the St. Denis 5 cent cigar, made by the Preferred Havana Tobacco Co. of Tampa. One thousand a day are sold at this store and Carl says, "there's a reason." They are shown in a big window this week.

Nathanson Bros. have given up their store at 7th and Hennepin street. The Owl Drug Co., which operates stores in several states, has secured the location, is re-modeling the store and will shortly open for business.

Ida Shook is now running the Majestic hotel cigar stand. She carries La Mega, Harvester, La Venga, El Roi Tan, Sanchez and Haya, Segars de Luxe, Lucius Webster, Corena, Muriel and Tom Moore.

The Liggett store at 7th and Nicollett avenue, sells Pall Mall and Egyptian Deities at 23 cents, Fatima, 18 cents and Camels at 12 cents.

A. C. Roberts has a window full of Piedmont cigarettes. They are packed 10 in a box and are sold for 5 cents while the other dealers are selling the 6 cent package of 8 cigarettes. Al bought up a big stock of the old package out of town and is running a big sale.

Voegeli drug store is featuring Black and White cigars. They have advanced to the 6 cent class.

Some dealers down town are selling a carton of 200 Favorita cigarettes for 95 cents.

White Owls at 7 cents or 3 for 20 cents are selling well. They are placed in nearly all the stores.

W. O. Goodman will remodel his retail store. At present he is featuring W. O. C., a 5 cent cigar in cans. He shows Edgeworth tobacco in his windows.

Max H. Grosse is showing Webster cigars in a very attractive window display.

The five large windows of the Andrews hotel are showing Mi Lola, Americus, San Felice, Harvester and Melachrino displays. The cigar privileges of the hotel are controlled by W. H. Burd, Inc.

Louis Nathanson Co. in all their stores feature Optimo, Primanos and Garcia superior cigars. This firm has several of the finest locations in the down town section.

J. Lankis & Co. feature La Neza, a local made cigar in their window display.

The United Stores are playing strong to the smoker of little cigars. A big variety of this class of smokes is to be seen in all their windows.

The Boston Block cigar store is showing Murad and Lucky Strike cigarettes in the window this week.

The Liggett stores have advanced Black and White cigarettes to 12 cents for 20. Black and White little cigars to 20 cents for a box of 10 and Black and White smoking tobacco to 15 cents a tin.

The American Billiard Parlor does well with El Roi Tan cigars. A big window display of this well known brand is shown at present.

Lucky Strike cigarettes are selling bigger than ever.

Omars will soon be put on the market in the old style package of 20 to sell for 20 cents.

Billy Moore is in town boosting Flor de Melba cigars.

B. D. V. mixture made by Godfrey Phillips & Sons of London, England, is sold here.

The Flor de Mendel in the Americanos cuban shape is now sold for 10 cents by N. R. Price.

W. D. Fleak of the Schinasi branch came up from Chicago to over-look the situation of the market and see how Naturals were selling.

Wm. Burd, head of W. H. Burd, Inc., is on a vacation. He is resting up at Excelsior Springs, Mo.

Frank Daggerr is in town. He is promoting San Martin y Leon through Stone Ordean Wells Co. He says business is fine and he can't kick.

Several of Falk's brands have advanced. A circular has been received by the trade advising them of the raise.

Chas. Gleason at his busy little store on Sixth street, does well with H and J Cuban smokers. They sell for 5 cents and are made in Philadelphia by Heilbronner & Jacobs.

The Minneapolis Cigar Dealers Ass'n meets every Thursday at a noon day luncheon. All items of importance are discussed by the members at these meetings.

Steve O'Brien has closed with the Best & Russell branch of the General Cigar Co. to work the city trade. He will continue to run his retail stores. Steve is one of the best known cigar men in the Twin Cities and formerly covered the retail trade for B. & R.

Nathanson Bros. have closed their retail store in the Loeb Arcade Bldg.

Van B. Clark, the former owner of the Vendome hotel cigar store is now behind the counter of the 5th and Nicollet store of Louis Nathanson Cigar Co.

J. J. Courtney has a big Americus display in his show window.

Steve O'Brien at his 4th street store has a very attractive El Roi Tan window.

Nathanson Cigar Co. have taken on La Palma for Minneapolis. They will start shortly to distribute them to the trade.

La Culta is a new brand made at the Kuhles & Stock factory in St. Paul. They are made in the 10 and 2 for 25 cent sizes.

La Tundo is a big seller with the house of W. S. Conrad. They are made by R. Steinecke & Co. of New York.

Nathanson Bros. have opened a new retail store at 5th and Marquette streets.

Two big glass signs are up at the entrance of the A. D. Thompson drug store. They feature El Roi Tan cigars.

L. Altman makes Minneapolis for R. Gangemi & Co. of New York. His Lucella brand is sold by good dealers.

The Arcadia Fruit Co. has a big showing of Egyptian Deities.

The stores of Best & Russell is showing Owls and Robert Burns.

J. W. Pauly Cigar Mfg. Co. of Minneapolis is the maker of La Neza brand. This brand has a large local following.

The Fred Schick Co. operate one of the largest cafes in the city. In their cigar cases is seen Pinzon, Mi Lola, Webster, Flor de Cuba, La Integridad, El Roi Tan, Muriel, Liederkranz, Cabinet, El Sidelo, Tom Moore and Harvester. A full line of imported brands is also carried.

W. J. Carron has opened a retail store. Harvesters and El Roi Tan are on display.

All the large dealers carry the club quality and Romeo Garcia Club Life package goods made by Harris-Schwarz Co. of New York. These little gems are staple sellers and retail for 20, 25 and 30 cents a box of 10.

Mascarilla, from E. M. Schwarz Co., gets a good play at the Dyckman hotel cigar stand.

Fred Suss of R. Steinecke Co. left here for New York. He was called east by his firm.

Morris Cane of Cane Bros., makers of El Cana, whose factory is in New York, spent several days with the trade here.

Another well known visitor was Harry L. Harris of Harris-Schwarz Co., New York, who spent the week in the Twin Cities. Eight new accounts were opened in Minneapolis on the brands made by his firm.

Go into any store and you are sure to find the Marie Antoinette brand made by E. Kleiner & Co. Several sizes are offered to the Minneapolis trade.

Walter Short, Inc., have taken on the Garcia Fama brand of mild havanas made by Tunis Bros.

The Vendome cigar stand feature El Planco, Bull Dog, Garcia Fama and Gato cigars; a good sale on the Romeo Garcia club life little cigars is reported.

The distribution of Juan de Fuca of the Morgan Cigar Co. of Tampa is 90 per cent.

(*Continued on page 26.*)



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO



"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

LORILLARD'S CLIMAX PLUG

Do you know Climax was the first brand of Plug Tobacco to be identified by a tin tag since the '80's?

The Grand Old Chew

P. LORILLARD COMPANY, Established 1760

ROCKY FORD

HAND MADE →CIGAR← DELICIOUS FLAVOR

Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c., 3c. each, and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices PITTSBURGH, PA.

MANILA COMMERCIAL CO.

15 Park Row NEW YORK

Branch Office of
MANILA COMMERCIAL CO.
Manila, P. I.

Owners of

LA YEBANA

CIGAR AND CIGARETTE FACTORY

Ask for Price List and Samples

GLIMPSES IN MINNEAPOLIS

(*Continued from page 24.*)

W. S. Conrad Co. of St. Paul and Minneapolis control the brand.

Duc de Tampa from Garcia Diaz & Co. is well placed. Sig Mayer covers the field for the factory. They are sold in the 5 and 6 cent sizes.

Admiration Fads still retail for 25 cents the bundle of 5. They are packed in foil.

The big sellers of the Dyckman stand of the Sweeney Cigar Co. are the Tuval, of Marcelino Perez Co., and La Commenda from P. Lorillard Co.

Mi Favorita from Park & Tilford has its following amongst the smokers. Several dealers carry this brand in stock.

N. R. Price owns the cigar department in the Powers Mercantile Co.'s store. His lines are many and he features American Cabinet from R. Steinecke, Flor de L. Sanchez from L. Sanchez, Tampa, and Luciana and Club Quality from Harris-Schwarz Co. Price carries a full line of all well known brands. At present he is selling Epicure cigarettes, the 15 cent package for 10 cents.

Mozart mild havanas are coming strong. No stock is complete without this well known seller.

Winston Harper & Fisher are the distributors of the Harvester brand. Sales on this brand are very big at present.

Wherever pipes are sold you are bound to find a full line of W. D. C. pipes and holders from Wm. De Muth & Co., New York.

Antonella 7 centers or 3 for 20 are packed in foil packages. Lubensky Bros & Kleiner of Grand Rapids, Michigan, make this brand and several accounts handle the brand locally.

Carl Thomas features El Stefano from Celestino Vega & Co. Norma, from R. Steinecke & Co., Henry the Fourth and Alexander Humboldt from Preferred Havana Tobacco Co. and a full line of all the local sellers. Duc de Tampa, at 5 cents, is Carls' latest offering. It is taking well.

Geo. R. Newell & Co. use as leaders Chancellor and Kelly Bouquet from the Havana American Co.

The Enterprise Cigar Co. of Trenton has Lord Sterling 10 cent brand planted with the trade.

Camels are the leading cigarette of the town. It seems simply impossible for the jobbers to get enough Camels to supply the demand.

Falk's tobaccos are sold by everybody. Serene and Herbert Tareyton are big sellers.

Sight Draft cigars are now 6 cents. The W. K. Gresh Co. has a large sale on this brand which is placed with W. S. Conrad Co.

The F. Garcia & Bro., Tampa made, is sold where good cigars are featured. The Minneapolis Drug Co. keep the trade supplied with this popular brand.

Lines controlled by the Nathanson Cigar Co. are the Castellano, Flor de Melba, John Ruskin, New Bachelor and Broadwall brands. Ike Nathanson is the head of this progressive house. They do an enormous cigarette and tobacco business.

The new El Firma has been placed with the trade. El Firma is made in St. Paul by Hart & Murphy. Mr. Smith covers the local trade.

Over at the West Hotel, Lester Carson conducts one of the finest cigar stands to be found in the northwest. He features Casa Vista, Kingdale and La Integridad from Chas. S. Morris & Co. Tuval from Marcelino Perez & Co. and El Planco and Apropo from Ruy Suarez & Co. All the popular brands are for sale and a big line of imported goods is also carried.

Each time Wm. Rosenfeld comes to town he open new accounts on Charles the Great clear havanas. At present some of the very best dealers in the city carry this popular seller.

El Roi Tan and Lucius cigars have a big sale. Stone-Ordean Wells Co. handle large quantities of these sterling sellers. Their Minneapolis branch reports a big increase in sale.

Gato is being placed by W. S. Conrad Co. Repeat orders are many for the short time the brand has been handled by the house of Conrad.

Bodad and El Radio made by Gans Bros. are in lots of cases. Sales are good on these brands.

Harvey Vreeland is building up a nice business on Benson & Hedges cigarettes. The club and hotel trade is especially big on B. and H. cigarettes.

Duke of Manchester 5 cent cigars go good. The Manchester Cigar Mfg. Co. is the maker of this popular short smoke.

Ira Farr is still in the game. He sells Garcia & Vega cigars and is doing well. He has many fine accounts who carry several sizes of this popular seller.

Americus mild havanas have made a big hit. McFarland & Patton, the sales getters for Francesco Torre & Cia, are in very strong with the Minneapolis trade. H. L. H.

For the information and assistance of taxpayers, the Bureau of Internal Revenue has had printed thousands of copies of an excess profits tax primer for distribution by collectors of internal revenue. The primer contains fifty-one typical questions and answers covering every phase of the excess profits law. A careful reading of the pamphlet will render considerably less difficult the filing of an excess profits return.

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice
TWO
STANDARDS
for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO CO., Richmond, Va.

Trade News from Near and Far

George E. Beach of Beach & Glenn is doing an excellent business for the new firm in upper New York State.

—

Boy Albers, a cigar dealer, formerly at No. 45 Broadway, New York, has filed a petition in bankruptcy, with liabilities $2,614 and assets $1,363.

—

President H. W. Cobb and Vice-President J. Fuller Malone, of the Hernsheim Co. of New Orleans, will be in New York early next month.

Ninety-one per cent of the trade of Porto Rico for 1917 was with the United States, it amounting to $134,516,141, an increase of about $29,000,000,

—

Louis J. Falone, proprietor of a cigar store in Charleston, West Va., died recently. He was a former resident of Cincinnati and was well known to the trade there.

—

Victor Hugo Seegers, a man favorably known throughout the cigar industry in Greater New York, has been confined to his home by a severe attack of sciatica and rheumatism.

—

Evan S. Edwards, erstwhile vice president of the American Tobacco Co., is in Washington in connection with affairs of the Haytian-American Corporation, of which he is a director.

—

With the promise of a 10 per cent increase in wages and reduction of working hours from 10 to 9 a day, 3,200 employes of the Liggett & Myers Tobacco Co. in St. Louis voted to accept the terms and return to work on March 21.

—

Meyer Gerson, who for several years had the cigar stand in the James Drug Store at the corner of 46th street & Broadway, New York, has leased the corner store under the clock at 47th street & Broadway. He will move in a few days.

—

It is amazing with what rapidity the peanut industry in the United States has developed during 1917. The crop for 1917 was 60,222,000 bushels, valued at $105,950,000, as compared with the production of 1916 of 35,324,000 bushels, valued at $42,462,000.

—

Consul Francis R. Stewart reports from Vera Cruz, Mexico, that the Government of the State of Vera Cruz at Cordoba is contemplating the establishment of a school of agriculture near Orizaba on the Tecamaluca plantation, which has been willed to the Government for that purpose.

—

A big step toward the upbuilding of Enfield, N. C., has been taken by the Enfield Tobacco Co., a concern backed by prominent citizens of the vicinity, in the letting of contracts for the construction of two tobacco warehouses and four prize houses. Work on the new buildings has already begun and they will be completed by August 1, when the Enfield tobacco market will be reopened after having been closed for fifteen years.—*Durham Sun.*

—

A lumber production in the United States of 39,200,000,000 feet in 1917, or a decrease of 2 per cent as compared with the cut of 1916, is the estimate made by the Forest Service based on incomplete reports received up to February 26. About one-half of the 34,000 mills listed by the Forest Service and the National Lumber Manufacturers' Association had at that time made reports. Because of the need for an accurate census caused by the country's wartime demands for lumber, officials in charge of the work are urging delinquent mills to report as soon as possible.

THE MASTER MILD SMOKE

CRESSMAN'S
COUNSELLOR
CIGAR

ALLEN R. CRESSMAN'S SONS
Philadelphia, Pa.

New OPTIMO

BEST OF THE BEST



BEST OF THE BEST

MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

MANILA CIGARS



American Shapes and Sizes

Special Brands for Jobbers

Bi-Monthly Shipments.

Always Fresh

Write for open territory to

HENRY OTTENBERG, Importer, 146 Front St., N. Y

Charles Denby

THE CIGAR THAT BUILDS AND HOLDS ITS TRADE



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars.

The "CHARLES DENBY" satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH Evansville, Ind.

Makers of Good Cigars for Over 67 Years

FROM THE FIRING LINE

Personals and Trade Jottings

M. A. Kalfon is looking after city trade for Louis Ash & Co.

—

The Third avenue surface cars are carrying advertisements of Admirations.

—

Benito Rovira is back in New York after enjoying a pleasant stay at Palm Beach.

—

Delmartin's cafe at 26th street and Broadway is displaying Fatima cigarettes to big advantage.

—

Mia-Dia cigars are featured in the Gray drug store at 43d street and Broadway, New York.

—

"Johnnie" Somerville, of Grovenor Nichols & Co., finds plenty to do these days, in filling orders.

—

The Bement & Seltz Co., of Evansville, Ind., has increased its capital from $150,000 to $200,000.

—

The place of business of the Holt Cigar Co. at Superior, Wis., was damaged somewhat by a recent fire.

—

John Hoberg, so it is reported, will close his cigar factory at Elkhorn, Wis., and move to New York.

—

Alexander Emslie has bought the Al. Taylor cigar store on Second street, near Grand avenue, Milwaukee.

—

John Moriarity, sales manager for Old King Cole, is getting ready to break new sales records for his firm.

—

In the death of William Barclay, Halifax, Nova Scotia, loses one of the oldest men in the tobacco trade.

—

Sidney J. Freeman has just received from Manila 50 bales of leaf tobacco. E. M. Freeman is back in the city.

—

Victor Thorsch, of T. J. Dunn & Co., is in St. Louis looking after trade, and William Gatlin is busy in New Jersey.

—

Fred Sladon's store at 19th street and Fifth avenue has a neat display of Corona de Lonzo and Old King Cole brands.

—

A generous display of First Consuls make an attractive looking window for Vieniester's cafe on 18th street near Fourth avenue.

—

August Van Hankelom, a cigarmaker, 7 Dwight street, Boston, is a petitioner in bankruptcy. He owes $459 and has no assets.

—

A. W. Penner, for some years Canadian representative of E. Rosenwald & Bro., has ceased to represent the big leaf tobacco house.

W. W. Macer of Indianapolis, has purchased the Thornburg drug store at the northwest corner of Walnut and Howard streets, Muncie, Ind.

—

F. E. Dingman is doing exceedingly well on the west coast for Carl Upman, while M. Furlong is turning in a notable share of business from the Middle West.

—

The Cien Porciento Co. is getting on an average of 125,000 cigars every week from Porto Rico. C. W. Boom, the secretary of the company, is still on the Island.

—

Welcher Bros. are moving along at a rapid gait. Their representative, E. A. Klien, is camping on the trail of business down South, and is turning in plenty of orders.

—

E. Regensburg & Sons are shipping 300,000 cigars a day, or approximately 92,000,000 cigars in a year. And if they could get additional help they could double the output without difficulty.

—

Freeman & Freeman, of Winnipeg, are lucky. Their cigar store was the only undamaged place in the building which was singed by the big fire in that city a few weeks since.

—

W. M. Simpson, representing William Glaccum & Sons on the Pacific Coast, is now in New York. R. F. Peyton is holding down Chicago just at present, and B. F. Hamilton is in Providence, R. I.

—

"Smokes," free from excise duty in the canteens of the military convalescent hospitals and clearing depots has caused general jubilation among the wounded men returned to Canada for treatment.

—

Recognition is again given to Danville, Va., as a tobacco center, a new plug manufacturing concern having leased the three-story brick factory on the corner of Floyd and High street. This concern is known as Hancock Bros.

—

Harry Lawton, now manager of the foreign department of the Fort Dearborn National Bank of Chicago, will join The Guaranty Trust Company of New York about April 1, as an officer in its foreign department.

—

La Flor de Intal Cigar Manufacturing Co., owned by Kuenzle & Streiff, Inc., is a Swiss concern without the slightest taint of German in it. It was formerly owned by O. & E. Weber, and in 1910 was taken over by Kuenzle & Streiff.

—

Paul M. Kahler, son of the late E. E. Kahler, cigar manufacturer, has bought and taken possession of the cigar and tobacco store of John Myers, formerly Slater's, at 26-28 North Sixth street, opposite the Court House in Reading, Pa.

—

Being beyond the draft age prescribed by Uncle Sam, but determined to contribute his share in keeping civilization intact, Frank R. Stevenson, of the Far Eastern Import Division of Gaston, Williams & Wigmore, Inc., recently enlisted in the British Army.

—

Fred D. Carder, president of the Stettler Cigar Factory, Limited, at Vancouver, B. C., recently visited Chicago and other American cities for the purpose of securing a sufficient supply of leaf for the manufacture of the well-known Van Loo cigars.

—

Business has become so brisk with the Strand Cigarette Co. one machine capable of turning out 200 cigarettes a minute does not begin to meet demands. The company plans the installation of a machine that will produce 600 cigarettes every sixty seconds.

—

Reports from Maysville, Ky., are to the effect that the American Tobacco Co. may erect a large plug tobacco factory there. The company is storing purchased tobacco in unused warehouses at Maysville, instead of shipping it away, as heretofore.

—

E. Popper & Co. are well pleased with the way that their 7-cent brand is selling. Sam Adler is in Providence boosting trade, and Bob Popper is covering territory in Pennsylvania. H. Reisenberg, who was in town for a while last week, has hit the road again.

—

There is plenty of activity these days at the headquarters of Anton Bock & Co. William Musselman is doing his share by getting numerous orders in St. Louis. F. Horning is making certain that no orders slip by him in the upper part of New York State.

—

F. V. Welch, manager of the Los Angeles business of the M. A. Gunst Branch, was at the San Francisco headquarters of the company, recently. He reports smokers in Southern California as taking nicely to the White Owl and other Gunst lines.

—

One manufacturer says that if every one would pay his bills as promptly as the United States Government does he would have nothing to kick about. The Government pays at the end of the calendar month of date of delivery, provided all requirements have been met.

—

The Peoples Warehouse Co. at Paducah, Ky., one day last week, sold 50,000 pounds of loose leaf tobacco at auction. Leaf brought from $13 to $16.50 and lugs from $11.75 to $12.50. The market was unusually strong and the quality of tobacco very good.

—

The Neubert-Schroeder & Co., a cigar jobbing house in Toledo, O., was reincorporated Friday, increasing its capital from $10,000 to $150,000. The concern recently moved into larger quarters at 140-2 Summit street. The new capital is to take care of business extensions.

A thief broke into A. Michael's cigar store, t the corner of McGill and Notre Dame treet, Montreal, on one of the "heatless" lays last month. He had plenty of tobacco, pparently, but he was short on pipes. Consequently he carried off just seventy from ne window.

—

Drakes Restaurant, Forty-second street nd Sixth avenue, New York, is giving a Thrift Stamp weekly to each one of its 122 mployes. This gift is in addition to the egular salary and will be included in the ay envelope received weekly from now until the end of 1918.

—

The R. J. Reynolds Tobacco Co. did not issue its annual report until the Treasury Department at Washington passed upon the company's application for an adjustment of its excess profits taxes, according to a formal statement by D. Rich, treasurer of the company.

—

A big touring car driven by Frank Petrino, proprietor of a cigar store at 215 First street, gave an imitation of a British tank in action Sunday afternoon, when it wrecked the salesroom of Ben Woldt's cigar factory on the northeast corner of Third and Jefferson streets, Portland, Ore.

—

At a recent meeting of the Board of Aldermen of Springfield, Mass., an order authorizing the granting of a quit claim deed to the Connecticut Valley Tobacco Co. on land in the Chicopee watershed for land of the tobacco company and signed by Alderman Manning was tabled, as the alderman denied he was the father of it.

—

The Swedish Tobacco Monopoly has arranged with a syndicate of bankers in Stockholm to take over a 10,000,000-crown 5½ per cent loan at par. The Tobacco Monopoly Corporation has a capital stock of 46,000,000 crowns, of which 17,000,000 crowns is preference stock on which the Government guarantees 4½ per cent dividend.

—

Montreal cigar manufacturers all report business as being good and in some cases ahead of last year. Shortage of labor, rather than a shortage of orders seems to be the chief concern. Prospects are good for big business this spring and now that warmer weather is near it will keep everyone hustling to fill the orders.

—

The leaf tobacco market at Winston-Salem, N. C., has broken all previous records. Not only as pertains to the quantity of tobacco sold, but also for high prices. Sales totalled 28,867,038 pounds, and the price averaged $32.50. The sum of $9,409,968.20 was paid to farmers for tobacco delivered at Winston-Salem during the season.

—

A great surprise was sprung on the people of Leamington, Ont., last month, when the news was circulated that Col. W. T. Gregory, Canada's leading tobacco grower, was quietly married to Miss Constance Huffman. The wedding took place in the presence of the bride's immediate relatives, at the bedside of Mr. Gregory, who had been seriously ill.

America will speak its heart in response to the German offensive in France by the eagerness with which its people subscribe to the third Liberty Loan bonds soon to be offered. In analyzing Secretary McAdoo's plan for the forthcoming financial campaign, Benjamin Strong, chairman of the Liberty Loan Committee, Tuesday night indicated that the announcement of the new loan came at a psychological moment in this nation's history.

—

There were 706 hogsheads of tobacco put on the Louisville breaks Wednesday, a week ago, and all leaf met with good demand. The best sale of the day was at the Tenth street house, where seven hogsheads, shipped by L. P. Alexander, of Owen County, sold for prices ranging from $29 to $45.50, a general average of $36.92. At the same house, Compton & Goodie, of Hart County, sold five hogsheads of Burley at prices ranging from $34.50 to $41, average of $37.

—

The American Cigar Co. is planning a cigar factory in Madisonville, Ky. According to report, a representative of the company stated the only thing that the business men of Madisonville were expected to do was to assist the company getting labor. He said that it would require 300 girls and women to operate the factory. "The conditions are favorable to the company and the chances for Madisonville to get the establishment are very good. The factory site has already been selected."

—

The New York Catholic war fund, a day after the campaign had passed its time limit, added nearly $1,000,000 to the fund to support the work of the Knights of Columbus in the American army camps abroad. The total Tuesday night was $4,069,542, a gain of $941,053 over the day before. Final reports will be received today, probably. The most optimistic among the leaders hope that the figures will be boosted to $5,000,000, double the sum that was set as the original object of the drive.

—

Sterling J. Alexander, a capitalist of Meade County, Kentucky, is at the head of a company being organized to establish a wholesale grocery in New Albany, Ind. It is said that articles of incorporation will be filed in the office of the Secretary of State at Indianapolis within a few days, and that the capital stock of the concern will be $350,000. The company is negotiating in New Albany for the purchase of a site for a warehouse east of Vincennes street, between the Pennsylvania and the Southern railroads.

—

In Eau Claire, Wis., Kelley's Smoke Shop and Fleming Bros. jewelry store are to trade locations, April 1. The jewelry store will be moved to the building owned by Mrs. John Barland, 215 South Barstow street. The Dairy Lunch, which occupied half of the building, was closed. The partition dividing the building will be removed, and Fleming Bros. will occupy the entire ground floor space. The Smoke Shop will move to the stand vacated by Fleming Bros., 213 South Barstow street. The building is owned by William Kelley.

In the office of Edward N. Breitung, wealthy German shipping broker of 11 Pine street, New York, agents of the Department of Justice arrested on Tuesday, a forty-two-year-old Teuton named Alfred Pick for alleged complicity in plots to destroy ships by attaching bombs to the rudders. Pick is said to have been a roommate of Max Breitung, cousin of the rich broker, who was accused with the notorious Lieut. Robert Fay and other plotters, and who is now in the internment camp at Fort Oglethorpe. He was also friendly with Herbert Kienzle, indicted with Fay and also interned.

—

A branch of the American Cigar Co. will be opened at Hopkinsville, Ky., in the near future if plans under consideration materialize satisfactorily. District Manager D. Weiss, of Cleveland, was in Paducah, Saturday, conferring with members of the Board of Trade as to the best factory site possibilities in West Kentucky, and left Sunday for Hopkinsville. The American Cigar now has factories at Paducah and at Owensboro. It is considering the erection of plants at Cairo, Ill., and at Hopkinsville. It is planned to erect three-story brick building at Hopkinsville, 150 x 200 feet, and to employ from 300 to 400 girls and women.

—

A total of 115,460 pounds of tobacco was sold on the floors of the four Madison, Ind., warehouses Wednesday a week ago, with floor averages ranging from $22.85 to $30.03. The market took a sudden jump and all grades were much higher than the day previous. Record-breaking crop averages were made by many sellers, average running from $27.50 to $44 a hundred pounds. The appearance of the tobacco offered would hardly bring but a medium average any other time this season, but the weed seemed to be in great demand, and the sales were marked by continual rapid fire bidding by all buyers. Several baskets sold as high as $55 a hundred.

—

Saloon keepers had a bad day in court at Tampa Saturday, when Judge W. S. Graham fined Charlie Ewing and Manuel Veloso $1,000 each, with the alternative of 60 days in the county jail, and revoked their licenses for violation of the Davis package law. John Bell drew a fine of $300 or 60 days; Genie Gilbert was fined $100, while Segundo Garcia was permitted to pay the costs and go free. The supersedas bond for Ewing and Veloso was placed at $2,000, and the defendants have 60 days in which to file a bill of exception. It is said both cases will be appealed to the Florida Supreme Court and a test case made of the constitutionality of the Davis package law in regard to a license being revoked.

—

The Pamies & Arango cigar factory at St. Augustine, Fla., will double its capacity soon. This extension is made possible by the addition of another member of the firm in the person of Robert S. Scott, a wealthy resident of Pittsburgh, who has bought out the interest of Augustine Sollar. Mr. Scott will furnish ample capital with which to increase the output of the factory which is not now able to keep up its numerous orders. The factory building is big enough to accommodate the increased force.

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

"PARTAGAS"

The World's Standard Cigar

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

All Progressive Dealers Read TOBACCO

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME COMPANY

111 FIFTH AVENUE, NEW YORK

SAN FELICE.

FABRICA DE TABACOS EXQUISTOS

OUR SAN FELICE CIGAR IS GUARANTEED TO CONTAIN THE CHOICEST HAVANA FILLER

WE LEAD

Manufactured FOR GENTLEMEN OF GOOD TASTE.

SAN FELICE
The Peer of 6 cent cigars

$1000.00 TO ANY MAN PROVING THIS CIGAR NOT TO CONTAIN THE HIGHEST GRADE HAVANA FILLER.

OTHERS FOLLOW.

REGISTERED IN U.S. PATENT OFFICE
The Deisel-Wemmer Co. Lima, O. U. S. A.

INFRINGEMENTS UPON ABOVE BRAND WILL BE PROSECUTED BY LAW.

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THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

GRAVELY'S
CELEBRATED
Chewing Plug

BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.

P. B. Gravely Tobacco Co. DANVILLE, VA. ESTABLISHED 1831

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.

DEPT. A

Liberty Loan Slogans

PATRIOTISM.

1. Back those bayonets with Bonds.
2. Money means munitions—buy Liberty Bonds.
3. Invest in Victory—buy Liberty Bonds.
4. Buy Liberty Bonds—and Johnnie comes marching home.
5. Oversubscribe the third Liberty Loan. Over the top to the third line trenches!
6. Your money or their lives. Save both—buy Liberty Bonds.
7. Count that day lost, whose low descending sun sees in your hand no Liberty Bond or gun.
8. Fight—or buy Bonds.
9. Get into the fight—buy Liberty Bonds.
10. Liberty Bonds save lives—the lives of our sons.
11. Lend him a hand—buy Liberty Bonds.
12. Save more lives—buy more Bonds.
13. We're in it—let's win it. Buy Liberty Bonds.
14. He also fights who helps a fighter fight.
15. Buy Liberty Bonds. *Buy*—BUY—BUY—till it hurts!

INVESTMENT.

1. A Bond in the hand is worth two in the booth.
2. Keep your money—invest in Liberty Bonds.
3. While your money fights the Kaiser, make it work at home for you—buy Liberty Bonds.
4. You don't need a bank account to buy Liberty Bonds.
5. Doing without is as vital as doing—save and buy Liberty Bonds.
6. A better investment than a Liberty Bond—two Liberty Bonds.
7. Buy A BIG BOND.
8. Don't put off till tomorrow the Bond you can buy today.
9. Buy a baby Bond for baby.
10. A good return on your money. A quick return for our men. Buy Liberty Bonds.

MISCELLANEOUS.

1. Germany is listening—make your money talk—buy a Liberty Bond.
2. Buy—buy Liberty Bonds—bye-bye Kaiser!
3. The Third Liberty Loan—make it "Three strikes and out for the Kaiser!"
4. Liberty Bonds speak louder than words.
5. Carry on! Buy more Liberty Bonds.
6. Over the top with your dollars—buy Liberty Bonds.
7. Time fights for Germany—buy Bonds now.
8. The Kaiser started this. You end it—buy Liberty Bonds.
9. One good Bond deserves another.
10. Do your all—less will be too little—buy Liberty Bonds.

Corkwood valued at $139,180 was invoiced at the American consulate at Algiers, Algeria, for the United States during 1917.

Near "No Man's Land"

Together with a card of thanks for SUN Fund tobacco comes a poem from Private B. A. Schak Company G, 16th United States Infantry, in France. The verses tell of the death and burial of the soldier's rookie pal—he calls him "Buddy"—as follows:

There wa'n't no bugler there a-blowin' taps;
The regimental chaplain, though, was 'round;
An' I'm a tellin' you as how I'm feelin' blue,
'Cause they put my rookie Buddy in the ground.

I showed 'im how to do "right shoulder arms"
An' told him all a doughboy oughta know;
We slept together, but today he sleeps
Near "No Man's Land," beneath the mud an' snow.

He said 'is ma an' sister back at home
Kissed 'im a dozen times in fond goodbys,
An' when 'e talked about 'em I could see
That look o' longin' shinin' in his eyes.

I hate to think o' how 'is mother feels—
A mother's loneliness is worse 'n mine.
I'd write 'is folks a letter, only that
This writin' business ain't much in my line.

I don't know what to do when I'm off post.
My Buddy's gone; an' seems like all I know
I'd like to put a flower on 'is grave
Near "No Man's Land," beneath the mud and snow.

Said the New York *Tribune* on March 21: "Continued weakness in the shares of the American Sumatra Tobacco Co. yesterday attracted attention to a report that a heavy short interest in the stock had recently made a private settlement with important stockholding interests. The report also suggested that the alleged pool which was said to have been largely instrumental in running the price up above 95 was now trying to realize on its holdings. The stock closed yesterday at 90¾, off 1¼ points."

U. S. War Loss of Shipping

As reported by the *G. W. W. Bulletin*, American shipping losses, because of the war, up to the first of this year, have been as follows:

Date, 1915.	Name, Type and Cause of Destruction.	Gross Tons.	Lives Lost.
Jan. 28	*William P. Frye*, ship; German cruiser, *Prinz Eitel Friederick*	3,374	0
Feb. 19	*Evelyn*, s.s., mine	1,963	1
Feb. 23	*Carib*, s.s., mine	2,087	3
Apr. 2	*Greenbrier*, s.s., mine	3,322	0
June 18	*Seaconnet*, s.s., mine	2,294	0
July 25	*Leelanaw*, s.s., submarine	1,923	0
Sept. 27	*Vincent*, ship, mine	1,104	0
	Total, seven vessels	16,067	4
1916.			
Oct. 28	*Lanao*, s.s. (Philippine), submarine	692	0
Nov. 8	*Columbian*, s.s., submarine	8,673	0
Nov. 26	*Chemung*, s.s., submarine	3,061	0
	Total, three vessels	12,426	0
1917.			
Feb. 3	*Housatonic*, s.s., submarine	3,143	0
Feb. 12	*Lyman M. Law*, sch., submarine	1,300	0
Mar. 12	*Algonquin*, s.s., submarine	1,805	0
Mar. 16	*Vigilancia*, s.s., submarine	4,115	15
Mar. 17	*City of Memphis*, s.s., submarine	5,252	0
Mar. 18	*Illinois*, tanker, submarine	5,225	0
Mar. 21	*Healdton*, tanker, submarine	4,489	20
Apr. 1	*Aztec*, s.s., submarine	3,727	28
Apr. 4	*Missourian*, s.s., submarine	7,924	0
Apr. 4	*Marguerite*, sch., submarine	1,553	0
	Losses Since the United States Entered the War.		
Apr. 7	*Edwin B. Hunt*, sch., submarine	1,132	0
Apr. 7	*Seward*, s.s., submarine	3,390	0
Apr. 22	*Woodward Abrahams*, sch., submarine	744	0
Apr. 27	*Percy Birdsall*, sch., submarine	1,127	0
Apr. 28	*Vacuum*, tanker, submarine	2,551	18
May 1	*Rockingham*, s.s., submarine	4,586	2
May 16	*Hilonian*, s.s., submarine	2,959	4
May 18	*Frances M.*, sch., submarine	1,228	0
May 23	*Harwood Palmer*, sch., submarine	2,885	0
May 24	*Barbara*, sch., submarine	838	0
May 25	*Magnus Manson*, sch., submarine	1,751	0
May 27	*Margaret B. Rouss*, sch., submarine	701	0
May 31	*Dirigo*, ship, submarine	3,004	1
June 10	*Petrolite*, tanker, submarine	3,710	0
June 12	*Moreni*, tanker, submarine	4,045	4
June 14	*A. B. Johnson*, sch., German cruiser	529	0
June 16	*John D. Archbold*, tanker, submarine	8,374	5
June 17	*R. C. Slade*, sch., German cruiser	673	0
June 21	*Childe Harold*, sch., submarine	781	0
June 25	*Galena*, bark, submarine	1,073	0
July 4	*Orleans*, s.s., submarine	2,993	4
July 7	*Massapequa*, s.s., submarine	3,193	0
July 8	*Mary W. Bowen*, sch., submarine	2,153	0
July 8	*Manila*, sch., submarine	731	0
July 10	*Hildegard*, barketine, submarine	622	0
July 10	*Kansan*, s.s., submarine	7,708	4
July 12	*Grace*, s.s., submarine	1,861	3
July 15	*Florence Creadick*, sch., submarine	731	0
July 21	*Augustus Welt*, sch., submarine	1,221	0
July 24	*John Twohy*, sch., submarine	1,019	0
July 27	*Carmela*, s.s., submarine	1,379	0
July 27	*John Hays Hammond*, sch., submarine	132	0
July 31	*Motano*, tanker, submarine	2,730	24
Aug. 6	*Campana*, s.s., submarine	3,695	4
Aug. 7	*Christiane*, bark, submarine	964	0
Aug. 23	*Carl F. Cressy*, sch., submarine	898	0
Aug. 29	*Laura C. Anderson*, sch., submarine	960	0
Sept. 8	*William H. Clifford*, sch., submarine	1,593	0
Sept. 12	*Wilmore*, s.s., submarine	5,398	0
Sept. 15	*Platuria*, tanker, submarine	3,445	10
Sept. 16	*Ann J. Trainer*, sch., submarine	426	0
Sept. 23	*Henry Lippitt*, sch., submarine	895	0
Sept. 25	*Paolina*, bark, submarine	1,337	0
Oct. 3	*Annie F. Conlon*, sch., submarine	591	0
Oct 11	*Lewis Luckenbach*, s.s., submarine	3,905	10
Oct. 16	*Jennie E. Richter*, sch., submarine	647	0
Oct. 16	*St. Helens*, s.s., submarine	1,497	24
Oct. 17	*Antilles*, s.s., submarine	6,878	64
Oct. 25	*Fannie Prescott*, sch., submarine	404	0
Oct. 27	*D. N. Luckenbach*, s.s., submarine	2,933	5
Nov. 2	*Rochester*, s.s., submarine	2,551	7
Nov. 7	*Villemer*, s.s. (Philippine), submarine	.....	2
Nov. 9	*Rizal*, s.s. (Philippine), submarine	2,744	3
Nov. 16	*Margaret L. Roberts*, sch., submarine	535	0
Nov. 21	*Schuylkill*, s.s., submarine	2,720	0
Nov. 25	*Actaeon*, s.s., submarine	4,999	37
Dec. 10	*Owasco*, s.s., submarine	4,630	2
Dec. 20	**Suruga*, s.s., submarine	4,374	1
	Total, sixty-eight vessels	170,106	301

The Charles F. Noyes Company sold for about $185,000 cash for E. N. Chapman, E. de C. Chisholm and Edgar D. Pouch to Joseph F. Cullman, representing Cullman Brothers, H. Duys & Co., Inc., and E. Rosenwald & Brother, the eight-story warehouse Nos. 84 and 86 South street, New York, covering a plot of 7,700 square feet, between Old Slip and Wall street. It is understood that the purchasers will organize a company to take title to the property and hold it to control storage space for tobacco, although other storage will be permitted in the building. It is leased to C. C. Hamilton & Co. until October 1, 1918. Goldsmith, Cohen, Cole & Weiss and Norman Johnson were the attorneys in the sale.

OPPOSING THE GREENHUT SALE.

On the ground that Joseph B. Greenhut arranged for the sale of the stock of the Greenhut Company, Inc., of New York, to Gimbel Bros., in violation of the bulk sales law and without the ratification or approval of the board of directors, the Holland Security Co., owner of 45,000 shares of the first and second preferred stock of the corporation, has asked for the appointment of a receiver for the department store property. The argument will come up before Supreme Court Justice Erlanger on Friday.

With a view of enlarging the Imperial Tobacco plant at Oxford, N. C., Col. W. B. Ballou has acquired for the company the old Rowan Kingsburg home place across the street in rear of the plant and extending for some distance along the tracks of the Southern Railway. The home of Lonnie Hicks and other buildings on the property will be moved to make room for the enlargement of the plant. The two immense structures will be connected by an overhead tube. The Imperial plant is now handling a large portion of the Kentucky crop, and with the enlargement the plant will need several hundred more hands to work throughout the year.—*Oxford Ledger.*

Fire, thought to have been caused by hot ashes dropping from the furnace in the basement of the Huber & Bunker jewelry store at 1108 Tower avenue, Duluth, Minn., at an early hour Saturday morning, resulted in a property loss of between $15,000 and $20,000. Adjoining stores of the Holt Cigar Co. and of the Graham Candy Co., which were separated from the jewelry store by wooden walls which the five ate through, were damaged, but most of the loss was caused by smoke and water.

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SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
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Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
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Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER AND OFFICE MANAGER DESIRES POSITION, exempt, 12 years experience in tobacco business, costs, accounting. Unexcelled references. Address Exempt, care Tobacco.

FOR SALE—Fully equipped cigar factory, seating thirty hands, in down-town section. Good location, plenty of light and airy. Rent reasonable. Address H 65, care Tobacco.

WANTED—ATTRACTIVE YOUNG LADIES to sell well known miniature cigars to consumers. M., care of Tobacco.

FOREMAN—Energetic man to take full charge country cigar factory, 20 miles from New York. Must thoroughly understand all branches. Excellent opening. State age, salary, previous employment. Address Box 804, care Tobacco.

SALESMAN, THOROUGHLY EXPERIENCED, DESIRES POSITION with progressive cigar manufacturer. Excellent business getter and can furnish good references. Address Live Wire, care Tobacco.

CIGAR FACTORY having office and humidor space to spare "Gratis" wants good jobber to take advantage of offer. Address Gratis, care Tobacco.

YOUNG MAN, thoroughly acquainted with the cigar and cigarette business, to pick out orders for wholesale house; no others need apply. Must have first class references. State age, qualifications and salary desired. Address Wholesaler, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SALESMAN, with excellent record and big following, would like to hear from first class factory. Twelve years' experience, trade references. Address Hustler, care Tobacco.

YOUNG MAN OF GOOD APPEARANCE for wholesale cigar importer to go out and solicit orders, and visit the trade. Must have experience in that line and have first class references. State age, qualifications and salary desired. Address T. E. C., care Tobacco.

YOUNG MAN, 20, knowledge of bookkeeping, also generally useful, desires position in reliable tobacco concern. Address F. C. Y., care Tobacco.

SALESMAN IS OPEN FOR ENGAGEMENT for high grade line of cigars. Acquainted with jobbing trade and high class retailers, in states east of Mississippi river. Address Aggressive, care Tobacco.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

CLAIM TITLE TO "FAGS."

The Lovell-Buffington Tobacco Co., of Covington, Ky., in a letter dated March 19, 1918, make public a claim to the use of "Fags" as a brand for cigarettes and little cigars.

WHAT WHEAT CONTROL CAN DO.

It is estimated by E. N. Fairchild, a Cleveland, Ohio, miller of long experience and sound judgment, that nearly $900,000,000 have been saved the American people on flour since last July by the United States Food Administration. Mr. Fairchild said recently in an interview reported in the *American Grocer:* "It is an easy thing for a person to criticise an official of the Government, and criticising seems to be one of the traits of Americans. It is not difficult for us to recall that a year ago, when America had not entered the war against Germany and there was no Food Administrator or regulation of the markets, flour was retailing at $20 a barrel. This year, with a smaller crop to work on and the country in the midst of the war, flour is averaging about $12 a barrel. It has been estimated that the annual consumption of flour in this country is one barrel per person in normal times. There are about 110,000,000 people in the United States, and the saving effected by the United States Food Administration has been about 20 per cent. Now, if it has managed to save the country $1 on each barrel consumed since it was founded, it is readily seen that it has saved the people $88,000,000. By the same method of figuring, if $10 has been saved on each barrel, the Food Administration has saved us $880,000,000 since July. I am not content to believe, however, that it has saved us a dollar less than $20 a barrel, or $1,760,000,000."

WAR EXPORTS OF FOOD.

The total exports of wheat and wheat flour from the United States to Great Britain, France and Italy since the war began was equivalent to 384,000,000 bushels, or an average of 110,000,000 bushels per year. Exports of pork and pork products totaled almost 2,000,000,000 pounds, while sugar exports to those countries showed a yearly average of 648,000,000 pounds. Oats exports for the three and one-half years totaled 212,751,000 bushels, corn 24,310,000 bushels and rye 3,618,000 bushels.

Exports of fresh beef amounted to 443,484,000 pounds in the three and one-half years, while exports of butter totaled 29,000,000 pounds, cheese 103,500,000 pounds, and condensed milk 126,000,000 pounds. Cottonseed, linseed and other oil products and by-products to be used for feeding cattle totaled 611,000,000 pounds.

ONLY A HORSE.

Issued by "The New York Women's League for Animals."

Only a horse that lies dead in the street,
Prone on the pave, 'mid the hurrying feet;
Only a horse! that, through sunshine and rain,
Toiled for his master, and did not complain!

Cart him away! he has pulled his last load
Over the hills, through the long winding road;
Weary and bruised, sore and crippled and sprained,—
Worked to his death, but he never complained.

Rough is his coat, with each rib showing through;
Scant though his food, he was faithful and true!
Beaten, abused, bearing burdens of pain—
Only a horse and he could not complain!

Cart him away, his labors are o'er;
Heavy for him were the burdens he bore.
Cover him up, for his end is attained,—
Dying in harness, he never complained!

Who shall dare say,—such as these have no soul,—
Nothing before them, no far away goal;
No meed for toil, and no balm for their pain,
Though they are silent, and never complain!

There must be surcease, and freedom from care,
"Rest for the weary," forever somewhere;
Some glad unwinding of earth's tangled skein;
Where Justice triumphs, and none need complain!

F. Walter Osborne.

The Flower of Tobacco

well cured and skilfully used has maintained





MI FAVORITA

at the forefront of all brands





The Park and Tilford Standard is the warrant of their excellent quality

MI FAVORITA CIGAR CO., Inc.

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Roman Perpina	Reus
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Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

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Tampa Made in Bonded Factory

In All Popular Sizes

SEND FOR CATALOGUE

Office and Humidors
Waldorf-Astoria Hotel, New York

THREATENED STRIKE IN KANSAS CITY.

At a time when it is the duty of all Americans to pull together for the national good, to speed up production of all kinds and to maintain an even front of cordial support in all details of civil and economic life, all the labor unions of Kansas City, Mo., including transportation employees, propose to go out on a "sympathetic strike" with some laundry workers. Some 30,000 persons, including union workers of all sorts, including waiters and some other domestic workers, "are expected to go on strike."

No wonder a union labor leader of the capacity of Mr. Gompers finds his hair turning white or disappearing altogether. But not all this blocking of the day's work springs from ignorance; there is poisonous influence of German or Socialistic origin at work, and at this time to hamper the progress of work is a form of sedition which deserves small patience and short consideration before smart punishment.

The plain duty of labor in this war should no longer be clouded and befouled by sedition and treachery. The heart of labor is as sound as that of the soldier in the field, but the guile of the German influence is too little understood by the workers.—*Evening Sun.*

SUBDUE THE SUBMARINE BY SUBSTITUTING—

Economy for Waste.
Co-operation for Criticism.
Knowledge of Prices for Gossip About Profits.
Cornmeal and Oatmeal for White Flour.
Fish for Beef and Bacon.
Vegetable Oils for Animal Fats.
The Garden Hoe for the Golf Stick.
Performance for Argument.
Service for Sneers.
Patriotic Push for Peevish Puerilities.
Perishable for Preservable Foods.
Greater Production for a German Peace.
The Beef You Do Not Eat for the Rifle You Can Not Carry.
Conservation for Conversation.
Common Sense for Common Gossip.
Marketing for Telephoning.
Production for Pessimism.

—*Canadian Food Bulletin.*

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1,253,878. Smoking-pipe. August W. Petersohn, Aurora, Ill.

1,253,505. Cigarette-container. John Gabriel A. Frisbee, Vona, Colo.

1,253,954. Smoking-pipe attachment. Lotka, Demarest, N. J., assignor to Havone Corporation, New York, N. Y.

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Work Made Easier

Mr. Edison it was, I believe, who said, "Genius is 10 per cent inspiration and 90 per cent perspiration." In short, this is trustworthy recognition of the great value of work.

The benefits to be enjoyed through work have been recognized from the time of the ancient Hebrew prophets. We find in biblical history the following: "The hand of the diligent shall bear rule: but the slothful shall be under tribute."

How Not to Work.

It is an all too common practice to look upon work as irksome; that it is a task which must be performed perforce. An investigation of the achievements of notable men would doubtless disclose the fact that they actually loved their work—that to strive for praiseworthy accomplishment was real fun for them rather than a hardship.

Another common and hurtful practice is that of postponing action, and worrying over the work in hand until it becomes a veritable bugaboo. Some men spend more mental energy—yes, waste it—in the contemplation of what they must do than in the actual doing.

There is an old homely adage which goes: "The way to do a thing is to do it." Instead of throwing off their coats, figuratively at least, and buckling down to work, some men are wont to rush about in a more or less excited manner, waste time and tire themselves out only to find at the end of the day that they have made no progress.

How to Work.

My observation of successful workers leads me to believe that the following five rules, if adhered to both rigidly and cheerfully, will make for progress and prosperity:

First—Have confidence in your own ability but without egotism. Second—Enjoy your work as if it were some pleasurable sport. Third—Do not magnify the task set for you—rather minimize it. Fourth—Begin with the determination to do one thing thoroughly. This will enable you to do many thing thoroughly. Fifth—Concentrate on your work—and *work*.

Of these five rules concentration comes first in importance. Through dismissing other considerations from the mind and concentrating on the work in hand a man can accomplish more with less effort than in any other manner. The ability to concentrate can be acquired with a little practice, and will soon become a most helpful habit.

—*George A. Gaston, in the G. W. W. Bulletin.*

"THE PUSHCART PEDDLER AT VERDUN."

Suppose some writer of highly colored fiction were to get past our editorial censors with a rattling good story under the above title. Suppose it was all about a shy, dark-haired boy whose immigrant parents left their native Greece to struggle for a liivng in our country and raised their son on the old legends of Agamemnon and Hector, so that he grew up with a warrior's heart. The author might go on to tell how the boy left school to help support his family and, being too modest and timid to assert himself, took any humble sort of job, so that the Great War found him selling fruit on the street corner. His heart went out to the holy cause of France and he enlisted in the Foreign Legion. The writer might then put him unscathed through three years of peril and bravery, culminating in the epic of Verdun, and end the narration by having him decorated with the Cross of War and the Military Medal, etc., etc., and kissed on both cheeks by an admiring French general.

You'd say that was a little too steep.

And yet—this is the phraseology of the French Republic:

"Kornies (Nick), Legionnaire, Eleventh Company de Marche, Foreign Legion—elite grenadier; 20th August, 1917, won the admiration of all his comrades by his courage and contempt for danger. Led his comrades to the conquest of a trench which was defended with energy and which was captured along a distance of 1,500 yards after several hours of bloody combat; took, single-handed, numerous prisoners; already twice cited in Army Orders."

That same Nick Kornies used to sell bananas at Twenty-third street and Avenue B, New York City.—*Collier's Weekly.*

SAN FRANCISCO ITEMS

(*Continued from page 20.*)

sociation of Retail Cigar Dealers, has joined the forces which are protesting against the "pocket vetoing" of the anti-trading stamp bill by Governor William D. Stephens of this State. Under date of March 12 Mr. Dwyer wrote a letter to Secretary Frank B. Connely, of the Grocers' Association, assuring him of the hearty co-operation of the cigar dealers in any action which may be deemed advisable in the matter.

Milton H. Esberg, of the General Cigar Co. has subscribed $100 to the Hearst fund for the rebuilding of the homes ruined in France during the war.

Orrin C. Wilson, a cigar merchant of Stockton, is planning to erect a broom factory in his city.

James Pappas has sold his cigar stand at 1061 Market street to Thomas Onevmatikos.

According to a recent compilation in *The Power Wagon,* there are 271,742 motor trucks in use, representing an investment of $745,740,000. Yet there are but 115,105 owners, and of these 8,171, operating fleets of five or more trucks, are responsible for the use of 67,446.

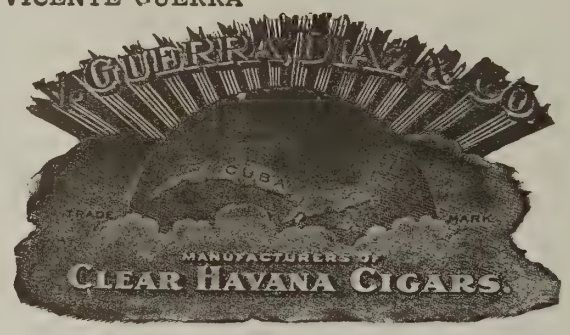
If you have a new product, let the trade papers help you to market it.—*Class.*

D. A. Schulte has leased the corner store in the Lombard Hotel building at Quincy and Wells streets, Chicago.

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TOBACCO

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CUBA IN THE WAR

Intensely Loyal to the Allies

HAVANA, Cuba, April 2.—On the eve of the fist anniversay of Cuba's declaration of war ainst Germany, the capital of "the Pearl o the Antilles" will present a festive apıarance and, as Sunday is a day of celebratin in all Latin-American countries, extense preparations have been made for a demostration of loyalty to the Allies on April 7.

It is difficult for one unacquainted with nditions in Latin-America to realize just wat one year of participation in the war hs meant to Cuba. When, on April 7 last, Iesident Menocal affixed his signature to the bl, unanimously voted by both branches of te Cuban Congress, declaring a state of war t exist between Cuba and the Imperial Gerın Government, he realized that he was trowing into the balance much of this Al's economic future; but, as he stated in his essage to the Congress, Cuba's loyalty to te United States admitted of no other procdure. The action taken by Cuba was wide acclaimed throughout the United States d interpreted rightly as especially signifint to Americans, in that it fully justified tat policy of all Presidents since Monroe, mely, the right of small nations to essay work out for themselves the development their own destinies.

The case of Cuba is an exceptional one, its ry uniqueness serving but to emphasize the oral as well as the material value of the try of the United States in the war. Before is happened, there were many persons in e western hemisphere who questioned the al motives underlying the repeated asserons of the Allies that their cause was that democracy and that it signified the triumph the principle of nationality. Since Cuba's ar declaration, many activities, some miliry and naval, others economic, have been lt in motion here to aid the United States. rom the time when the German and Ausian steamships seized in Cuban waters were rned over outright as a gift to the United ates Shipping Board, until the present, hen Cuba is mobilizing her military resources to send a force of from 10,000 to 20,000 en to France, the whole policy of the reıblic has been to subordinate other matters those obligations of alliance which her eclaration of war entailed.

The Cuban Army and Navy have been reganized, and experts from the United States my staff have estimated that Cuba's miliry force could be enlarged to a maximum 100,000 men and maintained at that figure definitely. The Cuban Navy has assumed trol duty not only in Cuban territorial waters, but also far out in the Caribbean, and it has been augmented by a fleet of submarine chasers, while other craft are under construction. In addition to these military and naval measures, many young Cubans are now in the French battle lines as infantrymen and aviators, and it is significant to note that as instructors for the Cuban Escadrille, which is intending to sail shortly for the French front, the Allies detailed two of their leading airmen to Havana, and that both these flyers were native Cubans.



GENERAL MARIO G. MENOCAL, PRESIDENT OF CUBA.

Economically, Cuba's service, while no more sincere, has been much more conspicuous. When United States Minister Gonzales informed the Cuban people in a proclamation that a bountiful crop of sugar which was required to feed the Allies would be expected from them, he little realized the remarkable answer which this country was destined to make. Cuba's crop of sugar this year totals 3,600,000 long tons, which is the greatest sugar crop ever raised by any one country in the world's history. The entire crop has been

turned over to agencies of the United States Food Administration, and is being marketed at a figure which, while it brings a diminished profit to its patriotic producers, at the same time has safeguarded the world from profiteering and extortion in this essential food commodity. But there has not been a concentration in sugar production at the expense of her Allies, for Cuba is developing her agricultural resources in other lines to a great degree; so it is hoped that the necessity for insisting this year on the usual importations of foodstuffs from the United States will be diminished in the months to come.

One who would include in the war cooperation of Cuba only aid of a military and economic value, is unfamiliar with the nature of the Cuban people. It is a tribute not alone to the nation and to the Cubans, but to the patriotic wife of Cuba's President, Madame Mariana Seva de Menocal, that the Cuban Red Cross, which she actively heads, has raised $1,000,000 for its work, and is now equipping a hospital unit manned exclusively by Cuban physicians and nurses for service in France.

While Cuba has realized that her first service to her Allies should be an economic one, and this service has been patriotically and unstintingly rendered, there are grounds for hope that the next twelve months will show an emprise of alliance which many larger and richer Latin-American nations would do well to emulate. When the population of Cuba is taken into consideration—it is considerably short of 3,000,000—one is struck by the tremendous activity that must be displayed by the people of the island, whose foreign commerce during the year just past totalled more than $650,000,000.

Close observers who are today reviewing Cuba's achievements in her first year as an Ally, point out these significant facts:

Under the guidance of President Menocal, Cuba has now assumed an enduring first place in all present and future steps for Latin-American solidarity.

Cuba has solved, as all nations before her have done, through an efficiency incident to carrying on warfare, her own lesser internal problems.

Cuba has carried into the western world as an abiding proof of democracy, the doctrine so eloquently asserted by the Allies in the case of Belgium, that smaller countries, just as greater ones, have their rights to, and shall be protected in, their nationalism.

The keynote of the speeches and celebration tomorrow in Havana, and throughout the republic, will embody these ideals, and when the short history of this small but loyal ally of the United States is reviewed, there is justification for the attitude so aptly expressed in the words, "Bravo Cuba Iibre!"

The Cuban Escadrille

Lieut. Santiago Campuzano, the young Cuban aviator who enlisted in the French Aviation Corps at the beginning of the war, is now in New York. He is waiting for Lieut. Francisco Terry, another young Cuban aviator, who will shortly arrive in New York from France. These two young Cubans were sent by the French Government on a special mission to instruct the Cuban Escadrille, which is intending to sail shortly for France.

The Cuban Escadrille was organized by Col. Manuel Coronado, a member of the Cuban Senate and editor of the newspaper *La Discusion*. Col. Coronado originally planned for a body of twenty-five trained Cuban aviators to comprise the escadrille, but already over 100 young Cubans have enlisted in this unit. These youths represent the best families of Cuba, and have volunteered to take the prescribed course in aviation and individually to bear the expense of their airplanes and equipment.



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A SAMPLE OF THE CUBAN ARMY, MARCHING UP THE PRADO, HAVANA

When the Allies decided to send two of their leading airmen to Cuba, they detailed Lieuts. Campuzano and Terry, who are both native Cubans. Both Campuzano and Terry enlisted at the beginning of the war, and have each participated in about twenty air battles. Lieut. Campuzano, who is twenty-five years old, has already sent two German machines crashing to the ground. He has served in



Lieut. Santiago Campuzano,

Cuban Aviator Who Has Won Two War Crosses

the Belgian campaign and has received war crosses from both France and Belgium. Lieut. Terry, who a short time ago celebrated his twenty-eighth birthday, has served in the Roumanian campaign, and has received the French Croix de Guerre. Lieut. Terry has downed three hostile machines. Both young Cubans will sail for Havana in a few weeks.

The formation of the Cuban Escadrille is one of the many steps taken by the Cuban Government to cooperate actively with the Allies in this gigantic struggle for democracy.

Freight Rate Upheld

WASHINGTON, April 1.—The Interstate Commerce Commission has handed down an opinion in case No. 9657 of Andrea Scalvi Trustee, against the Nashville, Chattanoo & St. Louis Railway Co. et al. In their sy labus in this case the Commissioners say:

"Charges on unmanufactured tobacco, hogsheads, in carloads, from Paducah, K and Paris and Martin, Tenn., to Nashvil Tenn., for storage, and subsequently r shipped to New Orleans, for export, found have been legally applicable and not show to have been unreasonable. Complaint di missed." The opinion continues:

Complainant is engaged in purchasing t bacco for the Italian government, with office at New York, N. Y. By complai filed April 18, 1917, it is alleged that t charges collected by defendants on nume ous carloads of unmanufactured tobacco, hogsheads, shipped between March 4 a June 31, 1915, inclusive, from Paducah, K and Paris and Martin, Tenn., to Nashvil Tenn., there stored and subsequently r shipped between March 23 and April 1, 191 inclusive, to New Orleans, La., for expo were unreasonable and illegal to the exte that they exceeded the charges that wou have accrued at joint rates contemporan ously in effect, plus a stoppage in trans charge at Nashville of 1.5 cents per 1 pounds. Reparation is asked. Rates a stated in cents per 100 pounds.

The shipments moved over the Nashvil Chattanooga & St. Louis Railway by way Hollow Rock Junction, Tenn., to Nashvil where the tobacco was stored in warehous It was subsequently reshipped as routed ov the Nashville, Chattanooga & St. Lou through Hollow Rock Junction, 95 miles, Jackson, Tenn., and thence over the Illino Central Railroad to New Orleans for expo Charges were collected on basis of the loc rates of 23 cents, 20 cents, and 14 cents fro Paris, Martin, and Paducah, respectively, Nashville and 27 cents beyond, plus a ha dling charge at New Orleans of three-quarte of a cent per 100 pounds. Complainant co tends that under defendants' tariff joint rat from the original point of origin to final de tination, plus a stoppage in transit charge Nashville, were legally applicable.

Defendants' tariff, effective February 1915, and in force when the shipments move provided for warehousing unmanufactur tobacco in transit at Nashville when it w shipped from Paducah, Paris, Martin, a other points on the line of the Nashville, Cha tanooga & St. Louis west of Nashville a reshipped to New Orleans, for export, with 12 months next following the date of t original paid freight bill covering the shi ment into Nashville. Also that the rat

(*Continued on page* 36)

Proving Again the Loyalty of Tobacco Men

Committee Representing the Trade Will Do Everything in Its Power to Expedite and Increase Sales of Liberty Bonds—A Preliminary Meeting—Wise Presides—Speeches by Sweezy and Bell—Dushkind Delegated to Work Out Details—Utilizing the Organization of the T. M. A.

Members of the Liberty Loan Committee for the Tobacco Trade held their first get-together meeting at the office of the Tobacco Merchants' Association, 5 Beekman street, New York, Tuesday afternoon. Edward Wise, president of the United Cigar Stores Co., who was delegated by the Federal Reserve Board to head the committee charged with the responsibility of accounting for the Tobacco Trade in the sale of THIRD LIBERTY LOAN BONDS acting as chairman, and Counselor Charles Dushkind of the T. M. A. as secretary.

E. B. Sweezy, vice-president of the First National Bank, made an address on behalf of the General Liberty Loan Committee, explaining the particulars of the new issue and calling special attention to the fact that volume in subscribers was just as vitally important as volume in amount of subscriptions. He offered several valuable suggestions based upon the experience gained in floating the past two loans, which were eagerly seized upon by the committee.

He was followed by W. E. Bell, who enlarged upon Mr. Sweezy's remarks and pointed out the necessity of going into this campaign with all the push and energy possible so that the desired result might be achieved with all possible speed.

A general discussion then took place, and various plans were advanced for an intensive drive to reach every branch of the industry. Mr. Dushkind was finally delegated to work out the details of the campaign. He thereupon announced that the entire staff and the office of the T. M. A. will be devoted almost exclusively from now on to the promotion of the THIRD LIBERTY LOAN CAMPAIGN, full details of which will be announced later.

From beginning to end the meeting was an enthusiastic one, and it was apparent that the committee, can be depended upon to retain for the tobacco industry the position it has attained for itself by its achievements in the last loan. The members of the committee are as follows:

Edward Wise, chairman; Fred. Hirschhorn, vice-chairman; George H. Hummel, vice-chairman; Julius Lichtenstein, vice-chairman; Lewis Gompers, vice-chairman; Charles Dushkind, secretary; John Bain, Jr., publisher, *Tobacco Leaf;* John Conley, Jr., The Conley Foil Co.; Joseph F. Cullman, Jr., of Cullman Bros.; E. H. Davis, business manager, *U. S. Tobacco Journal;* Charles Dushkind, secretary and counsel, Tobacco Merchants' Association of the United States; Arthur M. Eisig, first vice-president, Metropolitan Tobacco Co.; G. W. Faber, president, G. W. Faber, Inc.; Vincent J. Farley, publisher, *The Retail Tobacconist;* Lewis Gompers, president, Ind. Ret. Tobacconists Assoc. of America; Alexander Herbert, vice-president, Philip Morris & Co., Ltd.; Albert H. Hillman, publisher, *Tobacco Record;* Fred. Hirschhorn, president, General Cigar Co.; William Hollingsworth, chairman, Retailers' Council T.M.A.; J. L. Hoffman, vice-president, Falk Tobacco Co.; George H. Hummel, vice-president, P. Lorillard Co.; D. Emil Klein, president, E. M. Schwarz & Co.; Julius Klorfein; Asa Lemlein, manager, E. H. Gato Cigar Co.; Julius Lichtenstein, president, American Sumatra Tobacco Co.; L. A. Lincoln, Lincoln Bros.; Joseph Allendorf, president, Tobacco Salesmen's Association; Walter H. O'Brien, vice-president, The American Tobacco Co.; Y. Pendas, Y. Pendas & Alvarez; Jonathan Peterson, president, Weyman-Bruton Co.; I. C. Rosenthal, of Rosenthal Bros., Inc.; Benno Rosenwald, E. Rosenwald & Bros.; Alfred S. Rossin, of S. Rossin & Sons; D. A. Schulte, president, D. A. Schulte, Inc.; C. R. Sherlock, vice-president, United Cigar Stores Co.; Otis Smith, president, Geo. W. Helme Co.; Arthur Stern, treasurer, Metropolitan Tobacco Co.; George L. Storm, president, Tobacco Products Corp.; A. L. Sylvester, president, American Cigar Co.; J. Tauss, president, Bronx Ret. Cig. Dealers Assn.; Luis Toro, president, Porto Rican Amer. Tob. Co.; Samuel Turner of Turco-American Tobacco Co., Inc.; Theodore Werner, president, T. J. Dunn & Co.; Edward Wise, president, United Cigar Stores Co.



WILLIAM H. WHITE

The manager of the Stock Exchange cigar store, on the southwest corner of La Salle and Washington streets, Chicago, is a man who "gets there" when it comes to securing trade or making friends.

As an employe of the "United," he entered the cigar business in Rochester, N. Y., some nine years ago.

Though Horace Greeley's advice: "Go West, young man, go West," was addressed to a previous generation, White was persuaded to travel Westward to improve his fortune. From Rochester he proceeded to Chicago.

White is only 28 years old, but he has amply proven his worth. In the position he occupies at present, he is envied. Not because he is colossally rich but because he "gets along so nicely." Today, in the cigar trade, "big money" is not made quickly. Yet, in making a list of store managers who bid fair to have a most prosperous future, a wise man who knows Chicago assuredly would write the name of William H. White.

RED, WHITE AND BLUE TONIC

(Prepared by George Ade.)

Is there, in the most outlying township of the United States, a man, woman, or child who does not know why we are at war and why we must win the war if we hope to continue in business as a free country?

Is there any human person in this nation so numb above the collar as not to understand that our government must strike quick and effective blows to end the war soon, so that the lives of our boys may be spared and all the more civilized nations of the world saved from exhaustion and bankruptcy.

We need to remind ourselves constantly of the causes leading up to the war. We are not to forget German brutalities or the magnificent martyrdom of France or the insults we endured before we became fighting mad.

But the man or woman who needs to be convinced in 1918 that our cause is just and our motives clear is not worth bothering over.

We are too busy these days to stop and try to pump blood into shellfish.

Our present occupation is to sort out the quick from the dead.

Every resident of the U. S. A. is to be tagged, either as an asset or a liability.

Who is that sitting so quietly back in the dim corner, hoping to be overlooked?

It is the citizen who can afford to buy a bond, but is modestly endeavoring to conceal the fact.

Jar loose, Mr. Barnacle!

You can afford almost anything you want. If you don't want the Liberty loan bonds, you had better take a few doses of the Red, White and Blue tonic and get rid of the tired feeling.

BULL DURHAM OUTPUT

Placed at the Disposal of the Government—Smoking Tobacco Required for Our Fighters.

The Government has taken over the entire output of "Bull Durham" tobacco, manufactured by the American Tobacco Co. From now on the entire output of the Durham, N. C., factories will be at the disposal of the Government. So far as needed the output of the factories will be devoted to supplying the army canteens.

Demand among United States troops in camps here and abroad for Bull Durham has been showing steady increase until finally the position was reached where the company found itself unable to take care of the Government needs and domestic requirements as well.

The company will receive the same price for its goods from the Government as it charged domestic jobbers.

For just how long a period the company will be thus restricted in selling this brand it is impossible to say at present.

RUSSIAN TOBACCO EXPORTS FOR FOUR YEARS.

Articles Exported	1914	Jan. 1-June 30 1915	1916	1917
Leaf tobacco.....	1,345,000	350,000	1,143,000	1,147,000
Cigars and Cigarettes..	694,000	675,000	626,000	561,000

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, APRIL 4, 1918.

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ARE WE WORTH DYING FOR?

A Sermon for Stay-at-Homes

By Rev. John Haynes Holmes.

We stay-at-homes are the responsible members of the community. We are the men who determine policies, enact legislation, and issue orders. We are the ones who have commanded these young men to go forth and die. We have exacted of them the perfect sacrifice. And whatever this sacrifice may mean from the political or social standpoint, we must not forget that from the personal standpoint, it is nothing more nor less than a sacrifice for ourselves!

We have asked these young men to die for us and for our children. We are not going to do the dying ourselves, we who have enjoyed so much at so small a price of effort; but we are passing on this duty to others, who have enjoyed so little as yet, and therefore must make the supreme sacrifice of a vicarious atonement.

And no man who is a man, it seems to me, can see another march away in his place and on his behalf to meet privations, sufferings, dangers and perhaps a dreadful death, without finding himself face to face, by day and by night, with the fateful question, *Am I worth dying for?* What have I ever done to demand a sacrifice like this? Who am I that I should ask another to pay for me "the last full measure of devotion"?

Any man or woman, in the face of what is going on in the world and in our own country, who can live to-day as he lived yesterday, without sacrifice or denial such as he never knew before, is a being hopelessly lost to all spiritual understanding.

The problem of our worthiness does not end with the end of the Great War. So long as we shall live, and our children and our children's children after us, there will stand the myriad graves from Switzerland to the English channel. And as long as these shall last, so long must last the duty of our perfect sacrifice. To our last day on earth, it will be asked of us, Were you worth dying for? Therefore every day hereafter must be to us a day of consecration! Said Mr. Britling, writing in the early dawn of his dead son—"Let us make ourselves watchers and guardians of the order of the world. . . . If only for love of our dead. . . . Let us pledge ourselves to service."

We are not worth dying for, as we stand to-day—either ourselves, or the world that we have made. Had we been worth dying for, there were no need to die. But death has come to others; and to us, the stay-at-homes, must come the stern resolve that it shall be not in vain.—*Forbes Magazine.*

THOSE WHO FOMENT DISCONTENT

Do they want uninterrupted work at fair pay? Or, is the so-called Cigar Makers Council, otherwise yclept "the Bolsheviki," endeavoring to drive cigar manufacturers away from New York City?

If those who foment discontent are allowed to continue making trouble, what will the end be?

If the harrassment of employers here goes on, it is sure that some of the factories will be moved to localities where cigar makers are more amenable to reason.

Pernicious agitation, halting industry and making outputs uncertain, has caused a situation that can not be long endured by New York cigar manufacturers. Goaded by demands impossible to grant, some manufacturers have reached the point where they would retire from business rather than yield more to "the Bolsheviki."

How unreasonable and unfair "the Bolsheviki" can be, how lop-sided their pretensions are, what unintelligence characterizes their plans, has been proclaimed by the international president of the Cigar Makers Union.

In effect, dominance by "the Bolsheviki" would be the ruin of the cigar industry in New York.

Organized labor, or at least the unionized toilers who are honest and patriotic, agreed to discontinue labor disputes during the war.

But "the Bolsheviki," constantly creating friction, apparently is utilizing each opportunity to multiply strife.

THE THIRD LIBERTY LOAN

"I am sure that the people will respond to the Third Liberty Loan with the same loyalty and enthusiasm that characterized their support of the first two loans.

"The great events now happening in France must fire the soul of every American with a new determination to furnish all the dollars and all the material resources of America that are needed to put an end to the execrable atrocities of German militarism.

"Defeat faces the Kaiser. Let us hasten it by asserting America's might with increased vigor in concert with our gallant comrades."—William G. McAdoo, Secretary of the Treasury.

L. BOND, RECRUITING SERGEANT.

"You are old? Your cash is young,"
Says Sergeant Bond.
"Send it forth the boys among,"
Says Sergeant Bond.
"Money runs on tireless feet,
Money feeds and does not eat,
Money's never obsolete,"
Says Sergeant Bond.

"Are you weak, and can't enlist?"
Asks Sergeant Bond.
"Money has a mighty fist,"
Adds Sergeant Bond.
"Money like an eagle flies;
Never wounded, never dies;
Never captured by surprise,"
Says Sergeant Bond.

"You have not a boy to send?"
Asks Sergeant Bond.
"Buoyant bills the lack will mend,"
Says Sergeant Bond.
"Dollars' eyes are always clear,
Dollars dread no cannoneer,
Dollars fight and never fear,"
Says Sergeant Bond.

"You would like to do your bit?"
Asks Sergeant Bond.
"Well, your cash is fine and fit,"
Pleads Sergeant Bond.
"Let your cash the khaki wear,
Let it breathe heroic air.
Send it forth to do and dare,"
Says Sergeant Bond.

Amos R. Wells in Life.

The First Bath Tub in the United States

Was Installed by Adam Thompson, a Cincinnati Tobacco Merchant, in 1842

H. L. Mencken, in *Commerce and Finance,* calls attention to the fact that December 20, 1917, has come and gone without any public celebration to mark that day as the seventy-fifth anniversary of the historic bath in which Adam Thompson of Cincinnati made history.

"There is a romance about the bath tub that is fascinating. Mencken, who has dipped deep into the waters of time, tells us that Thompson, who dealt in cotton, grain and tobacco in Cincinnati, and who went abroad occasionally by way of the Ohio and Mississippi and New Orleans, learned while in England of the remarkable fad that Lord John Russell had introduced. It seems that his lordship had fixed up in his home a remarkable contraption—a sort of glorified dishpan—and now and then, with the aid of a servant, laved his hide.

"Despite the ridicule to which he was subjected by this unusual practice, his lordship obstinately persisted in the belief that it did him no harm. Some Americans ever have been wont to ape the British, and Thompson, when he returned to America, began to think of ways and means whereby he might do as Lord Russell did. Being wealthy he was able to indulge himself in many ways.

"Therefore, he had a pump fitted on to the well at his home in Cincinnati. Six negroes worked this pump assiduously and managed to hoist enough water to fill a cypress tank in the garret of the Thompson mansion. That furnished a supply of cold water. As the weather was cold, Thompson, who was a bit of a genius, rigged up a coil of pipes in the chimney and the heat from the large grate fires warmed the pipes and the water within.

"The tub was the Adam of all bath tubs and was a noble addition to the world's possessions. It was designed on Thompson's order by a cabinetmaker, and its material was mahogany. It was seven feet long and four feet wide and weighed 1,750 pounds. To prevent the floor from collapsing under its weight the beams were reinforced and strengthened.

"In this luxurious tub Thompson took two baths on December 20, 1842—a cold one at 8 a. m. and a warm one some time during the afternoon. The warm water, heated by the kitchen fire, reached a temperature of 105 degrees. On Christmas day, having a party of gentlemen to dinner, he exhibited the new marvel to them and gave them an exhibition of its use, then four of them, including a French visitor, Colonel Duchanel, risked plunges into it.

"The next day all Cincinnati heard of it and the local newspapers opened their columns to violent discussions of it. On the one hand, it was denounced as an epicurean and obnoxious toy from England, designed to corrupt the democratic simplicity of the republic, and on the other hand, it was attacked by the medical faculty as dangerous to health and a certain inviter of 'phthisis, rheumatic fevers, inflammation of the lungs and the whole category of zymotic diseases.' (Quotation from the *Western Medical Repository* of April 23, 1843.)

"The noise of the controversy soon reached other cities, and in more than one place medical opposition assumed such strength that it was reflected in legislation. Late in 1843, for example, the Philadelphia Common Council considered an ordinance prohibiting bathing between November 1 and March 15, and it failed of passage by but two votes. During the same year the legislature of Virginia laid a tax of $30 a year on all bath tubs that might be set up. In Hartford, Providence, Charleston and Wilmington, Del., special and very heavy water rates were levied upon those who had bath tubs. Boston, early in 1845, made bathing unlawful except upon medical advice, but the ordinance was never enforced, and in 1862 it was repealed.

"But it was the example of President Millard Fillmore that, even more than grudging medical approval, gave the bath tub recognition and respectability in the United States. While Fillmore was still vice-president, in March, 1850, he visited Cincinnati on a stumping tour, and inspected the original Thompson tub. Fillmore was entertained in this house and, according to Chamberlain, his biographer, took a bath in the tub. Experiencing no ill effects, he became an ardent advocate of the new invention, and, on succeeding to the presidency at Taylor's death, July 9, 1850, he instructed his secretary of war, Gen. Charles M. Conrad, to invite tenders for the construction of a bath tub in the White House.

"This action, for a moment, revived the old controversy, and opponents of bathing made much of the fact that there was no bath tub at Mount Vernon or at Monticello. They declared that all the presidents and other magnificoes of the past had got along without any such Roman luxuries. But Congress, disregarding clamor, duly called for bids, and the contract was presently awarded to Harper & Gillespie, a firm of Philadelphia engineers, who proposed to furnish a tub of cast iron, capable of floating the largest man. This was installed in 1851 and remained in service in the White House until the first Cleveland administration, when an enameled tub was substituted. The example of the president soon broke down all that remained of the old opposition, and by 1860, according to the newspaper advertisements of the time, every hotel in New York had a bath tub, and some had two, and even three."



STRIPPING TOBACCO IN THE PARTAGAS FACTORY, HAVANA

INDIANA BECOMES ARID

Prohibition in the Hoosier State Causes the Closing of 3,400 Saloons—"Wets" Attack the Constitutionality of the Law.

INDIANAPOLIS, April 2.—Indiana became "dry" from border to border to-night at midnight. The state-wide prohibition law, so written that intoxicating liquor may not be manufactured, sold, given away or shipped into the state except for medical and sacramental purposes, took effect at that hour.

Members of the Indiana Anti-Saloon League estimated that 3,400 saloons in the state closed their doors. They estimated that thirty breweries in the state were affected, and possibly twelve to fifteen distilleries. The amount of money, the league members say, that has been spent annually for intoxicating liquor in the state is $25,000,000.

The closing of all places where liquor might be purchased followed strenuous efforts of the "wets" to have the law declared unconstitutional. The Indiana Supreme Court heard oral arguments in two cases involving the law to-day, but no decision was rendered. In one case a suit was filed by saloon men in Lake County, which resulted in the law being declared constitutional by the county judge, the oral arguments were heard before briefs were filed. The court intimated that an order will be made giving until Thursday of next week for the written briefs to be placed on file. The contention of the saloon men in the Lake County case was that the law gives a monopoly of the liquor business to pharmacists and therefore is unconstitutional.

The other case argued, originated in Evansville, resulting in the law being declared unconstitutional.

There was no intimation as to when the Supreme Court will decide the two cases.

"I once owned a Turkish pipe. It was wished onto me by Friend Wife, and I endeavored to show my appreciation of her thoughtfulness by smoking it every night. But when I made the discovery that it was costing me twenty cents a day for rose water to keep the thing smelling right, I sidetracked it by carefully upsetting it and breaking it while alone in the den one night." *Cigar and Tobacco Journal.*

Predicts That Reformers Will Tackle Tobacco Next

(An editorial excerpt from the Louisville Courier-Journal.)

That a campaign to abolish, by legislative prohibition, the use of tobacco, would follow the victory of the Prohibitionists in their campaign against alcohol has been stated by the *Courier-Journal* many times. Some readers have chosen to regard the statement as an effort to be amusing at the expense of the rampant Prohibitionists. Others have chosen to regard it as proceeding from a desire to represent the Prohibitionists as being more fanatical than they actually are. Of course the prohibition of tobacco would follow, logically, the prohibition of alcoholic beverages if the Prohibitionists could have their way, and if they can succed in prohibiting drink can they not succeed in prohibiting tobacco?

"Ours is government by majorities," says the man who likes his cigar or his pipe, "and practically everyone uses tobacco."

The prohibition of alcoholic beverages, by legislation invariably ineffective up to now, never has been accomplished by the votes of non-users of alcoholic beverages. Everyone hears, among his personal acquaintances, the voices of temperate drinkers and intemperate ones raised in behalf of probition, the temperate drinker urging it for the protection of the intemperate from temptation, the sot declaring in favor of it upon the ground that had there been prohibition he would not be a sot. Oftentimes the total abstainer is anti-prohibition, because he does not believe that one man should be regulated or reformed by what another man regards as good for him, and would prescribe not as a physician prescribes a remedy, but compulsorily.

Many users of tobacco, if they should be invited to vote for or against its use, would vote against it. The father of sons, perhaps a little too fond of his cigar, a sufferer from overindulgence, would vote against tobacco, as one who having experienced its illusory consolations, would protect inexperienced juniors. The man who chews the natural leaf, or some preparation of it, but believes that smoking is injurious, and that cigarettes are a curse fully equal to the curse of drink, in their effect upon boys, would not invariably vote for tobacco because of his love of his cud. All of the circumstances in which consumers of alcoholic beverages are willing to vote against whisky would influence consumers of tobacco to vote against tobacco. The tobacco growers are a handful by comparison with farmers in the United States as a whole who do not grow tobacco and who would prefer that their sons should not acquire a habit more or less deleterious, and that their employes should abstain from smoking and the fire risks it creates in the vicinity of the barn or other places of storage for combustible commodities.

The New York *Commercial* observes the signs of the times and says:

Prohibitionists are loud and long against sending tobacco to the soldiers in France and against the Y. M. C. A. and the Red Cross taking part in its distribution. Prohibition of tobacco is just as logical as prohibition of wine and beer, both of which were in common use all over Europe thousands of years before America and tobacco were discovered by white men. We laugh at the old blue laws, but we shall have them all again if our legislative bodies submit to other demands of the profesional reformers and prohibition lobbyist as abjectly as they are surrendering on the prohibition issue.

Why not? The blue laws were designed to suppress sin in the individual, regardless of the inclination of the individual. They were based upon the idea that society had the right to purge the individual of anything objectionable to the community, even worldliness, not for the protection of the community merely, but also for the salvation of the sinner. That is the platform of prohibition. After the prohibition of whisky, wines, beer, creme de menth, the prohibition of tobacco must follow or prohibitionism would be not only untrue to its ideals but also delinquent as to its opportunities for profitable agitation.

Speaking of profitable agitation, what would the professionals of Prohibition do after victory if there were nothing left about which to agitate?

What they would do, inasmuch as there is tobacco, a wayfarer though a fool should know. Consider the Golconda for the political adventurers which the wealth of the opposed tobacco interests would create. The brewers and distillers, to their own undoing rather than with any benefit to themselves, permitted themselves for years to be fleeced by costly opposition to Prohibition.

Tobacco factories are about as numerous and quite as rich in possibilities for exploitation as distilleries and breweries. Cigar stores are as numerous as saloons. Even tobacco growers might be "milked." Tribute from the tobacco trade and tobacco interests always in circumstances injuring it and aiding the Prohibitionists, could be taken for many years. The votes of women would go, largely, to tobacco prohibition. The pulpit would aid the movement fully as much as it has aided whisky prohibition. With "every prospect pleasing" the Prohibition leaders—who otherwise would be without an occupation—would undertake the Demon Nicotine as vigorously as they have undertaken the Demon Rum.

"Fund Doing Wonders"

Somewhere in France,
With the Sammies,
February 22, 1918.

Our Boys In France Tobacco Fund,
New York City.

My Dear Friends:

I received a box containing smokes and tobacco from you this date, 2/22/18, and it was sure welcome to me and the boys who are in the squadron with me. Inside on a card was the address of Mr. James Bartlet, 486 Elmwood avenue, Providence, R. I. I have written to Mr. Bartlet and thanked him for this present and I am going to take the liberty and the greatest pleasure to thank you the same way. And I hope you meet with the greatest success that can be met with in this campaign, for it is sure one great thing. If the people in the United States only knew how scarce tobacco is, in this country (France) they would not hesitate in helping you out. But on the other hand no one can realize how it is until they have seen it for themselves, and for myself I think the "Our Boys in France Tobacco Fund" is one of the greatest and finest undertakings that has started since the war. I hope they will have the best of luck in this undertaking, and you can take it from me, you have all the boys in the trenches behind you as well as behind the good old U. S. A.

You can tell the people back in God's country not to forget the "Our Boys in France Tobacco Fund," for they are doing wonders for us fellows over here, and if it were not for them I don't know what the boys would do, they all appreciate it very much.

I remain,
One of the Sammies in France,
1st Lt. Edw. J. Donovan
26th Aero Squadron,
American Expeditionary Forces.

PUFFING IT

Around me throng,
To hear my song,
All men, both white and black, O;
While I essay
A roundelay
In favor of Tobacco—
The leaf adored
By churl and lord.
Promoter of a pleasure
We could not buy
Tho' we should try
With all a Rothschild's treasure.

Words can't express
How we should bless,
With fervor and devotion,
Raleigh, who brought
With love and thought,
From lands beyond the ocean,
An antidote
For all that smote
Humanity with sorrow;
And from each face
Did care erase,
And smooth out ev'ry furrow.

Its fumes dispel
All griefs that dwell
Upon our minds, and eases
The wounded heart
From sorrow's smart—
It animates, and pleases.
As skywards curl,
With graceful swirl,
The perfumed clouds, they seem land
In which the mind
Doth pleasure find—
A paradisal dreamland.

—James Conway.

HOW OUR COUNTRY HAS DEVELOPED ITS WAR POWER

Mark Sullivan, in *Collier's* thus summarizes the achievements of the United States in a year. The figures show the extent of military preparations since the declaration of war.

	April 6, 1917.	April 6, 1918.	Ratio.
Trained soldiers under arms.	160,000 (Regulars)	1,400,000 (Regulars, N. A., and N. G.)	875%
National budget	One billion dollars	Twenty billion dollars	2,000%
Personnel of the Navy.....	84,000	343,000	400%
Personnel of the Signal Corps	1,400	140,000	10,000%
Annual production of merchant ships	250,000 tons	1,500,000 tons	600%

ENGLAND'S SCANT SUPPLY

The Proper Distribution of Tobacco Is an Important Matter in Great Britain—An Explanation of the Situation.

If one could imagine such an unholy thing as a Government of puritanical non-smokers there would have been not control, but collapse. Fortunately, legislators are almost to a man smokers, and can understand the service of tobacco to the Forces afield and afloat and to the munition workers at home. Hence we have the mild tyranny of a Board of Trade who look upon the tobacco industry as an integral part of war activities. The facts of the situation are recognized, and theories which the facts belie get short shrift.

The tobacco trade has not had to fight for its existence. It has had to fight against too much appreciation of the goods it makes. If there is an unsatisfactory feature to-day it is how to keep the Forces and the domestic smokers going on dwindling stocks. Here again the State control comes in, and will, we predict, be the force to keep things going steadily in the factories. As we have before pointed out, control to restrict has a way of becoming control to keep up supplies. War experience would divide all manufacturers into two sections—one to be suppressed as making unessentials and one to be controlled because their output is too precious either to waste or to jeopardize.

To conserve and encourage the production of war essentials is a very proper function of government in war time. Possibly no set of people recognize this more thoroughly than do the producers themselves. Of course, all depends upon experience, which is the only test of what is essential. Tobacco having come out of that test on the right side, it only remains for the magnates of the various controls, whether of goods or of shipping, to arrange classes of goods in accordance with their degree of essentiality. The Food Controller the other day said the reason he was appointed and his object was to avoid industrial friction, or words to that effect. We all know that the Tobacco Control originated from the same cause. The first moves in both cases were, we believe, to combat and prevent profiteering. This object having been more or less attained, the functions of the Controls now tend to the still more important task of assuring supplies of essential commodities.

It was not till somewhat late in the day that the equation between tobacco usefulness and tobacco supplies occurred seriously to the Government. The idea that tobacco was a food, in that it has some of the powers of food, was not realized officially. Nor was it fully seen that tobacco was a golden key to the workman's heart. The cry for plenty of tobacco is the most democratic one after the demand for food. A keen observer noticed during the transport strikes of pre-war days that for some days all transport was help up by the strikers except vehicles conveying two commodities, which even strikers considered essential. One of these was tobacco, a magic word which acted as a talisman.

Those whose lot it has been to have close associations with the tobacco trade for many years necessarily study its problems. A man like the chairman of the Imperial Tobacco Co. is no greater and no less in this respect than the chairman of any other tobacco company who has had a life-long experience of the trade. As a tobacco manufacturer on a vast scale his views are of great moment as evidence, because his life has been spent in a close study, not merely of making tobacco, but of the problems of public taste and public requirements. The late Lord Winterstoke was also a man of this type, one whose success was bound up with a vivid and intimate knowledge of what the public require.

The present chairman of the I. T. C. is emphatically a man who knows what he is talking about when he talks of stocks. His remarks about the tobacco shortage cannot be dismissed as the biased plaint of an interested party. His dictum that "the stocks in this country have dwindled to a dangerously low point" means what it says. It does not mean merely dangerously low for industrial purposes, though that too is true. But the danger referred to is a national one, and it was in that sense that the pronouncement was made.

"Men would eat more if they could not get tobacco," was quoted. And, of course, the converse holds good that they would eat less if they had tobacco. Say a man in practice ate an ounce less bread each day because he was consuming two ounces of tobacco per week—both estimates quite moderate—he would would be saving five ounces of shipping each week. And if you multiply that man by 12,000,000 you would get 60,000,000 ozs., or 1,674 tons, of shipping saved in one week. If it is once admitted that such a saving does actually take place in the everyday practice of routine life, it follows that importing tobacco is saving tonnage and not wasting it—even in terms of food, which is the highest terminology conceivable, ranking, as it does, with or next to shells and aeroplanes.—*London Tobacco.*



MISS MARTHA WELSH

Miss Martha Welsh, representing the Nightingale Cigar Co., has been described in some of the big newspapers of the country as the "Emma McChesney of the cigar business." A successful saleswoman, proving her capability by securing an order for a million cigars, making good constantly in calling on the trade, she has reason to be proud of what she has done.

Selling goods is not a new thing for Miss Welsh to do. For, prior to entering the cigar industry, she sold stocks and bonds for a Boston and a New York firm. Before migrating from Boston, her home town, she did newspaper work and learned a great deal about human nature. Miss Welsh is so expert in closing sales that from time to time she has been called in by other big manufacturers to land special orders where regular salesmen have fallen down.

ELIMINATING CABARETS

Ordinance Adopted Almost Unanimously by City Council Will Cause Quite a Lot of Changes in Chicago.

By a vote of 63 to 2 the City Council of Chicago voted Tuesday a week ago to abolish cabarets in Chicago, the new regulation to become effective May 1. The ordinance decrees that no entertainment, except instrumental music, may be provided in any place where liquor is sold. Even places that provide instrumental music must secure the approval of the police and pay an extra license of $300. Furthermore, no bar permit can be issued to anyone charging an admission fee. Where intoxicants are not sold, any sort of a cabaret may be provided that complies with the law in other respects. The effect of the ordinance will be to materially change the character of some of Chicago's famous restaurants, but the hotel men of the city quite generally express their willingness to obey the law. A number of the leading hotels of the city had already discontinued their cabarets and will not be affected by the new ruling. The feeling expressed by those who are affected is that the measure was passed through the instrumentality of the brewers, and while some places will be hit, the general effect will not be hard to overcome. Some of the expressions of Chicago hotel men, quoted by the *Hotel World,* are as follows: Frank Bering, of the Hotel Sherman: "We'll abide by the law. I do think the passing of ice skating will be missed, for it has made Chicago talked of everywhere and has revived interest in ice sports." James Galbaugh, of the Morrison Hotel, said: "All our entertainments—cabaret, ice skating and dancing—must go, but in its stead we'll have as fine an orchestra as we can get. We'll build a stage where the ice was in Terrace Garden." Emil Demme, of the Hotel Bismarck, said: "We've had no entertainment but dancing, and in its place we'll have an orchestra." Neither the Blackstone nor the LaSalle will be affected by the change as they have not had any cabaret or dancing for some time.

As It Is Done Now in England

The ration card for customers of a retail tobacconist in England is here reproduced from London *Tobacco.*

E. WORDSWORTH, "The Tobacconist,"
20, STANDISHGATE,
14, KING STREET, and
45, WALLGATE,
} WIGAN.

WEEKLY TOBACCO CARD

To ensure supplies for OUR REGULAR CUSTOMERS

Shop.....Approximate amount per week.....ozs.

Name..... No.....

Don't Hoard **Don't Overbuy**

My Customers can rely on Full Supplies while it is possible to get them.

Extra Efforts to Promote Liberty Bond Sales

Practically Every Philadelphia Cigar Dealer Will Be Actively Associated with the Good Work—Bushnell's Excellent Suggestion Adopted Unanimously by the Cigar and Tobacco Merchants' Association—Making Use of Many Store Windows—The Extension of the Schulte Chain—The Quaker City Exhorted to Clean Up—The Little Fellow and the Price Changes

PHILADELPHIA, April 2.—Nothing much but Liberty Bonds, or advertisements of these highly desirable and necessary adjuncts to any man's list of securities, will be visible in the bulk windows of most Philadelphia cigar stores next week, when the drive for the third loan will be started. Not only have the dealers here, members of the Philadelphia Cigar and Tobacco Merchants' Association, agreed to push the sale of bonds harder than they ever pushed even the six cent cigar, but they have also unanimously and formally voted to turn over at least one window next week to the sole display of Liberty Bond advertising.

This unprecedented move was suggested last week at the meeting of the association in the Adelphia Hotel by W. P. Bushnell, resident representative of E. M. Schwarz and Co. It went over the top without a dissenting voice. The association then also voted on and carried a motion by Samuel Beckett that the words "Recommended by the Philadelphia Cigar and Tobacco Merchants' Association" be printed on the bottom of the main placard to be used in the display. A placard is to be printed by the Association and distributed to all members. There will be a background of an American flag, but nothing else in the window—not even a cigar or a cigarette.

Five more new members have been rounded up for the association by the hustling membership committee. They are F. P. Hollinshead, Alva Ungelbuehler, C. G. Fanz, John M. Bauer and John A. Cohee.

That spring drive started by the Schulte chain here a few weeks ago, during which it was announced that objectives at Wilmington and Washington had been captured without resistance and that the firm is now consolidating gains in those towns preparatory to opening up, not to mention the new Trenton store, is about to be extended. This time a line of Schulte stores will be thrown clear across the state of Pennsylvania, in various cities and towns the names of which are withheld until sites are selected. In the meantime announcement is made that the new store at Broad and Walnut streets will be opened next Thursday with Ben Bernstein in charge. Mr. Bernstein was formerly manager of one of the Chicago stores in the Schulte chain, and more recently of one in Detroit. The local stores of the chain have just received an importation of the famous Missouri meerschaum, which had almost disappeared from the local market. They are selling, friend reader, at 13 cents or two for a quarter, but this includes a hard rubber stem.

Dan Ostrow, proprietor of the City Cigar Store at 7th and Chestnut streets, has added to his stock the line of Manuel Fernandez, of Tampa and Chicago, in six sizes selling at from 10 cents straight to three for a half. Dan has also stocked up heavily with El Producto, the G. H. P. Company's specialty, as a result of giving it a trial window display for a week. It brought in so many orders that Dan bought about a truck load.

Recent visitors to the local trade included John R. Hoffman, of Selak & Hoffman, Wilmington, Del., cigar makers; A. J. Diver, of the Cien Porciento Company, Porto Rican manufacturers of New York; D. Harry Mouesdale, of the Sanchez & Haya Company, Tampa, who spent a week at the headquarters of the local distributors, Leach and Company, 10th and Chestnut streets; W. S. Lakamp, of the Brunhoff Manufacturing Co., Cincinnati; E. Kleiner, of E. Kleiner & Co., Inc., and C. F. Patrick, manager of the Cigar Department of E. A. Saunder & Sons Co., Richmond, Va.

Another one of those bombshells has been exploded by the Secretary of the Navy in the quietude of the lanes and byways of this supposedly sanctified Quaker town. And it's the same old yarn of the lid having been removed. Secretary Daniels in his latest effusion, which is based on a report by Raymond B. Fosdick, who made an investigation for the Secretary, says the Philadelphia cops are in league with gamblers and organized vice, and perhaps he's right. But the Mayor is no more interested than he was when six or eight strong arm bulls busted into the cigar store of Harry Cohen down in the Fifth Ward last August and beaned Harry with blackjacks, thereby starting a reign of terror that didn't even wind up when a cop was murdered on September 18—as a matter of fact it hasn't wound up yet, and if you don't believe it, ask Harry or any other cigar dealer who don't vote the way the gang says is the "right way."

However, in spite of all this unpleasantness dealers here say the demand for their smokes is still growing, but so far Secretary McAdoo hasn't done much of anything to hurry along shipments. Every manufacturer in town is selling 'em as fast as he can make 'em, which isn't nearly as fast as it would be if he could only get about forty per cent more labor for his factory.

So many changes have been made in prices lately that the little feller in the outlying districts who tries to carry a full line of cigars and tobaccos and pipes and cigarettes and chawin' terbaccer, as well as a choice selection of social stationery and school supplies and small toys and candy and magazines and dry goods and tin whistles and so on, is having his hands full. We rambled into one such the other day to buy a popular brand of smoking tobacco and it took the gent behind the counter fourteen minutes by the clock to figure out just where he would get off if he let us ease out with a payment of six cents. He finally did, but he had a feeling at the back of his head while so doing that he was losing at least three dollars and a half. And the last thing he said to us was; "If you hear of a cheap adding machine send the owner around to see me. I'll pay him bimeby and take it off his hands."

Seriously, it is no joke. Yet the smoker is not kicking. More than a dozen retail dealers say so when they are asked what sort of a reception the public is giving to advancing prices. The answer, according to the dealers, is that most people have money now. Which brings up the point that the best time to get it is now.

ITALIAN TOBACCO TARIFF INCREASED

While the sale of tobacco in Italy is a Government monopoly and the importation of leaves, stalks and extract is prohibited, says the *Gazetta Ufficiale,* manufactured tobacco of foreign origin may be imported for individual use. The duties applicable to such imports have been considerably increased by a decree of January 3, 1918. These increases will remain in effect as long as the higher prices for retail sale fixed by a decree of August 23, 1917, are maintained by the monopoly. The accompanying table shows the old and new duties (lira, par value, 19.3 cents; k 2.2046 pounds):

Article.	Rate of Duty. New. Lire Per Kilo.	Old Lir Per
35 B—MANUFACTURED TOBACCO.		
1. Manila and Havana cigars, imitation Havana cigars and cigarettes	50	3
2. Of any other quality	35	2

The weight of boxes containing tobacco f the above varieties for personal use is n included in the weight for duty, provided su boxes are of a kind ordinarily used as conta ers. Licenses must be obtained in Italy i the importation of tobacco.

A HIGH-PRICED HOGSHEAD.

By E. T. Robards, in the *Southern Toba Journal,* Major Ashcroft of Paducah, Ky., credited with telling a story of high toba prices.

"It happened in 1864."

Jack Anderson, a planter in Brandenbu neighborhood, an unusually fine grower a handler, one day took a hogshead of toba co to Hardinsburg to sell, and the best off he could get was $15 per hundred. He wa ed $20, so he refused the offer, and shipp it to Louisville, to the warehouse of Spra & Co. to sell on the hogshead breaks. H took the boat, and came on up to attend its sale.

On the day of sale, Anderson noticed o hogshead was started at $25, so he sli around to see Mr. Spratt, and asks, "Who hogshead is that?" Mr. Spratt went awa and the bids went on up to $35, and to $5 Anderson got nervous, and went to M Spratt again, and asked, "Did you say th was my hogshead?" Mr. Spratt turned a said, "Yes, I told you once, that was yo hogshead." Bids ran on up to $75 and to over $100.

Anderson was in a tremor, and nervou and for the third time he sought out M Spratt, and said, "Ain't you mistaken abo that being my hogshead?"

Mr. Spratt turned to him and sai "Damned if you don't get the money for it

The price ran on up to a final sale at $11 50 per hundred, for a class of tobacco th rarely in times of peace brought as much $10, and not infrequently nearer $5, per hu dred.

When Jack Anderson got his cash he pok it down his flank, and took the next boat f home. Reaching Brandenburg, he got on h horse, and lit out for home. When near t house, and seeing a light in the window, began hallooing; and on reaching the hous his wife seeing him unduly excited, and pulling out his "bank roll," showing it to he she said:

"Jack, where did you get all that money

Excitedly he tried to tell her he had s cured that for his hogshead of tobacco, wh she turned to him and said:

"No, Jack, you've been gambling."

UNCLE SAM'S SUPPORT

The United States Now Is the Banker for the Allies—Loans to Other Countries Amount to Nearly $5,000,000,000.

WASHINGTON, April 2.—One year after e tering the war, the United States admittedly the banker of the Allies. In twelve month the American people have poured $10,000,000 000 into the war pool. Of this, nearly half ha gone in outright loans to the various allie The international ledger balanced up about th way today: Indebtedness to the United State Great Britain, $2,500,000,000; France, $1,440 000,000; Italy, $550,000,000; Russia, $325,000 000; Belgium, $98,440,000, and Serbi $6,500,000.

St. Paul's Halo Is Composed of Prosperity

Cigar Trade Is Good in Minnesota's Capital

St. Paul, March 28, 1918.

Cigar and cigarette salesmen have been lentiful in St. Paul during the past week. ll report that business is showing a big ıcrease. Popular brands are hard to get beause the freight embargo has delayed many ıipments.

If better than in most cities retail prices re established in St. Paul, praise is due the ood work done by the St. Paul Cigar Dealrs' Association. There seems to be trouble rewing for the local manufacturers, and alks of pending raises to be demanded by ıe local cigar makers will take place hortly. The manufacturers are expecting rouble and will be prepared to fight the deıands.

"Do your bit" boxes are placed in all the igar stores. They collect smokes for the oldier boys who are "over there."

Rex, 16 for 10 cents, is a new cigarette eing placed with the dealers. Rex is made y the P. Lorillard Co.

Quite a few "Condax" displays are seen ow in St. Paul. These good cigarettes are oming back strong with the St. Paul mokers.

The St. Paul Cigar Dealers' Association is loing a lot of good work mainly in the way f having dealers put up prices so as to have verybody selling at a uniform price. They ssued a wholesale and retail price bulletin 'No. 1" a few days ago that will remain in orce until their next bulletin comes out, vhich will be April 10.

Florencio Vega & Co., of Chicago, have heir 5 cent Cuban smoker going good with everal of the larger dealers.

Bill Gates does the heavy work at Winecke & Doerr's main store. His fine window displays are original and they are creating a lot of talk.

The Olinda clear Havana cigar of Grommes & Uelrich, Chicago, and the Perfecto Garcia of Perfecto Garcia & Bro. are seen in many ases.

Gene Gates shows the following brands in is cases: Mi Lola, Muriel, Perfecto Garcia, Gato, Juan de Fuca and Americus. Gene is one of the hardest workers in the trade for he betterment of the retail conditions.

Geo. L. Samuels is the Lorillard booster around the saintly city and he is some booster. He has Murads right up in front ll the time.

Fred Forceen, formerly with the sales force of Thos. W. Short, is now at Camp Dodge, Iowa, having been called to the colors n the last draft.

Tom Moore cigarros have advanced in price. They now sell 10 for 20 cents.

Tuxedo tobacco has also advanced. All packings cost the consumer more.

Cincos find a ready sale with the smokers at the 6 cent price.

St. Marie Cigar & News Co. carries a big ine of cigars. The company shows in many sizes Tadema, Garcia and Vega, R. A. Bachia & Ca., Favorita de Cuba, Charles the Great, El Corso, Centropolis, Casa Vista, and Fraunce's Tavern. At present Condax cigarettes and Casa Vista cigars are displayed n the windows. Napoleon St. Marie is the head of this progressive firm and an untiring worker for the St. Paul Cigar Dealers' Association. Much credit is due him for the work he has done so far.

The W. S. Conrad Co. is boosting the Gato. They are putting Gato cigars in a lot of new places.

Graham Courtney cigars are sold here and the dealers who handle them report excellent business.

Lord Romeo short smokes are now sold at 15 cents the package of 6.

Thos. W. Short has a fine Condax cigarette display in his window.

R. R. Roberts, on Jackson Street, is featuring Darby and Joan, 3 for 25 cents, in foil packages. They are selling well.

Americus is a winner. The Western Grocery Co. job the brand here, and nearly every store is selling this popular cigar. Dealers say Americus has "gone over" big.

Sight Draft cigars, now sold at 6 cents, have not lost any of their friends since they left the 5-cent class. The Conrad Co. reports sales as large as ever on this staple seller made by Gresh & Co.

Billy Bounce 5-cent smokers have bounced into several St. Paul cases. They are made by the Coraza Cigar Factory, of Milwaukee.

Winecke & Doerr have a fine Dutch Masters display. This brand of the Johnson Cigar Co., of Grand Rapids, is one of the quick sellers with this house.

Keywesters, made by Gato at Key West, are hitting the high spots, and you can see them on many show cases. They sell for 6 cents. Fred Oakes makes this field for the factory.

Gene Gates has added the Tuval & Sanchez and Haya brands in many fine sizes to his stock. They will be featured by Gates at his two stands.

Muriel short smokes are now on the market. They sell 10 for 25 cents and come to the dealers in cartons of 10 boxes.

Thos. W. Short is doing a bigger business than ever. He uses as leaders El Sirrah, Gato, Henry the Fourth, Coraza, Mozart, Mi Hogar and American Maid, in many sizes. He is an up-to-date retailer with much "pep."

Harry W. Johnson in his chain of stores plays strong on Mozart, Jan Kubelik, Lovera Lucella, and Emseco.

Norman Starr, of Kuhles & Stock, besides being a manufacturer is an A1 salesman. He has many fine accounts in St. Paul.

Helios are featured by the St. Paul Drug Co. They go over the counter at 5 cents.

At the Lowry Building cigar store a large Murad window attracts much attention.

T. W. Tuchets Sons, local manufacturers, do well with 2-Chelt cigars, which they make in a variety of sizes.

Gus Kafka has two good sellers in the Norma and Liederkranz cabinet brands from R. Steinecke & Co. Gus has one of the best box trades in town and features many fine lines.

The W. & D. Panatelas, controlled by the Minneapolis Drug Co., are moving at a merry gait.

The New Papoose 5-center is now sold in several stores. They are made in Davenport, Iowa, and start out like a Derby winner.

Cuba Linda, from Ruy Suarez & Co., is handled here by Napoleon St. Marie.

Kuhles & Stock Co. is the maker of the All Stock jitney smoke, in big demand in St. Paul, Minn.

Tom Connors, representing E. P. Cordero & Co., was a recent trade visitor.

Frank's pipes are in demand. A full line is carried by the dealers that feature pipes.

Byron Lederer, known to the cigar trade throughout the country, is in town. Lederer is now in a different line of business and is doing well.

The St. Paul Hotel cigar stand endeavors to please customers. They carry Van Dyck, Olinda, Americus, La Preferencia, Webster, Harvester, La Paleina and many other brands. A full line of Upman and La Coronas are featured in the imported case.

The Best & Russell store is displaying Robert Burns.

Flora Mia, a new 6-center from A. Santaella y Ca., has reached town.

El Verso keeps right on a-going. The business on this popular cigar is very large.

La Palina, from the Congress Cigar Co., Chicago, increases in sales. You can hardly step into a store now and not find this brand.

Another one of the big sellers is El Roi Tan, which is jobbed by Stone, Ordeau & Wells Co. "Some seller."

Kotton cigarettes, from 'way down South, are in demand.

Dick Roberts' leaders are Mi Hogar, Romeo Garcia and Charles the Great in five sizes, and Three R Special and Donzella in the 5-cent line. Dick also carries many other brands.

Marc Antony, from Berriman Bros., is handled by the Western Grocery Co.

Helmar and Murad displays are numerous in the down town section.

The dealers who carry candy as a side line have advanced all 5-cent pieces to 6 cents.

La Venga clear Havana, made by Celestino Vega & Co., of Tampa, is jobbed in St. Paul by Winecke & Doerr.

The Endicott Cigar stand features La Integridad, Gato, El Sirrah, Mozart, American Maid, Henry the Fourth and Eden brands.

Walls Court, from F. Lozano Sons, and La Azora, are "it" at the retail stores of Winecke & Doerr.

The Paul Jones and Broadwell brands, made by A. & S. Valentine Sons, of Philadelphia, are well distributed here.

"If tobacco dealers cannot do business on a profit of less than 25 per cent, then there must be too many dealers," appeared in one of the daily papers. The association quickly called that newspaper's attention to the statement and in trying to set the matter right it was said the remark in question was based upon the assumption that the profit mentioned was net. "The dealers wish it was."

Fred Suss, of R. Steinecke & Co., and Harry L. Harris, of Harris-Schwarz Co., both called on the trade and found business good.

Magno shade grown wrapped cigars from L. Sanchez, Tampa, are sold by R. R. Roberts.

Hart & Murphy are the makers of the El Firina brand, which is firmly entrenched with the St. Paul trade.

"Going just as big as ever," is the word from the Kuhles & Stock Co. when asked how Aquilas, their leading seller, was progressing.

Business at the Ryan Hotel cigar stand is good. It ought to be, as they carry a large variety of fine brands.

Little Tom, now 6 cents, and Tom Moore are jobbed by Winston, Harper & Fisher.

Camels are going at 16 cents a package of 20. They are leading the field in sales.

In the newspapers is an ad calling the smokers' attention to the fact that Sight Draft cigars are now 6 cents.

Fleur de Venice, from Marcus Feder & Co., Cleveland, sell 2 for 15 cents. They come in foil packages.

Jos. P. Whitwell, of the North Star Tobacco Co., is hard at work on Robt. Burns and Little Bobbies. J. P. W. is a hard worker and has a big following.

Frank J. King controls the La Palina, San Felice and El Rayo brands for St. Paul.

Roman Dobler, representing Park & Tilford, is expected here in a few days.

Lovera shade grown wrapped is now being placed with the trade.

(*Continued on page* 24)



A Fiesta in the Philippines

In 1882 the Tobacco Monopoly in the Philippine Islands was ended by a decree of the Governor General. The natives of the towns and villages joyously celebrated the event by holding fiestas in the northern provinces of Luzon where the greater part of Philippine tobacco is grown. This monopoly had continued in operation for a hundred years and during that time "Manila" cigars found a ready market and won a splendid reputation when permitted to reach the shelves of cigar and tobacco dealers in countries where tariff laws did not prevent their importation.

Manila cigars of standard quality maintained by the Philippine Government have repeated their successes in the United States during the past two years.

Have You Obtained Any of the Benefits of That Trade?

STOCK MANILA CIGARS!

THERE IS MONEY IN IT!

List of manufacturers and importers on application

Manila Ad Agency **546 W. 124th St., N. Y.**

Tampa Cigar Shipments Expedited and Increased

Government May Use Tampa Bay Hotel as a Hospital for Convalescent Soldiers —Box Manufacturers Advance Prices Again—Cuesta, Rey & Co. Have an Exhibit in Washington—Eli Witt Acquires Control of the Havatampa Co.—Tampans Buy $100,000 Worth of War-Savings Stamps

TAMPA, March 30.—Represented by Lieut. Charles Ganz, Surgeon General Gorgas has notified the Tampa Board of Trade that the War Department would very much like to have the Tampa Bay hotel for use as a hospital for convalescent soldiers brought back from France, and the topic, involving Florida's most famous hostelry, is naturally the most interesting being discussed in the city at present. The board is opposed to granting the hotel for this use, unless the need therefor is imperative, and the suggestion has been made that the citizens erect a hospital for the government at Sulphur Springs, a health resort six miles from the city. If Gen. Gorgas insists upon having the Tampa Bay, home of cigar manufacturers for years, however, it will be given the government without complaint.

Transportation conditions have improved somewhat lately, as a result of which the manufacturers are able to ship cigars and bring in material to better advantage. They have been greatly handicapped since the embargo went into effect, but continued improvement of conditions is expected from now on.

Tampans to date have invested $96,385.09 in War Savings Stamps, and before nightfall a record of $100,000, is expected to be made. The city leads Jacksonville, Pensacola and other municipalities of Florida by a wide margin in this phase of war work.

At a mass meeting of the Board of Trade, held Friday night, members declared that they would stand solidly behind T. Ed. Bryan, nominated unanimously for the presidency of the body, in any undertaking in behalf of the city or section. Efforts are being made to have Mr. Bryan continue as head of the cigar manufacturers' bureau of the Board, but it is not thought that he will be able to do so.

Being dissatisfied with the failure of the present Board of Port Commissioners to respond to the demands of the engineer department of the government that certain harbor facilities be provided by the city in return for an appropriation that will give Tampa's harbor a depth of 27 feet, prominent citizens this week nominated candidates for membership of the commission against the incumbents, a majority of whom seek re-election. Unless the city accedes to the demands of the engineers it is feared that the appropriation will be lost.

Congressman Herbert J. Drane, representing this district, has a display of Florida products in his office in the House Office Building at Washington. Among these is an exhibition of cigars manufactured by Cuesta, Rey & Co.

Phillip Pfahl, a German-born employe of the Tampa Box factory, was today forced to leave his work by American employes, who insisted that, although he has taken out his first naturalization papers, he is not an American at heart. Pfahl was formerly employed by the Tampa Shipbuilding & Engineering Co., a German-managed institution which has been the subject of much criticism, and was forced out of his position by the government.

Local box factories have announced a further increase in the price of cigar boxes, making an increase of 100 per cent or more during the past two years. The price increases announced are as follows: Three cents per box on orders for one size of less than 20 boxes, two cents on from 20 to 50 boxes and 1 cent on from 50 to 100 boxes. No present increase is made on larger orders.

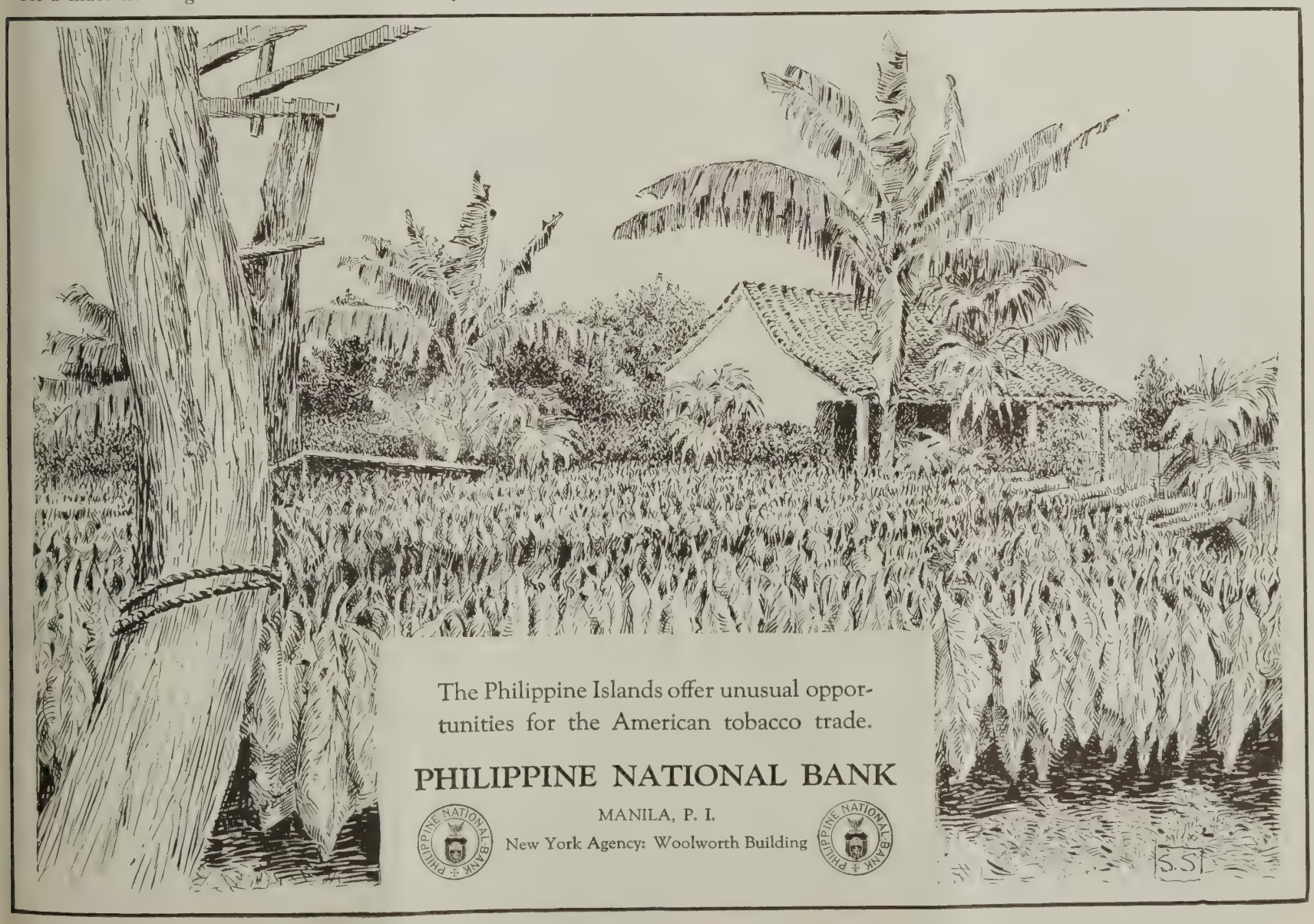
Ben Cosio, of Jose Lovera & Co., who has been indisposed for several days, is convalescent.

Jose Lozano of F. Lozano Sons & Co., who left for New York last week to take his sister home, is expected to return early next week.

Mortimer Regensburg, head of the Regensburg factories, is still in the city. He is expected to return to New York next week.

Eli Witt, local distributor, has bought the controlling interest in the Havatampa Cigar Co., which manufactures the Tampa Nugget cigar. Mr. Witt is also trying to get a contract for furnishing cigars to the two army aviation camps at Arcadia, Florida.

Arnold Falk, cigar manufacturer, has leased for a long term of years a large property at Conti and Chartres streets, New Orleans, diagonally opposite the new courthouse, and will convert it into a modern "daylight" factory. The new factory will have about 22,000 feet of the floor space. The property comprises a four-story brick building with an annex, and is owned by the Mercier Realty Co. The factory working force will be largely increased, and various conveniences installed for the comfort of the employes.



Perkins Makes Ready for Third Big Drive

Chairman of the New England Tobacco Committee Has Made Excellent Arrangements to Accelerate Sales of Liberty Bonds—It Is Easy to Sell Good Cigars in Massachusetts—Boston Optimism Isn't Entirely Induced by Fine Spring Weather—Tucker & Co. of Lynn Have Retired from Business

BOSTON, April 2.—Chairman Charles B. Perkins, chairman of the Liberty Loan Committee representing the tobacco trade in New England, has made arrangements for the Third Big Loan drive. All retailers in greater Boston have agreed to display in their windows and stores posters distributed by the Federal Reserve Bank, and insert in all their mail, circulars advertising the loan; the jobbers will have Liberty Loan posters on all their delivery trucks.

Chairman Perkins personally is visiting dealers emphasizing the importance of subscribing heavily as possible, as well as to have them urge their employes to buy all they can afford, and furthermore to assist employes in purchasing, by allowing them to pay a small amount each week until the bond is paid for.

D. Emil Klein, of E. M. Schwartz Co. was here for a few days last week. He reports that the New York factories acceded to the demands made by the strikers and all are back to work again.

It is easy to find buyers in stores outside of Boston. There was a time when a salesman, calling on the trade in New England cities, would bat for about five hundred; now his average is boosted to one thousand. The reason for this change is the scarcity of help. The boss has got to put in some good long hours now, as they open early and close late.

Frank Lopez, representing Garcia & Vega, was saying "how de" to his old time friends this last week. Frank is home in Boston, as it was from the Hub of the Universe that Frank first started on the road. He has a big following in clubs and hotels here. Garcia & Vega cigars are appreciated by smokers who desire quality.

The United Cigar Stores Co. opened a new store at the corner of Summer and Kingston street, and Superintendent Pearson did a wonderful piece of work, moving from one store to the other without interrupting business in either store. It was some stunt.

Fred Suss, of R. Steineke Co., returned to his home town after a successful Western trip.

Al Korn, representing S. Furgatch & Co., is wasting away to a ton. Say Al! what are you doing with your old clothes? Each visit he has a new suit, outgrowing the one worn on the previous visit. He claims it's all the fault of eating War Bread. Maybe it is. Cut out the war bread, just take it without food.

Charles B. Perkins and Al Heanault, of Charles B. Perkins Co., visited all the Summer resorts on the South Shore last week, booking the heaviest bunch of business for the Summer Hotels that they ever secured.

George Hall, of the Adams House, returned from Palm Beach last week.

Arthur Barr, shipper for Baker Bros., is liable to be taken in the next draft, as well as Eddie Dugan, who travels the North Shore for Baker Bros. He has passed his examinations for the Aviation branch of the service.

El Arabe cigar, made by the Benito Ovira Co., is handled in all the best selling shapes b William McGreenery, the Merchant's Ro retailer and jobber. El Arabe has made goo with the consumers in this section of the cit

Rosenthal Bros. & Bendetson have adde another truck to their delivery system. Th new car is resplendent with Muriel Cigar Ad vertisements. Muriel sales have grown im mensely in Greater Boston.

April 19, Anniversary of the Battle of Lex ington and Concord, also is the day whe nearby Summer resorts open up, and th boats start running. A few more weeks o good weather such as we have had this week will start things going in the right directio Jobber's salesmen are flocking to resort loading up the trade for the opening day.

Mr. Norris, formerly assistant manager o the Ocean House, Swampscott, Mass., ha leased the Cliff House, Winthrop Highlan Mass., and has a large booking for the Sum mer. The hotel is now open and well fille

Some of the Summer hotels will not ope this year on account of the help question. Sal aries paid at these places are not large, y they are as big as the house can stand, an such help can get work elsewhere, havin shorter hours and being better paid.

Tucker & Co. at Lynn, Mass., have gone ou of business. Harry Hooper who manage this business for many years, is taking a need ed rest, after which he has several proposi tions, in the tobacco trade, that he may con sider.

In Nyasaland, Africa, the tobacco crop ha suffered severely from the ravages of th tobacco beetle.

The cigarette factory of Terfani & Co Ltd., at 32 Chryssll Road, Brixton, was burne

FINE SPECIAL FOR RETAILERS



This attractive Container shows our new Carton Package of 5 *Choice Dutch Stogies* selling for 15c. Best retailers' proposition in high grade goods on the market. Gets rid of the 3c sellers and brings a satisfactory profit to the dealer. Correspondence solicited from live Jobbers.

Manufactured by

The Kildow-Lynn Co., Dayton, O.

James T. Highland, Sales Manager

ESTABLISHED 1851 TRADE C.P.F. MARK

THE OLDEST PIPE HOUSE IN AMERICA.

ITALIA PIPES



REAL ITALIAN BRIAR ROOT, SOLID VULCANITE MOUTHPIECES AND STERLING SILVER BANDS.

Write for Samples and Prices

KAUFMANN BROS. & BONDY

33 EAST 17TH ST., NEW YORK, N. Y.



Herbert Tareyton London Smoking Mixture

"There's Something About it You'll Like"

Falk Tobacco Co.

New York, Richmond
London

Taking a Long Glance at Cigar Trade Conditions

Up-State Dealer Recommends Mixing the Goods in the Cases

New York State Capitol District
April Fool, 1918.

"Holy pickerel!" gasped Benny, passin' outa 25-cent certificate for a nickel-coupon wit' a sack of Bull Durham, "Didcha hear, Mr. Ash, that th' War 'Partment has put th' crossed fingers on all cigarette an' tobacco shipments to our fellers in France?"

"Yep, that's jest wha' they done! None uv our soldiers Over There can't even git a bundle a-smokes now from Cousin Kate 'less they gits up a petition ter th' kernel er som'-body, have it K. O.'d, mail it over here, then make Sister Sue or th' lawful 'tested notary-wit'-seal relative or fren' show th' pay-pers to th' properly constituted 'thorities at th' express or postoffice!"

"By that time, a-course, th' frankfutters will be back in Frankfort, th' scrap'll be a hist'ry subjict in th' high-school, an' th' fightin'-felly who wanted th' smoke'll be marchin' in th' Decoration Day peer-ade, carryin' Willie Hohenzollern's double black-eagled banner as a trop'y."

"An', at th' present time, wholesale an' retail houses lik' this here firm uv Stubb & Ash, will be obliged to git 'long wit' out th' business of sellin' t'ings ter th' many, many Sisers o' Sailors an' Soldiers who defend th' American Eagle where smokes is importanter than th' general-in-command!"

"Here's 'nother funny t'ing," continued Benny. "And that is th' floppin' of Jolly Jim Emerson. Why, for years an' years Jim o' Warrensburgh has bin knockin' th' stuffin' outa anti-saloon leagues, W. C. T. U.'s an' all odder dry-as-dust 'sociashuns."

"An' now he quits th' wet fight in th' legislatter, an' he goes over ter th' prohibs wit' th' treemenjous inflooence of his Senate chairmanship an' vote! This, then, leaves th' wets wit' still one ballot ter th' good. But it looks kinda dry an' dusty fer th' wets at that, 'cause th' prohibs are breakin' thru th' saloon 'trenchments lik' Carrie Nation goin' over th' top in a British tank shootin' ice water at th' enemy!"

"Meantime," commented Mr. Ash, "I see that th' soda fountains are doing more business than ever. Why, during the noon rush, right down there on Broadway, at the Warner Drug Co. branch, men stand in there three deep frequently, waiting for a turn at the temperance drinks."

"And, I note, too, that the center window of this store continues to boost the Estabrook & Eaton line for Harry Stearns. Last week they featured the Fame cigar. This week the display consists of the Marguerite brand. This is an excellent advertisement for these Boston cigars."

"Over on the other corner," went on Sam Ash, as he set the clock once more to keep pace with the gained time of daylight saving. "Corporal John Friendt tells me that Manager Shaxby of the J. W. Stevens store has been sick a week with a bronchial difficulty."

"He came back on the job Tuesday, but was forced to get in bed again and stay there. So John has been on duty almost continuously for several days. Proprietor Stevens helps at the desk."

"Good evening, gentlemen," saluted a voice from the grand entrance to the big tent, and Panul Wessells walked in. "How is the cigar business?"

"Oh, so-so," responded Mr. Ash carelessly, as he sold a thrift-stamp to a customer too old to fight the Kaiser, but not too old to help win the war. "If I could sell cigars like thrift-stamps, we'd have to buy another cash register with multiple drawers to store the quarters."

"Then push the Robert Burns and the Owls," advised Paul, "and you'll be surprised to see what a largely increased trade you'll have from smokers who appreciate both thrift and good cigars."

"Good cigars reminds me, Jim," said Mr. Ash to his partner, Jim Stubb, "that the Arcade Cigar Co., at 568 Broadway, are selling quite a few Dubonnet goods. And they say that there isn't a better buy in Albany just now than that brand o'smokes."

"About this time next Monday," remarked Sam Ash, flipping an advance-postal in the memo-drawer of his mahogany desk, "I suppose I'll have to dig up an order for After-Dinner Greenwald. For this here card says as how he'll be lookin' in for an order of cigars to mail to the Inter-Borough in New York. So we'd better let him book us, Stubb, for some more of those Seidenberg goods."

"Sure," agreed Jim Stubb, strikin' a match to a Henrietta, "an' we'd also better tell Jim Stuart to put us down for another lot of Cincos before Eisenlohr boosts th' price to 7-cents, 3 for 20. That new 5-cent Cinco may sell, too, so we'd oughta have some of each. This 6-cent game ain't what it's cracked up to be, not by a long-shot, Sam."

"That's just what Billy Orr told me, not an hour ago," answered Sam, while making the notations to order the Seidenbergs and Cincos. "Yes, Billy came down from Gloversville today, coverin' th' trade in th' Capitol District on his Eccentric brand. An' he spoke about this six-cent business. He seems to believe you can't sell many six an' seven-cent cigars 'round here unless th' dealer mixes 'em up in his cases with th' better stuff.

"For instance, Jim, you know how it is in your own cases. There we've got th' imported goods 'way up front, all set apart by theirselves. Next comes a line of 15-cent an' two-for-a-quarter clear Havana an' blended brands. Then, stragglin' along, are th' domestic straight tens, three-for-a-quarter, four-for-a-quarter, seven, six, an' what's left of th' five-centers.

"But Bill's idea, Jim, is to mix th' cheaper stuff with th' better, all thru th' cases. His argument is reasonable, too, for he says a man comes in to buy a cigar for a nickel, say, an' he finds it in th' new six-cent class. Alright. But it isn't alright. Because, this feller feels sore over th' penny raise, an' just for spite, won't buy th' six-center.

"So, lookin' 'round, he spots a three-for or a straight cigar which looms up big, an' he buys that. Right there, then, Billy reasons th' mixed case is superior. Otherwise, th' smoker in doubt might go down th' line an' sell himself som' stogies."

"How's Billy Orr find th' jobbin' trade in Gloversville, Sam?" asked Jim Stubb, knockin' th' ash of his Henrietta in Sam's re-finished Easter Stetson, model o'17.

"Oh, Billy admits business is fair, goods hard to get, money harder yet, an' prices generally offensive. His own ten-cent Eccentric has gone to $73. So he urges th' retailers to buy th' bigger-an'-better two-for-a-quarter size, made of finer silk, an' edged with thicker velvet for th' dealer.

"Tho, all in all, Jim, Billy Orr is pretty well satisfied with conditions up-State. For he's a distributor who swims up-stream, never down, like a dead-one. An' he says, even tho Fulton an' Herkimer Counties have got enough snow to run 'em thru to th' Fourth o'July, they've also got lots of good air an' pure water to sell th' down-State fol when they come up in th' mountings thi summer for th' annual ten-days of wreckrea tion."

"Speakin' of Billy Orr, Sam, reminds m that I saw Scott Gillespie last week," relate Jim Stubb, droppin' th' balance o'his Hen rietta ashes under th' sweat-band of Sam' pearl-gray helmet.

"W. Scott Gillespie of Kingston, eh? placed Sam immediately, thinkin' of th' al ways pleasant greetin' sure to be extende by th' warm hand of th' this fine old-tim cigar man. "When was he here?"

"Last Wednesday, I think," recollecte Jim, puttin' th' stump of his smoke, like feather, in Sam's hat-ribbon, while th' afore said Sam remained oblivious to everythin atop th' desk 'cept that Jim Stubb was som ere leanin' there while he, Sam, endeavore to finish his excess profits report before th Internal Revenue Collector, down there i th' Albany Federal Building, sent a deput aroun' to seize 'im at noon today. For, a th' offices of Collector Roscoe Irwin, also o Kingston, notices were tacked on th' walls tellin' each an' ev'ry one that 'twas no Apr Fool not to have all income reports in thi 14th New York District right in th' hand of Uncle Samuel today, sure.

"An' another one of your old customer was in town th' other day, too, Sam," wen on Jim, tryin' his darndest to innocently in terrupt Sam Ash in his nervous effort t compute gross, net, an' excess.

"Who's that?" inquired Sam, gettin' hi figgers mixt, an' spillin' a drop of nice carter fluid on th' narrer dotted line reserved fo deductions.

"It was R. J. Loy of Cobleskill, Sam, ar he wanted to know when you're goin' to shi those cigars you promised him a month o six weeks ago," incited Jim, slyly.

Sam Ash erased th' blot, then looked up a Jim Stubb, glaring angrily: "Say, see here Jim, if you can do this job while I talk, tr it! An' those cigars you know blame we are tied up some'ere 'tween Haarlem ar Honolulu. So if you'll kindly go 'way fror this place 'till I get thru, I'll be much obliged I'm sure!"

An' Jim, realizin' Benny'd be accused c fixin' Sam's chapeau with th' appropriate as decoration, retired a-chuckle to th' retail de partment, where he sighted his friend, A. N Duker chattin' with Benny.

"Lo, Mr. Stubb," says Duker, "any nev prices effective this day an' date? You knov most dealers are now getting 6-cents for Bu Durham. And Tuxedo is running all the wa from 11 to 15-cents. Piper Heidsieck is sti going strong at 7 and 15 cents. Other A T. Co. brands are advancing steadily, so you' better get as much stuff as you possibly ca before more circulars arrive."

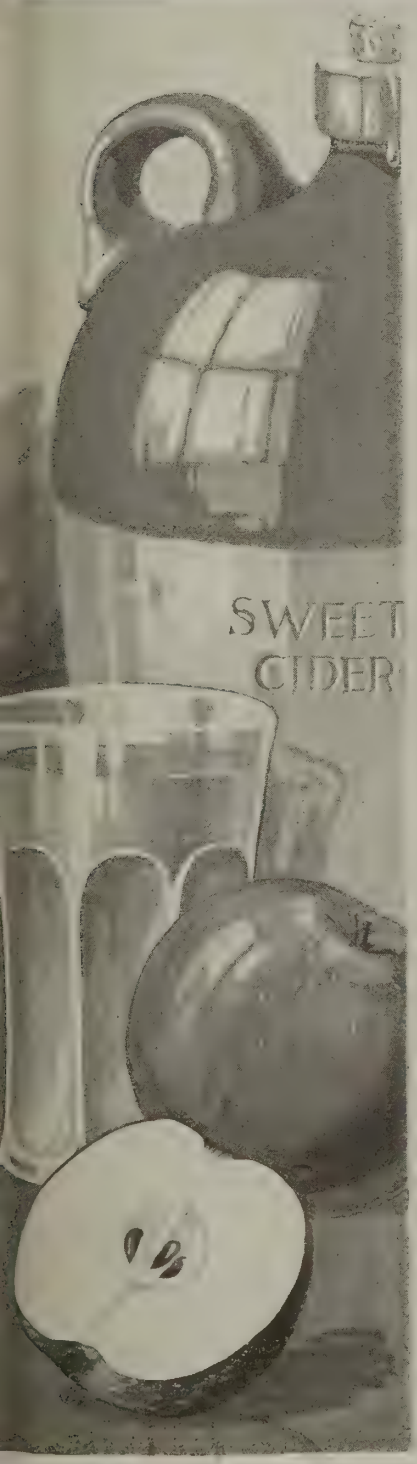
"Yeh," chimed in Benny, "Everytime w fire in an order fer goods th' factory is eithe oversold or else we git first crack at th' nev sizes at th' advanced prices. Why, jes' nov I cut th' seams on som' cartons uv Mecca an' Luck Strikes. An' there I finds 20 i each cup fer th' holy-kickin' price uv 15 cents, instid uv 16 fer a dime!

"Gee-ja!" declared Benny, puttin' on som revised pricestickers to th' bins of cigaret he'd just mentioned. "There's at least on good t'ing 'bout this biziness now. An' tha lil' t'ing is that there ain't no new brand comin' out every twelve minits, lik' ther uster be afore th' groanin' shelves starte th' bolsheviki!"

"I see som' new make-ups behinst th' ci gar-cases at th' Ten Eyck Hotel," observe Benny, whilst he removed thirty-one pennie from th' match-machine, replacin' thirty-tw boxes of safeties, made in Nippon, to fill th void.

(*Continued on page 30.*)





HOW do you know it's apple season ?

"Your Nose Knows"

By the appealing *Fragrance* of ripened fruit. Nature labels her most particular products with *pure fragrance*—to guide you to her best. Sight, sound, taste, touch, often deceive—pure fragrance *never*. Depend upon it. Trust it—"Your Nose Knows." The *pure fragrance* of a fine tobacco is Nature's infallible guarantee of smoke satisfaction—a guarantee to *you* personally, and—"Your Nose Knows."

Such a guarantee you will find in

Tuxedo

The Perfect Tobacco

Blue Grass sunshine and the soil of old Kentucky give the blended Burley leaves of Tuxedo that rich, *pure fragrance* which is so appealing, so satisfying. There is no fragrance like it—"Your Nose Knows."



Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by

The American Tobacco Co.

INCORPORATED



5 cent BAGS
10 cent TINS
HALF and FULL
POUND GLASS
HUMIDORS

Chicago Trade Gets Spring Benefits

Short Reports Concerning a Lot of Hustling Cigar Dealers

CHICAGO, March 28.

The Spring drive is now on and everybody is busy brushing up after the long winter. Business has shown a big improvement since the dealers have been able to keep their doors open. A shortage of many brands continues and prices change every day; six cent cigars are showing a little life but have not made much headway as yet, due perhaps to the fact that most every dealer still has 5 cent cigars to offer the consumer.

Fred Oakes has returned from a visit to Grand Rapids and Kalamazoo where he called on Gato customers.

Oasis cigarettes are now selling at 11 cents for the package of 20.

In all the Breitung stores Windsor Castle cigarettes are displayed. The four and twenty smokes sell for 20 cents. For a newcomer they are winners.

Ernest Heyman, who for the past few years travelled the northwest for the Falk Tobacco Co. and who resigned his position a short time ago, has returned to Chicago and bought the East End Smoke Shop at 1202 E. 47th street. This store is one of the most up-to-date retail establishments on the south side and carries a big stock. Ernie will devote his time from now on to the store.

Harley J. Benjamin, formerly of Aurora, Ill., is a new man behind the counter at the Borland Building cigar store, Monroe and La Salle streets. He is a hustling young chap and makes friends fast.

"Cut" prices on cigars at Rotchilds last Saturday were as follows: Roi Tan, belvedere size, 5 for 35 cents, $3.45 for 50; La Azora puritanos, 5 for 33 cents, $3.25 for 50; John Ruskin or Tom Keene, 5 for 25 cents, $2.45 for 50; La Azora Operas, 6 for 25 cents, $1.98 for 50.

Clark Cutler ran up to Milwaukee a few days ago and arranged for Oscar Buxbaum, the jobber, to handle Moises Bustillo & Co.'s line.

Perfecto Garcia & Bros. are now putting out to the trade their Chesterfield and Director 2 for 25 cent sizes and the Merchant 10 cent size of the Perfecto Garcia brand.

Sol. M. Bernstein & Co. have succeeded Bernstein & Schley. They have just taken on the Masetto clear Havana brand of cigars.

Clever cut out signs are seen in many windows featuring San Felice 6 cent cigars.

The Clayton Cigar Co. has taken on El Symphonie 6 cent cigar. This brand is made by Menelsohn Co. of Cleveland.

Ruhstrat Crowley Co. is distributing to the trade large cut out window signs advertising La Fendrich 10 cent cigars.

Iwan Ries & Co., 104 North Wells street, are Chicago distributors for Wellington London A new size of Prince Albert in bags Mixture, Our Monogram, Del Monte and Perique Mixtures, made by H. Bohlo & Co. of San Francisco. They are packed in 2, 4, 8 and 16 oz. cans. The first shipment has reached here and is now being placed with the trade. Attractive advertising signs go out with each order.

John Early is showing Cuesta Rey cigars in his window on La Salle street.

New retail prices in effect, are: Rameses 10's advanced to 25 cents, 20's to 50 cents; Fatoco, London Sherbet, Hash Brown and Manhattan Cocktail 1½ oz from 10 to 12 cents. Egyptian Prettiest from 11 to 13 cents, London Sports from 12 to 13 cents.

A new size of Prince Albert in bags of 1¼ oz. sells for 10 cents. Dills Best cut plug, 1½ oz., also a new size, sells for 13 cents or 2 for 25 cents. Tuxedo ⅞ oz. bags retail for 6 cents while the 1⅝ oz. tin sells for 11 cents. Edgeworth ready rub, 1½ oz. has advanced from 11 to 13 cents.

A new packing of Lucky Strike cigarettes will soon be on the market. It will sell at 15 cents the package of 20. The present 16 package continues to be sold at 10 cents.

Helmars are advertised heavily in all the Chicago newspapers.

Harry Totten, the stogie prince, is filling in his spare time placing the brands of Leopold Powell & Co. Harry "took on" this line a short time ago and already has opened up some nice accounts for the Espina brand. His field is from Chicago to the coast and he is going to step some. His "It's a Bear" stogie is just as popular as ever, in fact he can't keep the trade supplied.

Gato Keywesters have advanced. Palmitas go to 7 cents and Favorites to 3 for 25.

Ed. Fisch is now "hitting them" out for G. W. Faber, Inc. He is covering his old field and meeting with much success.

Lee Breslin is working the loop trade for McNeil & Higgins Co.

"Time for a Melachrino," reads the display of Melachrino cigarettes that is built around the clock at L. C. Widducks store, 116 North La Salle street.

Sidney Cohen, always welcome to our city, is here. Sid is booming Admirations and reports business to be very big.

Sub Rosa little cigars have "gone up." Six cents is the new price the consumer must pay.

Jos. Feiger, Chicago manager for A. Schulte, has returned from a visit to the Detroit stores. Feiger supervises the Detroit stores in addition to his Chicago duties.

Calling on many dealers, Ludwig Lasker received a royal reception. "Lud" could preach nothing but Perfecto Garcia to his friends. He found them in the best stores.

The Girard cigar is going to play a big game for popularity. Its new jobbers, Iwan Ries & Co., are going to run quarter page ads in the Chicago *Examiner*. Girards already have been placed in hundreds of stores and Ries & Co. are far behind filling orders because railway conditions delay goods in transit from the factory.

W. W. Rosoboro and Clark Cutler paid the Milwaukee trade a visit last week. New accounts for M. Bustillo & Co.'s brands secured during their visit were Floyd Byrum and the University Club.

It is reported now that A. Schulte shortly will open in Milwaukee and St. Paul. Locations have already been selected.

McNeill & Higgins Co. job the El Grado, a 4 for 25 cent cigar made by Kraus Cigar Co.

At the Hotel Sherman cigar department, a good sale is reported on Cyrilla clear Havana cigars made by Julius Fernbach & Co., Chicago.

Many & Koehn, Chicago's newest cigar manufacturers, are now hard at work placing the Shrine brand of cigars with the local dealers. Shrine is made in all sizes from 5 cents to 3 for 50c.

L. C. Widduck, Al Reagen and several other cigar men have been under the weather suffering from the grippe.

Al Tierney, who now owns the Colonel buffet, is showing Flor de Chas. Comiskey clear Havana cigars, making a very attractive window display.

Heilbronner & Jacobs of Philadelphia do well here with their Havana Brown 5 cent cigar. Several loop dealers carry them in stock.

Issy Schey, formerly of Bernstein & Schey, has opened a retail store at 312 West Van Buren street.

The United is featuring Ricoro in all their displays. The 7 and 8 cent sizes are selling "fine."

Murad, Helmar and Nebo window strips are seen pasted on nearly every cigar store window at present.

Fred Oakes reports that Gatos have advanced in price.

Ike Briskin, the jobber who disappeared last year and who was located after a search of many months in California, surprised the trade by turning up in Chicago again early this week.

Florence Conthone has leased the corner store in the new Woods Theatre building, northwest corner of Dearborn and Randolph streets. The rental is $6,000 a year.

Ed. Wodiska, head of the Havana Production Co., is here. He placed his Lord Byron brand with the W. H. Monroe Cigar Co. who will carry it in a variety of sizes.

Basil Condax, who has been at the New York office of E. A. Condax & Co., is expected at the Chicago office again in a few days.

Walter Tobin & Co. have registered the little Lipton Cup. They will have this brand made as a clear Havana brand and will push it with their trade.

Alex. Thorsen of Anderson-Thorsen Co., has returned from a business trip.

Eger & Co. have taken on the El Toral brand of clear Havana cigars made by L. Sanchez & Co. of Tampa.

Many Koehne Co. have settled the strike of their cigar makers and everybody is back at work again. While this factory is only one month old it is already working a force of fifty cigarmakers. H. L. H.

TOBACCO PRICES RAISED IN ITALY.

David F. Wilbur, American Consul General at Genoa, reports that a new Italian decree provides that to meet the extraordinary needs of the treasury during the state of war, and for six months after the conclusion of peace, the prices of all varieties of smoking and national tobaccos are modified in accordance with a list which is annexed to the decree. The right, however, is given to the minister of finance to reestablish, at any moment within the given period, the tariff set by a decree of August 23, 1917. The modification consists of an increase of 25 to 30 per cent in the prices of cigars, cigarettes, and smoking tobacco.

TOBACCO CULTURE IN SWITZERLAND.

H. W. Haskell, American Consul at Geneva, says: "Switzerland produces a small quantity of tobacco, but the authorities have raised the question of suppressing its cultivation at this time on account of the great demand for the more necessary products that could be raised.

"The planters of Broye, the center of the industry, have protested against this measure, even if the Government gives them indemnity for the suppression of the planting of tobacco.

"The little village of Montbrellon, near Broye, raised last year $12,000 worth of tobacco. The price obtained for this tobacco was from $27 to $30.50 per 100 pounds, as compared with the former price of $6.50 to $7 per 100 pounds.

"The Canton of Vaud produces most of the tobacco grown in Switzerland, the average crop in this Canton for a period of five years being 528,000 pounds, sold at an average price of about 7 cents per pound. The average crop in the Cantons of Berne and Fribourg, the only other Cantons producing any tobacco, was 102,000 pounds."

United States Imports and Exports of Tobacco Compared

Articles and Countries From Which Imported.	January 1917 Quantity.	January 1917 Value.	January 1918 Quantity.	January 1918 Value.	Seven Months Ending January 1916 Quantity.	Seven Months Ending January 1916 Value.	Seven Months Ending January 1917 Quantity.	Seven Months Ending January 1917 Value.	Seven Months Ending January 1918 Quantity.	Seven Months Ending January 1918 Value.
Tobacco:										
Leaf, suitable for cigar wrappers, lbs..dut.	123,413	$133,888	60,942	$66,407	1,435,115	$1,588,195	2,337,745	$2,961,457	3,727,200	$4,691,769
Imported from—										
Netherlands	101,713	$98,897	.....	.....	1,373,138	$1,493,195	2,160,040	$2,723,832	352,343	$573,924
Canada	5,460	5,784	162	$161	10,353	8,771	36,468	37,922	11,044	11,426
Cuba	16,240	29,207	51,421	58,495	42,050	84,931	81,998	176,333	99,463	166,024
Other countries	.....	.....	9,359	7,751	9,574	1,298	59,239	23,370	3,264,350	3,940,395
All other leaf.....lbs..dut.	2,633,685	$1,338,634	4,859,829	$2,405,269	23,726,156	$9,166,428	22,995,387	$10,132,471	35,593,083	$17,391,088
Imported from—										
Greece	.....	.....	923,596	$863,885	2,314,039	$969,955	4,285,362	$1,668,311	7,535,958	$5,759,348
United Kingdom	119	$132	.....	.....	1,336,355	475,422	85,242	40,168	43,759	58,399
Mexico	.....	.....	2,533	1,950	122,823	14,162	.....	.....	237,206	59,246
Cuba	1,924,503	1,249,850	1,551,850	1,234,464	13,870,601	7,042,617	12,042,242	7,447,708	9,894,516	7,656,969
Other countries	709,063	88,652	2,381,850	304,970	6,082,338	664,272	6,582,541	976,284	17,881,644	3,857,126
Manufactures of—										
Cigars, cheroots and cigarettes—										
Product of the Philippine Islands—										
Cigars and cheroots..lbs..free	171,362	$193,496	234,713	$275,269	597,437	$748,678	1,127,397	$1,301,942	1,897,671	$2,194,593
Cigarettes .....lbs..free	1,348	1,419	660	618	8,759	8,969	7,146	5,827	7,133	6,227
All other—										
Cigars and cheroots..lbs..dut.	51,065	313,620	21,181	141,871	343,508	1,990,854	379,591	2,371,762	287,474	1,885,726
Cigarettes .....ibs..dut.	909	3,706	26	227	30,135	35,716	6,055	24,035	4,668	16,375
Total cigars, etc....lbs.	224,684	$512,241	256,580	$417,985	979,839	$2,784,217	1,520,189	$3,703,566	2,196,946	$4,102,921
All other manufactures of..dut.	.....	$14,101	.....	$5,147	.....	$69,794	.....	$69,011	.....	$88,335
Total manufactures of..	.....	$526,342	.....	$423,132	.....	$2,854,011	.....	$3,772,577	.....	$4,191,256
Articles and Countries to Which Exported.										
Tobacco:										
Unmanufactured—										
Leaf .....lbs.	22,713,342	$3,897,404	19,185,816	$5,112,377	274,904,121	$32,195,763	319,034,554	$43,665,406	163,307,899	$30,634,225
Exported to—										
Denmark	85,108	$13,784	.....	.....	2,741,940	$312,244	15,221,194	$1,804,041	.....	.....
France	3,231,623	593,170	8,128,746	$1,506,287	58,532,144	5,899,022	51,574,645	5,097,787	51,430,644	$7,218,715
Italy	6,147,630	676,644	1,108,770	132,700	33,531,330	3,676,692	32,463,561	3,644,682	26,508,345	3,234,680
Netherlands	.....	.....	.....	.....	31,953,273	3,100,803	54,407,776	5,885,624	1,434,890	184,739
Norway	117,907	18,471	.....	.....	5,219,489	649,408	3,275,651	464,570	881,436	156,827
Portugal	108,578	16,982	.....	.....	2,187,094	276,212	1,805,864	228,114	3,501,962	626,715
Spain	.....	.....	86,142	10,454	5,803,224	427,970	7,320,552	610,777	17,522,843	2,410,085
Sweden	.....	.....	.....	.....	3,601,559	352,640	3,327,661	308,777	.....	.....
Switzerland	.....	.....	307,975	75,823	1,869,633	321,850	914,934	96,515	3,461,369	580,965
United Kingdom	4,844,046	1,033,283	5,765,480	2,287,042	99,258,079	12,340,651	103,129,719	17,787,617	26,645,129	8,640,894
Canada	1,317,163	255,671	805,834	383,207	7,483,360	1,474,205	7,246,867	1,512,034	7,324,379	2,191,237
Mexico	49,240	6,269	186,262	24,936	1,000,188	109,264	1,042,060	111,739	1,169,879	162,772
Argentina	.....	.....	167,745	26,389	837,876	131,502	1,894,713	300,936	1,865,002	284,875
China	1,499,471	337,990	34,604	5,552	2,074,564	370,856	5,831,535	905,138	4,108,084	1,137,586
Hongkong	97,928	27,790	320,925	114,000	614,753	96,815	2,738,112	551,645	1,151,604	342,653
Japan	226,630	51,837	218,279	65,334	73,272	22,765	1,921,195	353,078	353,047	102,786
Australia	4,084,321	737,357	386,473	161,406	6,542,841	1,116,037	11,657,065	2,260,524	3,808,087	1,130,355
British West Africa	39,040	4,608	1,339,871	235,937	3,742,877	497,724	6,431,338	847,883	6,274,623	1,062,195
French Africa	80,825	13,272	.....	.....	2,822,504	339,396	2,513,589	302,151	1,999,392	339,117
Other countries	784,432	110,276	328,710	83,310	5,014,321	679,707	4,316,523	591,774	3,867,186	827,029
Stems and trimmings....lbs.	145,022	$8,755	.....	.....	5,245,967	$299,856	5,111,586	$162,849	269,705	$19,861
Manufactures of—										
Cigarettes .....M.	319,951	$581,030	505,712	$1,024,461	1,306,046	$2,094,989	3,030,527	$5,572,708	3,787,468	$7,133,976
Exported to—										
Panama	4,274	$9,741	7,520	$22,427	41,161	$74,084	34,799	$82,588	50,939	$138,613
China	174,750	331,039	187,900	279,586	732,085	1,151,741	1,933,042	3,789,372	2,316,209	4,240,934
Straits Settlements	94,250	129,378	32,600	37,478	383,566	547,217	709,305	1,020,307	432,324	619,004
Siam	3,510	7,536	3,250	4,095	107,000	206,501	152,910	282,327	69,000	125,745
Other countries	43,167	103,336	274,442	680,875	42,234	115,446	200,471	398,114	918,996	2,009,680
Cigars and cheroots.....M.	214	$6,989	539	$18,776	732	$13,248	1,317	$30,044	1,724	$46,436
Plug .....lbs.	491,491	140,325	315,567	102,531	2,493,471	729,719	3,284,917	907,433	2,548,307	766,175
Smoking .....lbs.	138,144	91,079	342,244	136,862	868,977	443,008	1,456,232	756,993	1,723,183	765,104
All other	.....	37,052	.....	54,086	.....	204,028	.....	231,525	.....	177,899
Total manufactures of....	.....	$856,475	.....	$1,336,716	.....	$3,484,992	.....	$7,498,703	.....	$8,889,590

APPEAL POWER TO PREVENT STRIKES?

The proposed National War Labor Board with power to "bring about a settlement, by mediation and conciliation, of every controversy arising between employers and workers in the field of production necessary for the effective conduct of the war" should achieve excellent results provided its power is actually to bring about and not merely to urge such settlement.

The trouble has been that, despite all the loyal assurances of those entitled to speak for organized labor as a whole, local unions or leaders of special brotherhoods—as in the recent case of the shipyard carpenters—have found it perfectly easy to persist in strikes or threats to strike, on the plea that their particular cases must be considered as too peculiar and important to be bound by the patriotic pledges offered in the name of

The suggested program of Government mediation, it may be noted, leaves the open or closed shop question in statu quo:

> "In establishments where the union shop exists the same shall continue and the union standards as to wages, hours of labor and other conditions of employment shall be maintained.
>
> "In establishments where union and non-union men and women now work together, and the employer meets only with employees or representatives engaged in said establishment, the continuance of such conditions shall not be deemed a grievance."

The closed shop has long been the thing for which organized labor has fought hardest. Since the beginning of the war there have been instances in war industries where unions have been only too ready to use the national crisis as a powerful reinforcement in pressing the closed shop demand.

It may be that where the broader pledges and orders of the American Federation of Labor have failed to exercise restraint, the creation of local boards in industrial centers, with authority derived from a National War Labor Board to deal directly with disputes as they arise, may insure that continuity of war work which is now all important.—*Evening World.*

A-1 AMERICAN WORK

Wm. Steiner, Sons & Co., Successful for 40 Years, Produce Cigar Labels and Bands Equal to the Best Imported.

Once upon a time, when the efficient Hun wasn't so pre-occupied as at present, he made cigar bands for American manufacturers who wanted them just so and didn't mind paying a little more to have them that way.

Of course, the German lithographers were grandfathers at the game, while the Americans were getting measured for their first pair of trousers; but at that, they shoved over some real nice bands, although sometimes it took quite a while to get them. Then the war increased the delay, and the "Trading with the Enemy Act" made matters worse. However, American cigar manufacturers are not worrying, as practically all of them are familiar with the Special Process Bands of Wm. Steiner, Sons & Co., an American firm, which in fact is one of the oldest cigar label houses in this country. And the Steiner labels are equal to the best imported.

Wm. Steiner, Sons & Co., started their lithographing plant in New York City more than forty years ago. In the cigar label industry they were the pioneers, and for forty years they have been busy working at a process to produce an European quality band with American methods and materials. Between times, they devoted their spare moments to perfecting a banding machine to put them on with. It is a wonderful machine, not much larger than a typewriter, and capable of banding 30,000 cigars a day. It automatically compensates for the change of shape in each cigar, with every band on a line, right-side up. The firm has always been ready to pay for breakage, but as yet no one has sent in a bill.

Wm. Steiner, Sons & Co., are at all times only too willing to arrange for a demonstration of the machine for the benefit of those who have not seen it in operation. If by any chance you have not received one of their 1918 Special Process Calendars you can have one mailed to you by sending a request to Wm. Steiner, Sons & Co., 257-265 West 17th street, New York City.

The spring issue of the New York City telephone directory contains the names of 436,000 telephone subscribers. The company will distribute 731,500 copies of the directory in the City.

IS GROWING RAPIDLY

The Chicago Retail Cigar Dealers' Association Makes a Showing of Excellent Progress at an Important Meeting.

CHICAGO, March 29.—The Chicago Retail Cigar Dealers' Association held their regular meeting Tuesday evening at their headquarters in room 900, Masonic Temple. William J. Schrader presided. The minutes of the previous meeting were read by Secretary Weber, the financial standing of the association to date was explained. Nineteen new members were reported since the last meeting. L. M. Jones, an organizer of national reputation, who has been engaged by the association, addressed the meeting. A letter was read from R. J. Sidenberg, the president of the Buffalo Association. An interesting address then was delivered by Mr. Johnson, who returned two months ago from London. He told how the British-American Tobacco Co. conducted business in England and China, and how success was due to organization. Garcia Grande cigars were passed to the members present by Charles Winkleman, cigar manager of Manny Blanc & Co, Iwan Reis, of the jobbing firm of Iwan Reis &

(*Continued on page 27*)

CLOSER WAR WORK CO-OPERATION.

Definite steps toward a closer co-operation between State authorities and business men of New York State were taken recently when more than 300 representatives of chambers of commerce, boards of trade and county Home Defense Leagues gathered in Albany to discuss topics relating to the war, with Governor Whitman, Adjutant-General Sherrill, members of his staff and other officials. The object of the meeting was to have the business men familiarize themselves with the State's method of conducting war activities and to obtain their advice and criticism so as to promote greater efficiency in the part the State is playing in the prosecution of the war.

Addressing the delegates, Governor Whitman told them that New York State already has given more than 169,000 men to the military forces of the nation to help win the war. This is 42,000 more than the quota assigned to the State.

"And we stand ready to give as many more and as many more again," declared the Governor amid shouts of enthusiasm.

Adjutant-General Charles H. Sherrill called the meeting to order in the Capitol. E. G. Miner, in charge of the Chamber of Commerce Bureau of the Adjutant-General's office, was made chairman, and Roger W. Allen, trade paper publisher, of New York City, was chosen secretary.

At noon the delegates were entertained at luncheon in the ballroom of the Hotel Ten Eyck by the Albany Chamber of Commerce.

During the meeting it developed that the State authorities are anxious to have each county credited with the number of men who have voluntarily enlisted and thus reduce the number of men to be called in the draft. To further this end a motion was adopted to have each county send a representative official of its enlistment with a special representative from each town of more than 30,000 inhabitants with a complete report to be filed in the Adjutant-General's office within a week. These reports will be forwarded to Washington.

The delegates discussed practical methods for systematizing war charities and plans for the co-operation of local authorities, for the establishment and maintenance of proper armory facilities for the new State Guard which now numbers more than 100 posts and has a personnel of more than 63,000 trained men and boys.

A committee was appointed to prepare plans for an amalgamated association of all chambers of commerce in the State.—*Nugent's.*

PERPETUATING "APRIL FOOL."

"When and where did the observance of All Fools' Day originate?" the Tampa *Times* inquires. And the answer is: "Nobody seems to know. Antiquarians have traced it away back until it was lost in the mists of the early ages. The Hindoos of today have the same custom and speak of a 'Huli fool' as we speak of an 'April fool,' and for the same reason. The custom prevails in England, but it is hard to believe it was brought to America by stern Puritans, of whom Macauley said that they hated bear-baiting, not because it gave pain to the bear, but because it gave pleasure to the spectators. No, it didn't come over in the *Mayflower,* but must have crept in in some insidious way. Possibly it came across the seas with some of those cargoes of merry damsels who were shipped over to become wives to the Virginia planters, in exchange for tobacco."

WHEN THE COWBOY CHANGED HIS MIND.

Three years ago on a July morning I rode out of town at dawn with a young friend of mine. For twenty miles or so our paths lay along the same way. He had been to a dance; I had been to town on business. He had had no sleep at all, but he was very gay and debonair and vigorous. The music still rang in his ears and he hummed snatches of the tunes; and, I have no doubt, his ears still hummed with the scraping of high heeled boots and of light slippers on polished floors; with the pounding of feet when a quadrille was danced. The sun came up over the snow clad mountains to the east like the sound of a golden trumpet blowing notes almost too high and clear and incredibly sweet. In the valley the dark green shadows of dawn gave way to the light green brilliance of day. After a while my friend talked of the war. He defended Germany. He imagined, you see, that, singled handed, Germany was fighting the world. His sense of fair play had been aroused. There was no use arguing with him. . . . Two weeks ago I saw my friend in Washington. He was in the uniform of a United States engineer. He was very erect and determined and proud, although he was still unshakably gay and deboniar. And he knew just why he was there and why he hoped in a short time "to get to France." His sense of fair play, you see, had not deserted him; it had merely shifted to the other side.

I was particularly interested in finding out what he thought of saluting; what he thought of this business of "officers and men." He explained his position accurately and with a touch of mysticism; mysticism that had to do with the symbolical relationship of a uniform to the flag and of the flag to the nation itself—the one hundred millions of it; a form of mysticism that all but biologists and Bolsheviki and fools know is the one thing that distinguishes a man from a beast. And this was the boy who had once told me he'd "take orders from no damn man in the world!"—*Scribner's Magazine.*

Speaking of bargains, it will be well for retailers to have in mind that the salesman who offers them some well-known article at a cut price is only waiting his chance to retrieve himself.

The Western Association of Retail Cigar Dealers is now entering upon the seventh year of its existence. It is one of the oldest organizations of retail cigar dealers in the country and is the pioneer in the field which now comprises organizations in every city of importance in the United States. It boasts of having sponsored the first Anti-Coupon bill that was ever enacted into law, and after having had the law passed it fought its way through the various State and Federal courts until finally the constitutionality of it was established by a decision of the United States Supreme Court.—Dan. B. Dwyer, in Smoke

The hotel lobby is a clearing house for ideas. It is the public clubhouse where travelers and local citizens gather to consult and discuss a thousand and one things. How would the modern town or city get along without the hotel lobby?—*Hotel World.*

THE
NEW BACHELOR



T. J. DUNN & CO.
MAKERS

Executive Offices:
81st Street and East End Avenue,
NEW YORK

Established 1867 Original Factory No. 1

The Standard
Clear Havana
Cigar Factory

Manufacturers of

La Flor
de
Sanchez & Haya

and

Ignacio Haya

Office & Factory:
SANCHEZ & HAYA CO.
14th Ave. & 17th St.,
Tampa, Fla.

Distributors for
Greater New York
B. WASSERMAN CO.
77 Chambers St.,
New York City



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO



"The Makings of a Nation" — Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" — Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

Wisconsin Notes

EDGERTON, Wis., March 29.—The growers are still rushing the tobacco crop to receiving points and the unusually fine condition of the country roads has greatly facilitated the movement. The deliveries at Stoughton on Tuesday when five outside buyers were receiving were the largest ever seen in that market, between two and three hundred teams being crowded about the station during the busy part of the day. Buyers are bending every effort to take in their purchases as fast as possible and even considerable tobacco is being weighed up and paid for in the sheds in order to satisfy growers anxious for their returns on their crops. The unsold crops as well as the few rejected ones are all the time being picked up by buyers who stand ready to take over everything salable at top figures, equal to those paid earlier in the season. It looks as if the country districts will be swept bare of all leaf before another crop is started.

Frosty nights have so far prevented anything being done towards preparing seed beds for a new crop.

Some tobacco is being sent out of storage through small lot shipments consigned to central points and then reconsigned to eastern factories.

J. A. Jenson returned from Dayton, Ohio, for a few days' stay during the week, returning again Wednesday to receive the balance of his purchases in that State. The tobacco will be shipped to Edgerton for warehouse handling of the packing, several carloads having already arrived.

One hundred tons of fertilizer have been ordered by Geo. E. Gary from the Edgerton sheep feeding yards for his farm near Madison.

The *Gazette* says that Charles Davis, residing four miles north of Janesville, raised the banner crop in this county. He had four acres, which he sold to G. H. Rumrill for thirty cents per pound. This is the highest price paid there and Mr. Davis thinks it is as high as any farmer has received anywhere. The tobacco was harvested on the second of last August and was all in before the frosts.

ST. PAUL POINTERS

(*Continued from page* 11.)

Harris-Schwarz Co., N. Y., have taken on many new accounts since Jan. 1 on their various brands. Nearly all the large St. Paul dealers now carry some brand from them.

Serene mixture is hitting in the 300 class. "It sure is a big seller here."

Everybody has heard of J. C. Dunnet. Jack is cigar manager of the big wholesale drug house of Noyes Bros. & Cutler. Their cigar business is tremendous and they control for distribution in their territory the following brands: El Dallo, Knowledge, El Radio, Dan Sully, Nestor, George the Fourth, Mozart, Garcia Grande, Lovera, and Flor de Gonzalez & Sanchez. They work four strictly cigar salesmen and the thirty-eight drug salesmen all carry cigars. It is a common thing for Manager Dunnett to place an order for a half million 10-cent and 2 for 25 cent cigars of one brand, and they have already received a solid carload of one of their big sellers. At present they are having trouble getting enough goods to fill their orders. With each 1,000 cigars they give the dealer a cigar certificate and when he turns in five of these certificates he is entitled to $5 in cash.

H. L. H.

DEMUTH & CO. ADVISE THE TRADE.

The scarcity of material, the difficulty of securing goods, and the high cost of labor have forced Wm. Demuth & Co. to advance the prices on their products, and as a result the firm has sent to the trade the following letter:

"The rapid advance in the cost of labor and all raw materials used in the manufacture of our products, resulting from conditions which you well understand, have made a readjustment of prices absolutely imperative.

"In making this announcement we ask, for our mutual interest and protection, that you suggest to your customers the advisability of immediately remarking their stocks to conform to replacement values.

"All French Briar pipes now being sold to the consumer at 50c should hereafter bring 60c, with the exception of certain young men's sizes which may still be profitably sold at 50c.

"Our large assortment of domestic wood pipes permits us to offer you a wide range of styles which can still be retailed profitably at 25c and 35c.

"Our prices change on March 25 and all former prices will be withdrawn on that date. However, all orders postmarked before March 25, will be accepted at present prices.

"We will appreciate your cooperation in this matter and will forward at once upon request new prices on all numbers in which you are interested."

The Northern California Hotel Association will hold its annual dinner, dance and entertainment at the Fairmount Hotel, in San Francisco on April 24.



Notice.

Dealers and Jobbers will add much to their prestige, profits and sales by stocking a full line of Themelis Cigarettes. The prices of our cigarettes have *not* been raised or our quality lowered.

Get in touch with us at once and ask for samples, prices and discounts on Themelis Cigarettes De Luxe, in all packings—Plain Cork and Rose tips.

Select our quality cigarette and concentrate on them, then watch the come-back from pleased customers.

Do it now.

Themelis Bros. Inc.,
333 5th Ave., N. Y. City



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

San Francisco Makes Satisfactory Reports

Trade Is Good Enough to Attract Burglars to Cigar Stores

San Francisco, March 27.—Business continues good among the retailers of this city and the distributors all report that business throughout the State is entirely satisfactory. One of the reasons for this is that the past month the weather has been ideal from the farmers' viewpoint. Rain has fallen exactly as needed and in quantities to insure bumper crops, with anything like a normal season during the growing period. This has made the entire interior of the State rejoice, and the cigar and tobacco dealers have shown their confidence with generous orders. The advancing prices have not dampened the enthusiasm of the interior dealers, as they know that with the farmers making money there will be plenty of trade for them.

The fact that business is good among the cigar dealers seems to have reached the knowledge of the underworld, for two bandits stole an automobile on the night of the 26th inst. and then decided that they could make a better haul by holding up a cigar store than any one else. Forthwith they drove to the cigar store of Julius Levy, 644 Laguna Street, and held up Levy and four patrons. The booty was $52. The robbers escaped.

Ehrman Bros. & Co. report that the freight situation is showing an improvement. They have recently received a big shipment of Roi Tans and have about caught up with their back orders. They also remark that collections are excellent. Mr. Ehrman, who has been in the East for some time, is expected back the latter part of this week.

Another handsome cigar store is soon to be opened in this city by Healy & Donaldson, who operate several stores in San Francisco. The new store will be in the Southern Pacific building, at the foot of Market Street, where nearly a hundred thousand people pass daily on the way to and from the ferry to Oakland. They will feature the Isabela Manila cigar in the new store.

Ehrman Bros. & Co., who are distributors of Isabela cigars, say that the brand is going wonderfully well in this city. Besides Healy & Donaldson, this brand is featured by the Terminal Hotel cigar stand, by E. A. Goodwin and by Bouquet Cohn. A number of other stands are selling the Isabela on what might be called a "co-feature" basis.

H. Vreeland, of Benson & Hodges, is in the city visiting the trade and reports that he finds business well up to his expectations.

Charles H. Knubel, "Charles the Great," has returned to the Coast after a long stay in the East. At present he is visiting his Chowchilla ranch, but will come to San Francisco soon for a more protracted stay than he has made for months.

Tuxedo tobacco is now listed at $17.28 wholesale and has been advanced from 13 cents to 15 retail. Bull Durham is now listed at $6.96 and sells at 6 cents retail.

Robert Starr, representative of the John Boltz Segar Co., Philadelphia, distributing the El Palencia through Paganini-Brecca Co., of this city, reports excellent results in his line. He is just bringing out the Elagantes to sell at three for a half.

Robert Donahue, president of the Retail Cigar Dealers' Association, has been appointed captain of the team who will visit the cigar dealers of the city in behalf of the Third Liberty Loan.

Frankel, Gerdts & Co. report that business is proceeding smoothly with them. They are now putting out El Carmine Londres to sell at 10 cents straight. Their reputation for excellent goods is making the cigar a go from the start.

Fred Murphy, of the Murphy Cigar Co., Pocatello, Ida., and distributor for the General Cigar Co., in his territory, is paying the city a short visit before returning to his home in Idaho. Mr. Murphy was taken ill in Portland a couple of months ago and spent several weeks in the hospital in the northern city. He has entirely recovered.

H. L. Judell is jubilant over the success his firm is making with the Fighting Bob cigar. He recently placed 250,000 of these cigars with J. J. Gans at Los Angeles, who is acting as jobber for the Fighting Bob in that territory. Mr. Judell finds it hard to get enough of these cigars to keep up with his orders, but a shipment of 42 cases on the steamer Equador this week will keep him in stock a few minutes. P. E. Foster has been appointed agent for the Fighting Bob by Judell. He will handle the cigar in Roseburg, Ore.

C. Webster McCormack, who recently spent a day or two in this city and then went to Los Angeles, is expected back the end of this week. He will put in a month with the Judell salesmen, traveling over the State and pushing the Webster cigar.

Harry Sklute, of the Judell organization, is now at Cabp Fremont helping establish the Post Exchange stores. He is very proud of the fact that he has placed all his lines in every Post Exchange store at the Camp.

F. V. Welch, manager of the Los Angeles business of M. A. Gunst Branch, spent a couple of days visiting the headquarters of the company. He reports that the South is taking kindly to the White Owl and other brands of the Gunst Co.

(*Continued on page 27.*)



GARCIA & VEGA

MAKERS OF CLEAR HAVANA CIGARS

Established 1882

NEW YORK
97 E. Houston St

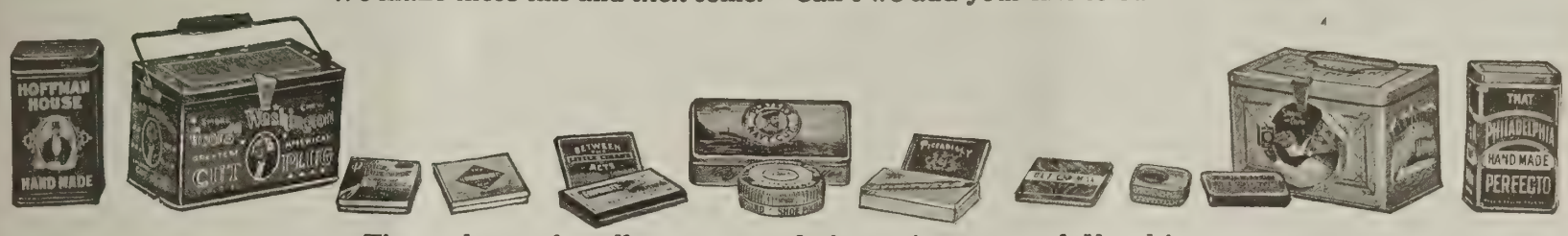
TAMPA, FLA.
BONDED

THE TIN DECORATING CO. OF BALTIMORE

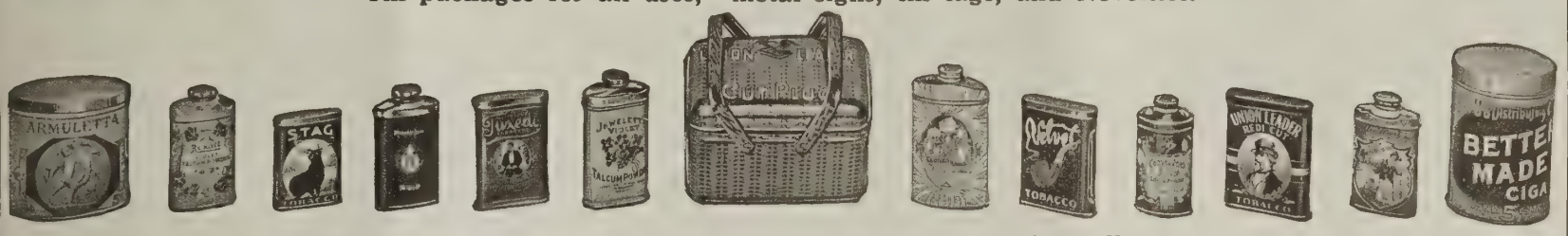
BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

AMERICANS CATCH THE MOST FISH.

The total value of the United States fish catch, including Alaska and the Insular possessions, is probably $150,000,000 a year now, though the latest official figures put the total at $125,000,000. The fact, however, that a portion of these figures represents the output prior to the advance in prices resulting from the war, seems to justify an estimate of approximately $150,000,000 as the value of our own output at the present time. This total of $150,000,000 compares with $40,000,000 as the value of the fish catch of Canada, Great Britain, $52,000,000; France, $33,000,000; Russia (in 1911), $50,000,000; Germany, $12,000,000; the Scandinavian States, $25,000,000; Japan, $50,000,000.

In Europe as a whole the recorded fish catch in the latest available year is $225,000,000, for North America (United States, Canada and Newfoundland), $175,000,000, and Japan, $50,000,000, making the total for the countries supplying official figures, $450,000,000. For the remainder of the world, Asia, Africa, South and Central America, Australia and the islands of the Pacific, there are only estimates, but these estimates bring the total of the world's fish takings at the place where taken from the seas above $600,000,000, suggesting that the sums paid by consumers probably exceed a billion dollars per annum. The world's oyster crop, according to report amounts to approximately $25,000,000 a year in value, of which four-fifths are grown in the water of the United States, most of them along the Atlantic frontage, the remainder chiefly in the waters of France, Belgium, the Netherlands and Great Britain.

Fish form a factor of considerable importance in the foreign trade of the United States; the total exported in 1917 amounted to $25,000,000, and the imports about $23,000,000. If we include the amount sent from continental United States to its non-contiguous territories, fish and fish products passed through the ports of the United States in the calendar year 1917 would amount to approximately $50,000,000. This trade in fish and fish products is steadily increasing, the imports having grown from $12,000,000 in 1907 to $23,000,000 in 1917.

The capital invested in the fisheries of the United States, including vessels and establishments on land in which the fish are handled, is, according to the latest official figures, about $75,000,000, the number of persons employed 220,000, and the value of the sea products turned out by the canneries of the country $50,000,000, of which salmon alone amounts to about $25,000,000, and sardines approximately $7,000,000, the United States out-turn of canned sardines being greater in quantity than that of any other country of the world.

CHICAGO RETAILERS MEET.

(*Continued from page* 21)

Co., took the floor and spoke at length on how to get members. Sol M. Bernstein followed him and voiced suggestions how the association could be of help to the dealer. M. B. Siegel was the next speaker, and Charles Winkleman followed on the subject of competition and the question of dues. A motion was made by Mr. Siegel to hold an election for permanent officers at a meeting to be held 30 days from date. The motion was seconded and carried. Mr. Pine spoke on the manufacturing end and the benefits manufacturers would derive from the association. Several committees were then appointed to canvass certain sections of the town for new members. L. M. Jones and H. L. Harris were appointed to take care of the loop dealers. The meeting then adjourned. The next meeting of the association for regular business will be held Tuesday, April 9.

H. L. H.

TOBACCO BOUGHT FOR BRITISH TROOPS.

Macpherson, Under-Secretary for War, in a recent statement to the British House of Commons, said: "The House would be interested to hear that the value of purchases made by the war department during the year 1917 amounted, approximately, to a total of £270,000,000 of manufactured goods, including £26,000,000 for the Allies and £113,000,000 for raw materials. Under the heading of tobacco—now rightly regarded as part of the soldier's ration—(hear, hear)—8,500,000 lbs. of pipe and chewing tobacco and 11,000,000 lbs. of cigarettes were purchased. The cigarette was now, as the House knew, the soldiers' favorite form of smoke."

SAN FRANCISCO NOTES

(*Continued from page* 26)

Z. J. Eppstein, who has charge of the Schinasi sales on the Coast, has just returned from a four-weeks' trip to Salt Lake, Denver, El Paso, and Los Angeles in the interest of the new packing of Naturals in 16s to sell at twenty-five cents.

The John Bollman Co. Banch of Liggett & Myers Tobacco Co., states that in addition to the present 10-cent packing of Chesterfield cigarettes, they are now in position to accept orders for Chesterfield cigarettes in 20s to retail at 13 cents a package, two for 25 cents. The 20s packing will be packed in one dozen cartons and billed at $14.76 per gross packages.

E. H. Judell & Co. have taken over the distribution of the Vogan's Chocolate Drops to the cigar trade.

The cigar firm of Halpern & Sweet, at Sacramento, has been dissolved and the business will be continued by Morris Halpern.

FROM THE FIRING LINE

Personals and Trade Jottings

Brownings Cigar Store Co. of Chicago has increased its capital from $10,000 to $50,000.

—

F. Den has bought the W. Otten cigar business in North Platte, Neb.

—

German prisoners of war in Great Britain may not receive more than three-fourths of an ounce of tobacco each, per week.

—

Mortimer and Jerome Regensburg have just returned from Tampa. They had a pleasant trip.

—

Benson and Hedges' store on Fifth avenue near 39th street has an attractive display of La Coronas.

—

R. F. Dorning has just come in from the West, where he has done exceedingly well for C. W. Faber, Inc.

—

The United Cigar Stores Co. has opened two new stores in Indiana, one in Lafayette and another in Kokomo.

—

M. Hyman, representing Lincoln & Ulmer, is covering the middle and south west territories.

—

It is now possible to ship as much as seventy pounds of merchandise in one package by parcel post.

—

James Steen of Hiesville, Ky., recently sold a crop of Burley tobacco grown on five acres, for upwards of $2,500.

—

George Sharp, of Anderson Co., Ky., averaged $40 per hundred pounds for his tobacco crop.

—

Julius Klorfein has been traveling over the Middle West during the past week. H. Handler and A. Levey have also been looking after business in the same territory.

—

John W. Merriam has just returned from Chicago. H. F. Adams, representing Merriam Segars, Inc., left Sunday for the Pacific coast.

—

C. L. Rimlinger, M. M. Clancy and F. A. Armstrong have incorporated the Standard Cigarette Co. with a capital of $100,000 under the laws of Delaware.

—

Christ Ernst, a leading tobacco dealer of Clermont County, Ohio, is reported to be seriously ill. He contracted a cold Friday, which developed into pneumonia.

—

John J. Flaherty, manager of the United store in the Flatiron Building, and one of the most popular men connected with the United, is planning to hie himself away to some nice part of the country and enjoy a vacation.

—

Friesner and Vinton, salesmen in the United store in the Flatiron Building, share the distinction of not having had to lay off for an hour during the winter just past, which every one agrees was a mean one.

—

Marcelino Perez & Co. are doing an immense business these days. G. W. Stocking is in New York for a short period. S. R. Wightman visited the factory last week. This week he is in New London.

—

E. J. Stoltz, representing Simon Batt Co., is very busy on the Pacific Coast. F. A. Rian is taking good care of his firm's interests in Chicago. T. Torbert is in Memphis and giving a good account of himself.

—

The Exchange Buffet cafe at 18th street and 4th avenue, New York, is giving over quite a little space to a display of Optimo and Centrapolis brands, including the 2 for 15, 3 for 25 and 10 cent straights.

—

Dr. Muck, the orchestra leader, accused of aiding the Kaiser's spies in the United States, who is now in jail at East Cambridge, Mass., is forbidden cigarettes, but may have pipes and cigars.

—

Nelson County Loose Leaf Warehouse Co. has been incorporated in Bloomfield, Ky., with a capital of $25,000. The incorporators are: W. J. Terrill, Jr., James Cain, Geo. W. Peck and Thomas G. McClaskey.

—

Charles R. Trayham, for a number of years a member of the firm of O. A. Reeves & Co., tobacconists of Fairmont, N. C., died March 25, in the Memorial hospital in Richmond, Va.

—

G. W. Gables cigar factory, at Windsor, Pa., was badly damaged by fire Sunday, together with several thousand pounds of tobacco. The loss will reach $10,000. The building was insured.

—

E. Regensburg & Sons have just completed an order for 1,500 boxes of cigars, three to a box, for the Thomas Jefferson dinner to be held on April 13. The box is very attractive and will be welcomed by the diners as an appropriate gift and souvenir.

—

Joe Culver Wolfe, representing the Waldorf-Astoria Segar Co., is in town, and will remain here for three weeks. Then he will tour the Middle West. C. B. Cameron is also in the city. He expects to hit the road about the same time that his colleague does.

—

F. Bonilla has arranged to start for Porto Rico, the latter part of April, and expects to be absent four or five weeks. While on the Island, he will make purchases for himself and several others. Business is good with him, but he intends to make it better.

—

The Havana Production Co., has things moving along at a fast clip. Ben Lesser is more than holding his own in Detroit, while R. V. Faulkner is doing his bit in Alabama. President Ed. Wodiska is due to arrive in New York some time this week.

—

Al. Metzger has journeyed to the upper part of New York State to round up new business for Berriman Bros. The firm takes it for granted that he will send in a raft of orders. H. Rosner is covering eastern territory with the same object in view.

—

B. J. Straus and A. H. Caro, live wires representing A. Santaela & Co., are back in town, where they will very likely remain until the end of April. The many calls coming for Optimo is cogent proof that they were not asleep when they were on the road.

—

Meyer Schwed is headed for St. Louis, after having covered the middle west for E. Regensburg & Son. Sid Cahen is putting in his time in Nebraska this week. Edgar Mayer is in Birmingham, Ala., visiting the C. C. Schneider Tobacco Co.

—

When the army of German autocracy threatens the world, even American gold becomes pugnacious. And to tell the plain people of the United States that in this crisis money can fight, and must fight—that is the real job of the Liberty Loan Committee.

—

The joker who wrote to Collector Marc Eisner representing himself as an honest burglar who wanted to pay his income tax just naturally could not wait for April Fools' Day. He was afraid some other fellow had thought of the same thing.—*New York World.*

—

The James Carson Co., a wholesale grocery and tobacco house in Springfield, O., has been incorporated with a capital of $100,000. Joseph A. Poss, Samuel E. Guenawalt, Chas. M. Billow, Charles G. Heckert and Chas. F. Smith are the incorporators.

—

Daniel J. Lyons has resigned from the real estate department of the United Cigar Stores Co. and will practice law realty cases at No. 9 East 40th street, New York. Mr. Lyons was formerly with the Title Guaranty and Trust Company's Brooklyn office.

—

F. Lanianno, G. Perna and A. Barba of 37 West 98th street, New York, have organized the Tuscany Concession Corporation, with a capital of $5,000. The new company will be interested in cigar stands, barber shops and florists' stands.

—

The payroll committee of the Spokane Ad club visited the factory of the Charles F. Barth Cigar Co., N1420 Washington street,

Spokane, last week, and saw the "Curly Jim Cigar," Spokane's own brand, in the process of manufacture.

—

Wm. H. Saichs, manager of the United store at 1 Wall street, is picking up a good many dollars every month for the government, selling war saving stamps. He would do ten times as much if he did not have so many banks in the vicinity.

Sid. J. Freeman has just received word that his shipment of a million cigars has arrived from Manila. For some time Freeman has been eager to hit the road, but has been held in town by the pressure of business. E. M. Freeman has been on the go constantly looking after city trade.

—

The Superior Tobacco Storage Co., capital stock $100,000, filed articles of incorporation in Cincinnati, last week. Chas. W. Bohmer, L. H. Bohmer and Matt S. Walton are the incorporators. The company is building a large plant on the Francis E. Beauchamp property on the Versailles pike.

—

The "swivel chair soldier" who sits behind a desk in Washington determined to fight the invaders of France from that safe distance only, should be "smoked out" at once, according to the Rev. John H. O'Rourke, S. J., who preached Easter Sunday morning, in St. Patrick's Cathredal, New York.

—

Des Moines retail cigar dealers at a meeting held Saturday morning decided to close their stores for one hour, Sunday, from 2:30 to 3:30 o'clock in memory of C. C. Taft, a well known wholesale and retail cigar dealer who died Thursday at his home, 1132 West 44th street, of pneumonia.

—

The cigar store and pool room belonging to and operated by Sandy Murray, next door east of the King pharmacy in Newark, O., was badly damaged, especially by water, when the Hickey building was burned last week, and the loss will amount to one thousand dollars.

—

High prices and averages over the $40.00 mark featured the final sales of the season on the Mt. Sterling, Ky. tobacco market last week. One house sold its tobacco at a general average of $40.12, the highest ever recorded in Mt. Sterling, while another crop of 276 pounds brought the high average of $40.23.

—

Topp Bros.' cigar factory at Fremont, O., was the scene of a fire early Thursday morning. The loss is about $3,000. A. G. Topp, asleep on the second floor, was overcome by smoke. He was removed to a place of safety by firemen. Police believe burglars after robbing the factory set fire to the building to hide their crime.

—

The George Dearman Co. of Spartanburg, S. C., has been incorporated with a capital stock of $50,000. A wholesale cigar, tobacco, candy, specialty and general merchandise busines is contemplated. The incorporators are: George Dearman, Thomas I. Swygert, Laurens, and I. C. Blackwood of Spartanburg.

—

Wait & Bond, Inc., have reason to be pleased, the way their Blackstone and Totem brands are selling. Throughout the east especially, Blackstone and Totem have been taking a bigger hold than ever before, and the nine automobiles owned by the company have all they can do to keep up with the trade. P. M. Forristall now is covering territory in the middle west.

—

W. A. Sanborn of Waupun, while in Jneau, Wis., on Monday, said that he had disposed of his stock in the Standard Cigar Co. and severed his connection with the company. Since he purchased Mayor Binte's holdings in the company some time ago, Sanborn represented the Standard Cigar Company as a traveling salesman.

—

John Moriarity, manager of the King Cole Cigar Co., has sent out three men after more business. M. Schoenwald, who has covered southern territory for the past twenty years, has gone south; J. M. Logan, formerly of the Logan Tobacco Co., is attending to business in the middle west, and G. H. Mahan has left to cover New York State. Moriarity has 225,000 cigars on the way.

—

High prices, next Liberty Loan Drive, and other matters of interest, were discussed recently at a luncheon and "get-together" session of about 20 members of the Retail Cigar and Tobacco Dealers' association of Great Falls held at the Park hotel, Great Falls, Mont. At the close of the dinner, a number of dealers gave short talks of interest. Morris Hanson acted as toastmaster.

—

The Preferred Havana Tobacco Co. has four men on the road and all are keeping things moving at a fast clip. A. Meyer is shooting orders in from San Francisco; V. Keough is turning them in from Buffalo; J. H. Rosenthal is marshalling his in Iowa, and P. Verplank is rounding up excellent business in Chicago. President Diaz has been in Havana for some time, and is expected to leave for New York about April 6.

—

S. Wardner & Co., makers of "83" cigars have acquired new quarters at 55 North Main street, Concord, N. H. In recent years the "83" brand has grown to be so popular that the proprietors of the company, P. H. Cahill and John F. Stohrer, appropriately may show their prosperity by moving to a more desirable location. New fixtures have been installed and the Concord *Patriot* declares the store to be "second to none in New England."

—

The man who acquired a thirst for thrift stamps and bought one every time he felt like taking a drink has failed to show up at the Flatiron store since he read about himself in the papers. Tuesday an Italian entered the store and wanted to know where he could have a pair of pants mended. Another man who had just become the father of a little girl bought five stamps for the baby. It represented all the money he had left in the world.

—

James Stillman, chairman of the Board of the National City Bank of New York, for many years, was regarded as one of the ablest financiers in America. He was a man exceedingly careful, shrewd and far-sighted. During his long life, business opponents ever admitted that his judgment was good. And when the great banker passed away he left more than an immense fortune to his heirs. Yet, the editor of *Forbes Magazine*, B. G. Forbes, describes Banker Stillman as a constant smoker of cigarettes.

—

"A workmen's health insurance law is sure to come just as workmen's compensation came. Organized labor in New York has unanimously endorsed it. We will keep on fighting for it until we get it." With this declaration, President James P. Holland of the New York State Federation of Labor threw down the challenge of the workers to opponents of the Nicoll health insurance bill, at a hearing on the measure before the Senate Judiciary Committee of the New York Legislature.

—

Burlington, Iowa, has a new business firm. The Union Cigar Store, J. S. Stine and A. Cousineau proprietors, has opened up for business at 115 Jefferson street, opposite *The Hawk-Eye*, at Herman Holstein's old stand, and is already enjoying a generous patronage. Messrs. Stine and Cousineau are practical cigar men of many years' experience. They have an extended acquaintance and both are popular and there is every reason to expect that their venture will prove a successful one.

—

Application for dissolution of their partnership, accounting and for appointment of a receiver for the tobacco and corn crop on the Barbara Schroeder farm in Miami township, was filed Monday in comon pleas court at Dayton, O., by John A. Schroeder against Frederick W. Schroeder of Miamisburg. In his petition, John A. Schroeder alleges the partnership is indebted to him in the sum of $230.18 for horses purchased for work in the handling of the crops. He charges the defendant has failed in performance of his part of their partnership contract.

—

Although the United States has begun to import a much larger volume of Chinese tobacco from Hongkong for special mixing purposes, Hongkong's import of American tobacco is one of the most important items in the American export list. Imports of American leaf tobacco into Hongkong at the present time amount to about 6,000 tierces and hogsheads annually, valued roughly at $1,500,000, and representing an increase of about 10 per cent over the imports of last year. This tobacco is imported almost altogether for the use of a cigarette factory in Hongkong, although a small portion of the trade is with Chinese dealers in Hongkong and in South China ports for mixing with the native product.

UP STATE DISCOVERIES

(*Continued from page* 16)

"An' they ain't male-men's faces, either. Fer M. J. Canaday is findin' it hard work to git smart boys lik' Henry Hotaling an' Sim to help out. So he's hirin' suffragists to push th' Pinzons 'til th' Krazy-Kaiser gits his mighty mustachios sawed off by som' uv th' boys Myron has sent Over There f'om th' Albany hotel cigar sector."

"Talking of soldiers," broke in Jim Stubb, "I understand Frank Shields, Jr., has had a hard time of it. He went away to a Southern training camp a long while ago. And, during the Winter he contracted a cold, developing quickly into pneumonia.

"When it was feared by the major-medico that the boy could not be expected to survive, the army folk sent for his father, the senior Church street tobacco manufacturer.

"After several weeks of a strenuous fight, however, young Shields is convalescing. So he is returning to Albany with his parents, having necessarily obtained a disability discharge from further service."

"Mrs. A. N. Brady has been very sick, too," continued Jim, "She had an attack of La Grippe, which suddenly affected the heart. So the entire family of the late American Tobacco Co. director has been wired for, and they are coming to Albany as quickly as possible."

"Say, Mr. Stubb," spoke up Benny, as he winded th' infernal machine inside th' Webster cigar-cutter, "Here's a card a feller named A. S. Gross left wit' me to give ya."

"Who's he, Benny?" asked Jim Stubb, turnin' th' card over ter see if there were any secret service marks on it.

"Said he'd been 'round before ter see yer, Mr. Stubb," informed Benny, "but that yer allus out. So he jest said he like ter make a bid on yer private monergram cigarette trade. He travels fer Blakesley & Co., in New York, an' they make brands fer individuals an' organizashuns. Told me he sold som' ter Steward Miller, who looks after cigars an' t'ings upter th' Albany Fort- Orange Club."

"Dese clubs an' odder soshallities are havin' tough pickin', Mr. Stubb," Benny confidentially announced, "I knows 'cause I has a-coupla fren's workin' in two differunt places, an' they both say th' cigar an' cigarette biziness is fallin' off som'thin' terribul.

"Most uv th' members, especially uv th' younger fellers, are in either th' army or th' navee, so th' remainin' few are th' older chaps who don't spend th' dough lik' th' boys in th' serviss.

"There's som' talk 'bout 'malgamatin' th' three or four weakest clubs inter a big affair lik' th' Yale-Princeton combinashun in New York. This 'ud be better fer all hands, includin' th' cigar cases."

"I see, Mr. Stubb," went on Benny, while he polished th' ferrules in th' Italia Bruyere C. P. F. case, "that th' J. W. Stevens store, down on th' corner of Broadway and State, is now carryin' a nice line of dese W. D. C. Lucerne pipes. Manager Shaxby bought a complete 'sortment, an' dey look swell, sure 'nuf."

"See that waiter who jess went inter th' Rotisserie?" axed Benny, indicatin' a Greek balancin' a tray o'remains o'er his head. "Well, that guy came in 'ere yisterday, askin' fer a big cigar-box. So I gives 'im a empty 250-box o'Havana Smokers.

"In a lil' while I goes out meself an' waits fer a West Albany car over there on th' corner. Soon out comes th' Greek, wit' me cigar box all wrapped up in paper, an' he waits fer my car.

"When we gits aboard, th' trolley is crowded, an' me an' th' grease-spot hev to sit side by each down where th' 'ductor pinches his share o'company revenue.

"Ev'rything goes alright 'til we reaches th' top o' th' hill, an' th' bell-pull hollers th' street, 'Eagle!' Then th' Man-uv-Athens 'longside o'me looks at th' nickel grabber, shakes his head, an' mutters som'thin' which sounded lik' 'aquila-non'.

"So I gits to notin' that th' gink keeps on gibberin' an' gittin' mor' an' mor' excited as th' boy in blue-an'-gold proceeds ter qualify on th' passin' bird named streets o'Albany as they flit by in th' flock of Hawk, Swan, Dove, Lark, Robin, Quail, Partridge—

"Right here 'twas th' dark-un wit' my smoker-box jumped up all tremblin' an' peevish kinda, shoutin' ter th' transfer-clerk:

" 'You-a 'tink you-a smart, try guess what-a I gotta in box! Butta you-a canna do! Eet is-a non eagle, non hawk-a, swan-a, non sparra, canara! Nono, non! But-a, eef you-a wanna know—hees-a chicken'!"

"Mebbe th' Greek didn't swipe it—I don't know. But he got off that car at Partridge street, wit' my old smoker-box tucked tightly under his own left wing, shakin' his bean over th' bird guessin' game!"

"Speakin' of th' Rotisserie," went on Benny, whilst he massaged th' plate-glass cigar case tops wit' a Good Friday chamois, "me old fren' Draudt came in th' other day, askin' fer a good place ter eat. So I sent 'im inter th' Rotisserie.

"Yer see, Draudt, lik' all th' other boys in Boss Riggio's division, hustle 'round th' Capitol District as tho th' Red One himself was sellin' goods on th' vera nex' block. An', in order to beat 'im, Draudt an' his crew rush aroun' somethin' awful!

"Why, Draudt is gittin' so thin he's a mere shadder. He an' Riggio jumped thru this sector some days ago lookin' fer a place where Lucky Strike cigarettes wasn't on sale. They couldn't find such a dugout.

"Then, jess ter be fren'ly 'bout callin' so



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When we originated the *Garcia Grande,* we gave the world a real mild Havana, a large cigar, a good cigar that could be sold for a moderate price. The *Garcia Grande* represents the triumph of a new idea.

The *Garcia Grande* has attained a national distribution, not through extensive advertising, but strictly on its merits. It has developed continually increasing sales in all parts of the country. The fact that it appeals to everyone who likes a mild Havana, makes the *Garcia Grande* a brand that both the jobber and retailer may depend on for steady business.

J. KLORFEIN
Manufacturer
476-478 Broome Street—New York—62 Wooster Street

hurriedly, Riggio buys cigars in each an' every shanty they enter. Result, Draudt has his ulster full. An' he dassent smoke cigars in public, either, else th' hull bloomin' trade will think Lucky Strikes ain't toasted anny mor', fearin' th' A. T. Co. is servin' 'em raw!

"Now, this a-course, won't do a-tall. So Draudt uses th' cigars fer tips to waiters. An' that's why I sent 'im inter th' Rotisserie—th' waiters there all smoke cigarets, either Lucky Strikes or Meccas— an' they come in here an' exchange Draudt's good cigars for th' necessary cigarettes at a favorable rate o' discount, accordin' ter th' prevailin' exchange at Stubb & Ash's wholesale an' retail emporium!"

"By th' way, Benny," Mr. Ash instructed, "make a memo to order a 'nother case of Lucky Strikes before th' size an' price changes again."

Benny came back from an errand to the Dearstyne Brothers Tobacco Co. with an ounce o'info 'bout these busy Albany jobbers: "Say, Mr. Stubb, didcha know th' Dearstynes are putin' up a bran new Sealskin sign?"

"No, Benny," replied Stubb, clicking the light-switch on his own windows, "no, I hadn't heard it. What sort of a sign is it?"

"Well, Mr. Stubb, yer know th' City Aldermen passed an ordinance som' time ago sayin' ev'ry merchant on th' downtown streets hadter remove projectin' signs. So th' Dearstynes, lik' all th' other progressive dealers, jest took down their big extendin' 'lectric sidewalk 'luminashun."

"An' now, atter mos' uv dem non-glim nights has bin stopped by th' Govern'ment, th' Dearstynes jest thought it'd be a pretty good time ter put up a nice, long 'lectric cigar close ter th' buildin' they occerpy at South Pearl an' Division streets. That's why th' 'lectricians were busy wit' ladders, ropes, an' things las' Saterday, hangin' th' frame fer th' vert'cal Sealskin cigar which now complies wit' all reg'lashuns."

"Nudder 'ting, Mr. Stubb," exclaimed Benny, as he set George Haswell's $65 chair in the middle of the circle for the evening session of the Hot Chair Club, "I see down on Pearl Street that there's a fight on wit' th' druggists 'bout ten-cent straight see-gars."

"All th' biggest drug fellers are now in th' scrap, jest ter see who can stand th' cuttin' on Peter Schuyler an' Anndora cigars 'till th' smokers git their humidors full. Branche, Warner, Bradt, Liggett, an' mos' uv th' smaller fellies are sellin' these an' odder pop'lar brands three-for-a-quarter, $4 th' box uv fifty."

"Over in Schenectady," began Jim Stubb, stopping to drop a cent in the extended hat of the season's first organ grinder, "I understand Louie Killeen is about to lose a valuable man."

"It is A. H. Birdsall, office manager and buyer for the Killeen jobbing house these last dozen years. Birdsall is leaving Mr. Killeen to enter the motor-car business. He will probably locate in Amsterdam, and he will have the agency for some excellent cars. But Killeen, nevertheless, is sorry to have Birdsall go, as he has been associated with the firm so long that it will be rather difficult to find a substitute for him."

"Another change I notice soon to transpire in the Capitol District," commented Mr. Stubb, as he looked out the door to see why the hurdy-gurdy wasn't playing one more tune for that contributed cent, "is the retirement of Phineas Magnus from active business."

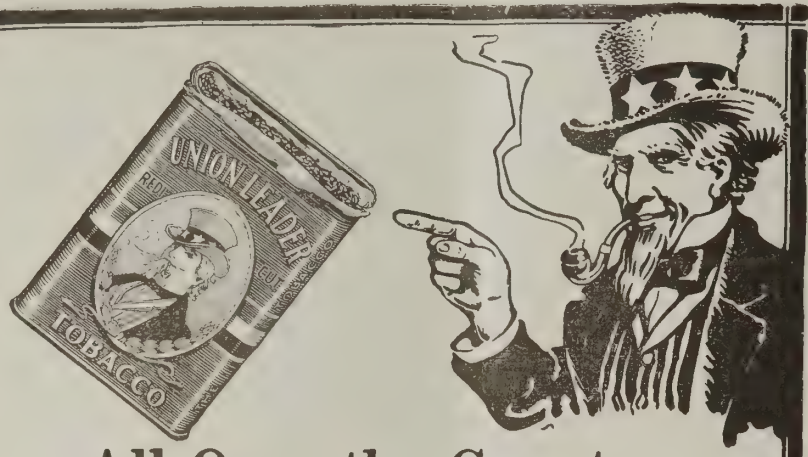
"For years and years, Magnus has been in the cigar trade. Originally with the Union News Co., he left their employ to open his present store at Hamilton and Dove streets, Albany."

"But his not too robust health has necessitated the sale of the entire stock and fixtures, including good-will, to B. F. Phillips, who will take possession 'roundabout May first."

"Mentioning the Union News Co.," recalled Mr. Stubb, as he returned from the door to wait upon a man who wanted a pound of Lowney's, makes me think of the way they sidetracked cigars at the smoking room display.

THE SMOKER.

Supreme faith in the genius of our commercial public to use good common sense in the contemplation of after-the-war trade was expressed Friday evening by Burwell S. Cutler, chief of the Bureau of Foreign and Domestic Commerce, in an address to representative New England exporters at Boston. "You can not make me believe," he stated, "that the sturdy figures who have in the last 50 years won a place for us as one of the three or four greatest world powers will ever be stamped into fear or uncertainty on account of what competition will do. When reconstruction is actually at hand the American business man will find perfectly normal ways of holding his own in every market of the world, without recourse to any selfish national schemes designed to hoodwink our commercial brethren abroad. Indeed it may be assumed that our trouble will be one chiefly of satisfying the tremendous demand for our goods both at home and abroad."



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LOCAL OPTION CONTESTS

Thirty-nine Cities in New York State Soon to Vote on the Saloon Question—And Women May Cast the Deciding Ballots.

The voters of thirty-nine cities in New York State will determine on April 16, whether the saloon or any other form of liquor selling is to be tolerated in their communities. This special local option election authorized by the Hill-Wheeler law will be without doubt the liveliest and most interesting use of the ballot for a special and specific purpose that ever will have occurred in the history of New York.

For the first time women will have a say. And the position taken by the women has frightened the supporters of license, and in practically every one of the thirty-nine cities where voting will be done the liquor interests have squirmed and struggled to nullify the woman strength so potentially revealed.

Because women traditionally are supporters of all great moral issues, it is assumed widely that they will cast their ballots for no license in heavy majority; but that assumption is weakened here and there, as in Rome, Schenectady, Syracuse and other manufacturing cities by the known attitude of many women who seem to think that men folk are none the worse off for a glass or two of beer daily.

While he is a canny prophet who can foretell in all instances what the result will be, the present indications are that, at least eighteen of thirty-two cities from which reports have been received will vote dry and that fourteen cities of the thirty-two reported on lean toward the wets, though very slightly in some cases. As matters stand the following cities seem fairly certain to abolish the saloon:

Auburn, Batavia, Beacon, Canandaigua, Corning, Ithaca, Jamestown, Johnstown, Gloversville, New Rochelle, Mount Vernon, Ogdensburg, Oneonta, Fulton, Plattsburg, Port Jervis, Rome and Salamanca.

The following cities display a close contest, favorable in many cases to the wets: Elmira, Glens Falls, Geneva, Lockport, Middletown, Newburgh, Norwich, Oneida, Oswego, Schenectady, Syracuse, Tonawanda, North Tonawanda and Watertown.

Very close contests are indicated in Batavia, New Rochelle, Mount Vernon, Ogdensburg, Port Jervis, Rome and Salamanca, with the drys having the better chance, and in Elmira, Glens Falls, Geneva, Newburgh and Syracuse, with the wets seeming to lead.

Hunter little cigars now come in packets of ten to retail for seven cents. S. Monday & Sons, the manufacturers, have discontinued the practice of putting Hunter little cigars on the market in packets of eight.

The jobbing trade will be in a better state of mind than they are right now, if packings and prices settle down to something reliable once more. "We never knew what a snap we had," remarked a Minneapolis jobber, "when we quoted prices at 48 and 96 cents a dozen.

Gus Kafka, proprietor of the cigar store in the Metropolitan building, St. Paul, and chairman of the price committee of the St. Paul Cigar and Tobacco Merchants' Association, has certainly been fulfilling all the duty requirements of a loyal American citizen. During the day he has left his business in the hands of his assistants while he served on the jury, and during the evening was to be found at the Ozmun Temple Unit of the Red Cross. When a "jazz" band was furnished music for the Ozmun Temple workers, he demonstrated his superior ability in this line of work, by dancing to the music and rolling bandages at the same time, to the huge delight of those present.—*Cigar and Tobacco Journal.*

SOMETIMES.

Sometimes, when th' way seems weary,
Sometimes when th' world seems blue;
Sometimes when yer outlook's dreary,
And there don't seem nothing new—

Sometimes when yer pleasures bore you,
And there ain't no one that cares;
When yer life lies all before you
Like a narrer flight o' stairs—

Sometimes, when th' sun a-shinin'
Seems ter have a brassy gleam,
An' because there ain't no linin'
Storm clouds are just what they seem-

Sometimes then yer hate just livin',
Hate ter smile an' do yer part;
Sometimes then life seems just givin',
Givin' from an empty heart—

Then's the time ter look fer laughter
In a stranger's vivid eyes;
Then's the time ter follow after
Fairy gold that always lies—

Where th' rainbow seeks the hollow
Off behind th' purple hill;
Where th' winds cry "Follow, follow!"
An' th' day is calm an' still.

Then's th' time ter watch th' gleamin'
Of th' tender stars at night—
Stars that laugh together, seemin',
Just ter show th' world is right!

Then's th' time ter sing, and, singin',
Let some other join yer song;
Then's th' time yer should be bringin'
Smiles where only smiles belong.

Sometimes when th' way seems dreary,
Sometimes when th' world seems sad,
Help somebody worn an' weary,
An' yer life will soon be glad!

—Margaret E. Sangster.

"After the War" Plans

WASHINGTON, April 1.—Secretary of Commerce, William C. Redfield, has recently made some very interesting observations relative to "after the war" trade which will bear much thought. He says:

"I have reflected for a long while on what is to be done 'after the war,' and let me say that the more I think of it the less I think of it. I have about come to the conclusion that we ought not to think very much about 'after the war' but confine ourselves to thinking for the present of how to win the war. There are three reasons for this, which are:

"First, if we do not win the war we shall do business after the war under the control of someone besides ourselves.

"Second, we do not know when 'after the war' will be or what will happen before that time, or the conditions which will exist at home or abroad when that time arrives. It is impossible to plan for an unknown quantity.

"Third, if we devote ourselves to winning the war with a mind single to that one great purpose, it seems to me to provide the only certain steps which we can say will surely be useful after the war.

"First, then, if Germany wins she proposes to dominate the seas. Her trade journals definitely stated that freedom of the seas means for her domination of the seas. The Emperor has expressly stated that no high decision will be made on our side of the Atlantic without consulting the German Government and the German Kaiser. If this is to be our fate, which God forbid, our plans will be made by others.

"Second, we do not know what is going to happen before the war ends, and what may happen may be controlling. For example, two years ago it looked as if Russia would be one of the greatest future markets for American goods and many merchants made plans on that basis which now they wish they had not made. No plans made up to a year ago for Russian business are worth anything now, nor are conditions such that any plans can be made for business in that country at any known time in the visible future. If the war lasts long enough to bring Germany to exhaustion, plans which are based upon their active competition will need revision. If England and France are fought to a finish, plans based upon their active competition may need revision. We do not know what the facts will be and how to make plans about unknown effects at an unknown time is more than I can say.

"In the third place, the country needs the united effort of everybody on the one job we have got, namely, the winning of the war. Looked at in a business sense this means for every factory and business concern the avoidance of waste, the cutting down of every useless expense, the making of the largest possible product, the working in harmony with labor, the making of every business, in short, into an economic athlete that it may do its part in the struggle. But this process, well done, is precisely the thing that will fit us for the period 'after the war.' We need not worry as to what will then happen if we are sure that America can face it with a commercial organization made up of trained industrial and economic athletes. That will be the greatest possible act of preparatory things.

"Finally, I do not mean that we should be blind. We ought clearly to do what we can, if we can see it clearly. The Webb Bill ought to pass and be made a law. Anything within our own power to do that will make our commercial and financial organizations more flexible and effective at home and abroad should be done, but further than this, without any desire to speak with finality or to make excathedra utterances, I find myself more and more reluctant to dwell upon the future and more and more forced to deal with the urgent present."

H. Martin Johnson, secretary of the St. Paul Retail Druggists' Association, says he knows of only two druggists in St. Paul who will not abide by the new tobacco price schedule.

Having gained an hour by turning forward the clock, the Tampa *Tribune* proposes to have more agreeable temperature next winter by shoving up the mercury in the thermometer.

Von Hoffman Herr, principal owner of the Baldwin Hotel, Beach Havens, N. J., and the Galbreath Apartments, Atlantic City, N. J., has filed a petition in bankruptcy, citing assets of $240,000 and liabilities of $186,000.

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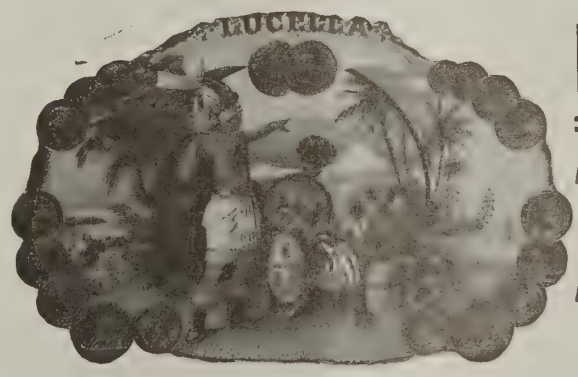
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The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
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A Mild Havana
Made in
ALL SALABLE SIZES
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SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

ENERGETIC AND RELIABLE YOUNG MAN with sales, advertising, clerical, stock, order, receiving, executive, window dressing, office and general clerk experience, desires position where results will be produced. Address Philip Greenberg, 158 Bergen St., Newark, N. J.

38 YEARS ESTABLISHED, STERN'S, BROADWAY, CORNER MYRTLE AVE. L STATION; beginners, professionals taught new steps; latest ball room dances; adults, children taught, clogs, buck and wing, song and dance, toe, every stage dance taught; become dancing teacher under Stern system; that snappy catchy word "guarantee," isn't worth paper it's written on. Call, let me convince you. Telephone Bushwick 4943. Always open.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient. care Tobacco.

BOOKKEEPER AND OFFICE MANAGER DESIRES POSITION, exempt, 12 years experience in tobacco business, costs, accounting. Unexcelled references. Address Exempt, care Tobacco.

FOR SALE—Fully equipped cigar factory, seating thirty hands, in down-town section. Good location, plenty of light and airy. Rent reasonable. Address H 65, care Tobacco.

WANTED—ATTRACTIVE YOUNG LADIES to sell well known miniature cigars to consumers. M., care of Tobacco.

FOREMAN—Energetic man to take full charge country cigar factory, 20 miles from New York. Must thoroughly understand all branches. Excellent opening. State age, salary, previous employment. Address Box 804, care Tobacco.

SALESMAN, THOROUGHLY EXPERIENCED, DESIRES POSITION with progressive cigar manufacturer. Excellent business getter and can furnish good references. Address Live Wire, care Tobacco.

YOUNG MAN OF GOOD APPEARANCE for wholesale cigar importer to go out and solicit orders, and visit the trade. Must have experience in that line and have first class references. State age, qualifications and salary desired. Address T. E. C., care Tobacco.

YOUNG MAN, thoroughly acquainted with the cigar and cigarette business, to pick out orders for wholesale house; no others need apply. Must have first class references. State age, qualifications and salary desired. Address Wholesaler, care Tobacco.

CIGAR FACTORY having office and humidor space to spare "Gratis" wants good jobber to take advantage of offer. Address Gratis, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

SALESMAN, with excellent record and big following, would like to hear from first class factory. Twelve years' experience, trade references. Address Hustler, care Tobacco.

YOUNG MAN, 20, knowledge of bookkeeping, also generally useful, desires position in reliable tobacco concern. Address F. C. Y., care Tobacco.

SALESMAN IS OPEN FOR ENGAGEMENT for high grade line of cigars. Acquainted with jobbing trade and high class retailers, in states east of Mississippi river. Address Aggressive, care Tobacco.

YOUNG MAN WISHES POSITION as stock or shipping clerk. Have four (4) years' experience in wholesale and retail cigar trade. Best of references can be furnished. Address T. B. N., care Tobacco.

UNINTIMIDATED

"Riding uptown on a Fifth avenue 'bus," says Bruce Barton in *Every Week*, "we passed one of the richest and most penurious men in New York." My friend said to me: "Did you ever stop to analyze avarice—to discover what it is that makes men hard and grasping?

"It's fear," he continued.

"Men are afraid of being hungry; afraid of being cold; afraid of losing their money and having to start all over again.

"In all the world there is nothing more tragic than the withered soul of a man who has a little money, and lies down and gets up in terror lest it should somehow be taken from him."

Then he went on to tell me about his father, who came out of the Civil War penniless and built up a fortune.

"He lost every cent of it in the panic of 1873," he said. "And in ten years he had made it again.

"Then came the awful year of 1892-3. Banks failed. And right in the midst of it, when it was impossible to borrow a dollar anywhere, certain men attempted to force a proposition on my father by which he could have saved his business at the expense of his business honor.

"He called them into his office—I was just old enough to remember it—and there he stood, a man of more than fifty, gray-haired, facing financial ruin.

"'Gentlemen,' he said, 'you have been doing business with me for a good many years; you know I am square and reasonable. And now, when my back is against the wall, you want me to compromise my principles, and threaten to destroy me if I don't.'

"He looked them squarely in the eye

"'I want to tell you a little story' he continued quietly. 'I was just a bo in the Civil War; and after the batt of Chancellorsville I was cold and hur gry, and there was nothing to eat.

"'Walking across the battlefield, found the body of a dead soldier. H was not a pretty sight, but clutched i his hand was half a loaf of moldy brea And I took my ram-rod and fished i out of his hand, and for two days lived on that moldy crust.'

"'You think you can frighten me b threatening to put me out of business' he cried. 'Let me ask you a questio first. Have you ever lived on a dr crust for two days? No? Well, *I have* and, what's more, I can do it again and if you can't, you'd better not go t war with me.

"'That's all.'"



"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."

To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.

P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va. ESTABLISHED 1831

The Flower of Tobacco

well cured and skilfully
used has maintained





MI FAVORITA

at the forefront
of all brands





The Park and Tilford Standard is the warrant of their excellent quality

MI FAVORITA CIGAR CO., Inc.

KEY WEST, FLA. 529-549 West 42nd St., NEW YORK

Cable Address: Karnak, New York Telephone 3108-3109 Broad

GROSVENOR NICHOLAS & CO., Inc.

DIRECT IMPORTERS OF HAVANA CIGARS
14-16 SOUTH WILLIAM STREET - - - - - NEW YORK

Representing

Martell & Co.	Cognac
Andrew Usher & Co.	Edinburgh
Krug & Co.	Reims
Nath'l Johnston & Sons	Bordeaux
Bouchard Pere & Fils	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
Donaldson & Co.	Madeira
Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

Executive Offices: 26-8 Beaver St.
Cigar Dept.: 14-16 S. William St. New York

Sweet and Aromatic

INDEPENDENT
CIGAR FACTORY



M. L. FERNANDEZ, Proprietor

Cable: *"Belinda"*

96-98 GERVASIO STREET, HAVANA, CUBA

H. J. M. GREEN

United States Representative
ROOM 630, SINGER BLDG. NEW YORK
Telephone: Cortlandt 2462

Waldorf-Astoria
Segar Company, Ltd.

WALDORF-ASTORIA,
Clear Havana
SEGARS
Tampa made in all popular sizes
SEND FOR CATALOGUE
Office and Humidors
Waldorf-Astoria Hotel, New York

WORK OF THE TREASURY.

The ordinary actual disbursements of the United States Treasury, which include all war expenses, from the first of July, 1917, to March 16, 1918, when the Treasury statement was issued, amount to $4,233,261,000.

The ordinary actual disbursements for the corresponding period of the fiscal year of 1917 were $683,969,000.

These figures show that the war has added practically three and a half billion to the expenses of the Government for the time between the two dates named, eight and a half months. This means an expenditure for war purposes, for America's part in the war, of about $400,000,000 a month or over $13,000,000 a day.

The above figures, however, do not include the $3,621,830,000 loaned to our Allies in the period dealt with. These are good and secure investments which will ultimately be repaid the United States. The total loans to our Allies to date aggregate practically $5,000,000,000. Nor is the $22,000,000 used to purchase Farm Loan Bonds included, another investment rather than an expense.

The total disbursements of the Treasury from July 1 last to March 16 were $11,274,575,000. This sum includes the ordinary actual disbursements which comprise the usual civil expenses of the Government and the cost of the war as above set out, the amount loaned our Allies, and bonds, notes, and certificates of indebtedness retired. Most of this last item is made up of payments of the short-term interim certificates issued last fall.

The total receipts of the Government in the period named were $11,017,257,000, against total receipts for the corresponding period of the fiscal year 1917 of $540,217,000.

FOR TWO CENTS.

The two-cent piece, for the coinage of which there is now an insistent demand in Congress, has been the most neglected coin in the history of America's metal money, with the single exception of that miserable thing the twenty-cent piece, first aid to petty swindlers in the '70s and '80s. We have had but one issue of two-cent pieces, beginning in the last year of the Civil War and lasting until 1872. They were big bronze fellows, weighing just twice as much as our present cent weighs; almost as much as a quarter weighs. The Government stopped coining them about the time it discontinued issuing the silver half dime and three-cent pieces. The two-cent piece was perhaps too large; the silver coins surely too small, for convenient handling.

The call for a revival of the two-cent piece is based on the rise in price of many articles which hitherto have sold for a cent. All over the country most newspapers that were sold for a penny have risen in value and price to two cents. The newsdealer undoubtedly would welcome a two-cent piece. Thrown on his counter by the flying citizen, it would be twice as easy to pick up as two cents are. The flying citizen, rummaging in his pockets for two cents, would rather find that amount in one coin than in two pieces.—*New York Sun.*

NEW BAD CHECK LAW?

A bill has been introduced into the Legislature of the State of New York to amend the penal law in relation to obtaining money by fraudulent check, draft or money order. The amendment of the existing laws provides the making it a misdemeanor for any person, with intent to defraud, to make a check, draft or order for the payment of money upon any bank or any other depositary, knowing at the time that he has not sufficient funds in or credit with such bank or depositary for the payment thereof. As against the maker or drawer thereof, the making of such a check, draft, or order, payment of which is refused by the drawee, shall be prima facie evidence of intent to defraud, unless within five days after receiving notice that such draft, check, or order has not been paid by the drawee, the maker or drawer thereof shall have paid to the drawee the amount due thereon, together with interest and protest fee. The penalty fixed is a fine of $1,000 or imprisonment for one year or both.

PAYROLL STATISTICS

WASHINGTON, April 1.—The Bureau of Labor Statistics has just completed compiling the figures showing the employment in selected industries for the month of January of this year.

There were 62 cigar manufacturers who replied to inquiries for January of last year as well as this year. In these 62 plants there were 20,363 persons employed in January of last year, increasing in the same month of this year to 21,352 or an increase of 4.9 per cent. The payrolls also increased from $243,832 in January, 1917, to $265,869 in January of this year, or an increase of 9.0 per cent.

Figures were also compiled for December, 1917, and January, 1918. Sixty cigar manufacturers answered for both of these months. In these 60 plants there were 21,181 persons employed in December, 1917, dropping off slightly to 21,044 in January of this year, or a decrease of 0.6 per cent. The payrolls decreased from $273,199 in December to $259,243 in January or a decrease of 5.1 per cent.

The National Food Administration expects to export 1,100,000 tons of food to our allies in Europe during the coming year.

HAVANA CIGARS
ROMEO
Y
JULIETA
The Leader in All the World's Markets
U. S. REPRESENTATIVE
WM. T. TAYLOR - 140 East 34th Street, New York

PRINCE HAMLET
DELIGHTFULLY MILD
SCIENTIFICALLY BLENDED
"THAT'S WHY"
MAPACUBA CIGAR CO.
Bayuk Bros. Co., Owners
SALES OFFICE
271-275 So. Third St.
Philadelphia, Pa.

Bank of the Spanish-Speaking People
BANK OF CUBA IN NEW YORK
34 Wall Street, New York Telephone—John 929-930
Your Current Account Is Solicited

SECUNDINO FLEITAS S. & F. FLEITAS FRANCISCO FLEITAS
Manufacturers of Clear Havana Cigars
Factory 234 KEY WEST, FLORIDA Correspondence Solicited
Brand: "HOMERICA"

METROPOLITAN TOBACCO CO.
OFFICES AND MAIN DEPOT, 134-136 GRAND ST., NEW YORK
Harlem Branch—179-185 East 116th Street, New York.
East Side Branch—138 Delancey Street, New York.
Bronx Branch—4199-4201 Third Ave., New York.
Yonkers Branch—9 and 11 Warburton Ave., Yonkers, N. Y.
Brooklyn Branch — 645-651 Warren St., Brooklyn, N. Y.
Williamsburg Branch—289 Graham Ave., Brooklyn, N Y.
Jamaica Branch—22-28 Bergen Avenue, Jamaica, N. Y.
Patchogue Branch—28 Ocean Ave., Patchogue, N. Y.
Staten Island Branch—109 Richmond Ave., Port Richmond, S. I.

All Progressive Dealers Read TOBACCO

FINEST IN QUALITY— MILDEST IN TASTE
DUBONNET CIGARS
Some Territory Open—Correspondence Solicited
AMERICAN EXCHANGE CIGAR CO., Makers
1059-1061 Third Ave., New York

WORLD TRADE CURRENTS

Changes Caused by the War

The effect of the war upon world trade currents is illustrated by a comparison of the present commerce of the United States with that of the period immediately preceding the war. A compilation by the National City Bank of New York, comparing our foreign trade in the seven months ending January, 1918, with that of the seven months ending with January, 1914, shows that our imports from Europe have fallen 50 per cent, while those from other parts of the world increase 150 per cent; also that the percentage of gain in our exports to the non-European world has been actually greater than that in the exports to Europe.

The bank's compilation shows that the total exports from the United States to Europe in the seven months ending with January, 1918, were $2,205,000,000, against $977,000,000 in the corresponding period ending with January, 1914, an increase of 126 per cent; while exports to the non-European world in the seven months ending with January, 1918, were $1,243,000,000 against $545,000,000 in the corresponding period ending with January, 1914, an increase of 128 per cent. Thus the gain in exports, comparing the latest official figures with those of a corresponding period immediately preceding the war, is 126 per cent increase to Europe and 128 per cent increase to the remainder of the world.

All of the non-European world, recognizing the difficulties of the access to Europe, has apparently turned to the United States. Our own imports from Asia have increased from $163,000,000 in the seven months ending with January, 1914, to $462,000,000 in the seven months ending with January, 1918, while the exports to Asia (excluding that for Europe sent by way of Asiatic Russia) have increased from $73,000,000 in the seven months ending with January, 1914, to $229,000,000 in the corresponding period in 1918. From South America the imports for the same respective periods advanced from $119,000,000 to $318,000,000, and the exports to South America increased from $81,000,000 to $199,000,000. From our neighboring countries and islands of North America the imports increased from $230,000,000 to $491,000,000, and the exports to them advanced from $325,000,000 in the 1914 period to $701,000,000 in the 1918 period. From Oceania imports increased from $20,000,000 to $71,000,000, and the exports thereto increased from $48,000,00 to $77,000,000. From Africa the imports increased from $8,000,000 to $38,000,000 and the exports to Africa advanced from $17,000,000 to $36,000,000. From Europe the imports fell from $527,000,000 in the seven months ending with January, 1914, to $255,000,000 in the seven months ending with January, 1918, while the exports to Europe in the same period (including those sent by way of Asiatic Russia) increased from $977,000,000 to $2,205,000,000.

The share which the United States is now handling of the trade of the non-European world is much greater than before the war. Normally, in the pre-war-period, we supplied less than 15 per cent of the imports of South America; in 1917 we supplied about 45 per cent of her imports. In the case of Asia we supplied before the war about 6 per cent of the imports, and in 1917 about 15 per cent. Of the imports of North America, exclusive of the United States, we supplied in 1913 about 60 per cent, and in 1917 over 80 per cent. Of the imports of Europe we supplied before the war about 12 per cent, and in 1917 we supplied about 30 per cent of the imports of that continent, exclusive of the Central Powers.

Most of this great gain in the exports of the United States occurs in manufactures, and most of the gain in imports occurs in manufacturing material. Manufacturers form about 80 per cent of the total exports to the non-European world, while the European demands for manufactures for the battlefield has greatly increased the percentage which manufactures form of the exports to that continent. The total value of manufactures exported in the seven months ending with January, 1918, was $2,133,000,000, against $650,000,000 in 1913.

FREIGHT RATE UPHELD

(*Continued from page* 4)

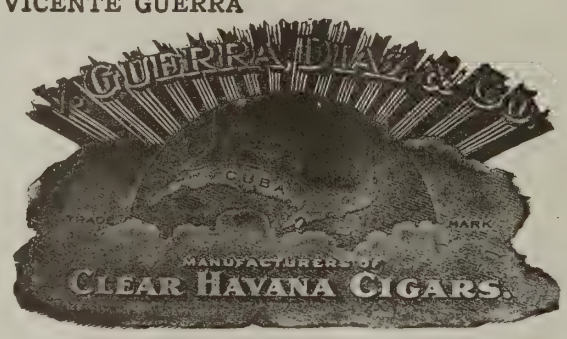
legally applicable to export shipments from and to the points above named, when stopped in transit at Nashville, should be the through rates from points of origin to destination in effect when the shipments moved to Nashville, plus a stoppage in transit charge at Nashville of 1.5 cents per 100 pounds, provided the through rates applied through Nashville. During the period of the movement to Nashville there were published to New Orleans by way of the Nashville, Chattanooga & St. Louis and the Illinois Central joint rates of 25 cents from Paris and Martin and 22 cents from Paducah, and these are the rates which complainant contends were legally applicable to these shipments. This contention is erroneous as it was specifically provided that the rates mentioned would apply "only via Jackson, Tenn., and Illinois Central R. R., or M. & O. R. R. and N. O. & N. E. R. R." Neither these nor any other joint rates were applicable from the points of origin here under consideration to New Orleans over the route of movement.

Complainant directed practically all of his evidence to the question of tariff interpretation and adduced substantially no evidence to show unreasonableness either of defendants' failure to provide joint rates in connection with a storage in transit service over the route of movement, or of the charges collected.

We find that the charges assailed were legally applicable and that they are not shown to have been unreasonable. An order dismissing the complaint will be entered.

Manuel A. Garcia of Garcia & Co., of Havana, and F. Miranda & Co., New York, arrived here Monday, from Havana.

First Consul
CLEAR HAVANA CIGAR
LINCOLN BROS., Manufacturers
466-468 Broome St., New York
MONTE CRISTO
SOLD SINCE 1865 CONTINUOUSLY
MILD HAVANA

VICENTE GUERRA
FRANK R. DIAZ


La Flor De
V. Guerra
Diaz & Co.
La Copiosa
La Mega
Artemo
TAMPA, FLA.

F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO
FLOR DE NARVEZ
VICLO
TRADE MARK
REG. U. S. PAT. OFF.
WALLS COURT
EL LESSERO
CALATRAVA
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatia, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

PERFECTO GARCIA & BROS.
Manufacturers of Superior Quality


HAVANA CIGARS
Factory, TAMPA, FLA.
Main Office, CHICAGO, ILLS.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

TOBACCO

ESTABLISHED 1886

Vol. LXV. No. 26. NEW YORK, APRIL 11, 1918. PER ANNUM, $2.00 SIX MONTHS, $1.00

ALL FOR OUR SOLDIERS

Duke's Mixture and Velvet, two brands of smoking tobacco having immense popularity, have been optioned by the government. Of both brands, the entire output is reserved for the use of our soldiers and sailors. Every month, the Liggett & Myers Tobacco Co. will ship upwards of 750,000 pounds of smoking tobacco to the American forces on the other side.

Velvet and Duke's Mixture now in the hands of the trade, it is said, will be exhausted in 30 days.

NEW YORK LEAF BOARD

Elects Officers and Arranges for the Coming National Convention of Cigar Leaf Tobacco Men.

The annual meeting of the Leaf Tobacco Board of Trade of New York was held Tuesday, April 9, in the rooms of the Board at 136-140 Front street. The trustees elected were: Frank M. Arguimbau, Wm. S. Brill, Jos. F. Cullman, John H. Duys, Howard Friend, Charles Fox, Chas. R. Goldsmith, F. R. Hoisington, Fred Lederer, Joseph Mendelsohn, Benno Rosenwald, Alfred R. Schmid, Sig. Schluechterer, Carl W. Webbe, and Jerome Waller. Then the trustees elected Joseph Mendelsohn, president; Wm. S. Brill, vice-president; Chas. R. Goldsmith, treasurer, and Charles Fox, secretary.

Delegates elected to the National Convention of the Cigar Leaf Association to be held in New York, May 20-21 are: A. Bijur, Fred Block, John H. Duys, Ernest Ellinger, Howard Friend, Julius Lichtenstein, Percival Levy, Fred Lederer, Julius Marqusee, Maximilian Stern, Alfred R. Schmid, and Jerome Waller.

The alternates were: Frank A. Bach, Louis A. Bornemann, Herbert Cohn, Fred J. Frese, John L. Fielding, John H. Goetze, E. L. Kohlberg, Max Maier, Chas. Meismer, S. Rosenbluth, Morris Rosenberg, and Chas. J. Waxelbaum.

The entertainment committee for the coming convention is headed by Alfred Schmid and includes Chas. Meissner and Fred Block. No place has been selected for the convention, but this part of the program will be well attended to by the entertainment committee, which has full authority.

In the past visiting delegates have been entertained on a lavish scale, but this year, owing to the general feeling towards economy, the entertainment phase of the convention will be somewhat modified.



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WHEN THE TURKS SURRENDERED JERUSALEM TO THE ALLIES

When great things happen, the actual occurrence usually is less spectacular than is popularly supposed. Witness here a depiction of the surrender of Jerusalem. For centuries the Holy City had been held by the Turks. From a military, as well as from a sentimental point of view, the capture of Jerusalem by the Allies was one of the great events of the war. What occasion could be more historic?

The scene, when Jerusalem was surrendered, is shown in the only photograph taken on the spot, at the time. The Turk, carrying a cigarette in one hand and a cane in the other, is the official who yielded the city to General Allenby. When the Turkish deputation bearing a white flag came out, two British soldiers advanced and were notified that "Jerusalem had surrendered." So the camera recorded history.

Aged Cigar Manufacturer Kills Himself

J. Alles of Alles & Fisher Becomes Tired of Life—The Biggest Parade Boston Ever Had—80,000 Men in Line to Aid the Third Liberty Loan—Boston Associations Merge in One Organization to Speed Up Bond Purchases—Rosendorf Resigns His Position with the Liggett & Myers Tobacco Co.

BOSTON, April 9.—J. Alles, of the well-known firm of Alles & Fisher, makers of the J. A. Cigars, committed suicide yesterday. Mr. Alles was eighty-one years old, and actively engaged in business until his death. Friends are at a loss to account for his rash act, for his financial affairs were in excellent shape.

Eighty thousand were in line last Saturday in the Liberty Loan Parade. The parade started at one o'clock, and the last division passed the reviewing stand after nine o'clock at night. It was the biggest parade ever held in Boston.

Frank Rosendorf, for the last seventeen years with Liggett & Myers Tobacco Co. surprised the trade this week by advising them that he had resigned. The trade regarded Frank as a fixture with the company. Frank says that he has made no definite plans, he doesn't know now just what he will do, but he has a number of proposition that he is considering. Frank Rosendorf has a multitude of friends here who wish him all kinds of success.

James C. Sowden, well-known in tobacco circles, more recently with the Thomas F. Marshall Co. of South Waymouth, resigned this week to accept a responsible government position.

The taking over of the output of Bull Durham and Duke's Mixture, by the government, came as a big surprise. All the jobbers have more or less stock of these two brands on hand, which is rapidly going out. It will be but a short time when the stocks of both retailer and jobber will be entirely sold out.

Phone girl weds salesman at Cathedral. Lynn and Boston friends of Miss Mary P. Walsh, a former telephone operator at the old American House in Boston, and Patrick A. Collins, a cigar salesman of Lynn, were surprised to learn, to-day, of their marriage, which took place last Sunday in the rectory of the Cathedral of the Holy Cross in Boston.

Collins has been employed as a salesman for D. F. Donohue at 12 Market street, Lynn, for 19 years.

Cigar and Tobacco Trade Association of Boston has been merged into one organization. In previous campaigns the cigar manufacturers and retailers and jobbers operated independently. This time there is one committee representing the entire trades, which consists of the following:

Chairman, Richard E. Traiser.
V. Chairman, Charles B. Perkins.

EXECUTIVE COMMITTEE

Name	Company
Richard E. Traiser, Chmn.	H. Traiser & Co., Inc.
Charles B. Perkins, Vice-Chmn.	C. B. Perkins & Co.
Frederick Estabrooks	Estabrook & Eaton
Jos. P. Manning	Jos. P. Manning Co.
Jas. F. Logan	Jos. P. Manning Co.
Maurice Hanauer	Bieringer-Hanauer Co.
S. S. Baker	Baker Bros.
S. S. Rosenthal	Rosenthal Bros. & Bendetson
Louis Jeselsohn	Louis Jeselsohn
H. Esmond Rowley	S. S. Pierce Co.
Arthur Bracy	C. B. Perkins & Co.
Frank Swick	Philip Morris Cigarette Co.
Herman Blumenthal	Cobb, Bates & Yerxa Co.
R. B. Pearson	United Cigar Stores Co.

CIGAR MANUFACTURERS.

Name	Company
Wm. Batchelder	C. C. A. Cigar Co.
Wm. Fisher	Alles & Fisher
Henry S. Fitzgerald	Driscoll & Fitzgerald
S. Gryzmish	S. Gryzmish & Sons
B. A. Rothfuss	Breslin & Campbell, Inc.
Samuel Silver	Goldsmith, Silver & Co.
C. W. Waterman	Waitt & Bond, Inc.
S. Norwich	J. W. Strieder Box Co.
Carl J. Kaffenburgh	I. Kaffenburgh & Sons

Clarence E. Hunter, president of the Tobacco Trades Association of Boston, acting as Secretary for the Executive Committee.

Entire committee consisting of all the firms in the wholesale cigar and tobacco trade, who are members of the Tobacco Trades Association of New England.

The cigar manufacturers were organized separately under the chairmanship of Richard E. Traiser.

The organization is only for Boston, and consists only of Boston people.

On Monday evening, Chairman Traiser invited the members of the trade to a banquet at the Boston City Club, where the outline of the campaign was given in detail. There were interesting discourses; perhaps the most interesting was that of Major Smite of the British Army, who has been at the front with a Canadian Regiment as Chaplain. He told the guests just what he witnessed with his own eyes in various battles. All members of this committee have made a very good showing to date, and they are on their toes to make a record.



PART OF A SHIPMENT OF BULL DURHAM TO OUR SOLDIERS

The American Tobacco Co. gave the soldiers and sailors the preference, and as a result has turned over the entire output of Bull Durham to the U. S. Government. This means that Bull Durham will be withdrawn from the market and will become scarcer and scarcer as time passes, until a bag of the "makings" will loom up as a relic of the good old days.

The American Tobacco Co. will turn over every month to the Government 36,000,000 sacks or 2,000,000 pounds of granulated tobacco. And so, Mr. Stay-at-Home, if you can't get the makin's, think of the joy that tobacco bring the boys who are fighting on the other side. If the old Bull is a necessity to men in times of peace and prosperity what must it be to our soldiers in France? But the Bull will come back crowned with glory, with service medals on its horns. It has a place all its own in the international scrap for Democracy.

UNCLE SAM'S SHIPPING

Tonnage Crossing the Atlantic Gained 20 Per Cent. During March—About 400 Vessels in Service.

WASHINGTON, April 9.—An increase of 20 per cent in the amount of tonnage shipped across the Atlantic in March was gained through close co-operation of the Ship Control Committee, the Shipping Board and the War Department in directing the movement of traffic. Officials confidently predicted to-day that the efficiency in handling was growing, and would mean a gain of 30 per cent in tonnage during the present month.

The strength of the non-fighting fleet which the United States has contributed to the aid of the Allies became known to-day for the first time. Three hundred and ninety American vessels, or vessels under American control, now are in the transatlantic trade with a tonnage of 2,762,605. Of these 322 fly the American flag, while sixty-eight are chartered ships of neutral nations. The American ships have a carrying capacity of 2,365,-344 tons.

In addition to the present fleet there are 471,000 tons of Dutch ships still to be put into service as soon as crews can be provided. Ships built in America for the Shipping Board will swell the total still further, as the building programme begins to show cumulative results during the summer.

When the Ship Control Committee was established, January 30, to have supreme charge of all ships entering American ports, it was hoped that centralized control would mean the addition of 1,000,000 tons to the shipping facilities available for the transportation of men, munitions and food to fight the Kaiser.

In two months that object has been achieved by having one force to guide the American, Allied and neutral ships trading in American ports.

Delays in loading have been reduced to a minimum by directing ships to ports where cargoes are available. If an American vessel is not ready to take a cargo of goods waiting to be sent to the American forces abroad, any Allied vessel is used to prevent delay and

(*Continued on page* 30.)

Doing Their Utmost to Promote Bond Sales

Well Planned Work of Tobacco Trade Representatives Who Are Helping to Make the Third Liberty Loan a Tremendous Success—"Notice of the Second Draft"—Captains Appointed—The Various Teams—Some Surprisingly Good Reports May Be Made

The Liberty Loan Committee for the Tobacco Trade is now enthusiastically engaged in its campaign to assist in every way possible in the sale of third Liberty Loan bonds. While no definite figures are as yet available, assurances are given that the subscriptions already received, are most encouraging.

As previously announced, the entire staff and office facilities of the Tobacco Merchants Association at 5 Beekman street, New York, have been placed at the disposal of the committee, and the T. M. A. office is being utilized as headquarters.

Plans have been made by means of which it is hoped to reach, through an individual canvass, every one connected with the tobacco industry. To better accomplish this, the trade has been divided into its various branches, and these in turn subdivided into territories.

To work out such a plan successfully the committee must have a considerable number of active assistants throughout the trade, and to obtain the needed help, Chairman Wise sent out the following:

NOTICE OF SECOND DRAFT.

Dear Sir:

Not all of us can get into the trenches, but we can all render our country at least some service to help in the prosecution of the war. What we must all do just now is to make a supreme effort towards the success of the present LIBERTY LOAN.

Being firmly convinced that every one connected with the Tobacco Industry stands ready to do his full duty, our Committee has authorized me to draft you into the great army of patriotic American citizens that is now engaged in floating the THIRD LIBERTY LOAN.

You are accordingly appointed Captain of Team No. , to make a personal canvass of the trade indicated on the enclosed list to secure their subscriptions to the Loan, and you are authorized to make up your own Committee to assist you in the canvass if you so desire.

In confident anticipation that you will accept this patriotic duty, we are sending you under separate cover a number of subscription blanks, which we know you will use to good advantage.

This Committee is not to receive any money on account of subscriptions. The subscriber has merely to fill in the name of his bank in the application and the subscription will go directly through his bank, where payment, whether cash or deferred, will be received.

Needless to say, it is essential that every subscription be forwarded or reported to our Secretary in order that the Tobacco Industry may receive due credit for same. As soon as the proper record has been made we will send the subscriptions to the banks indicated, and proper acknowledgments will be mailed.

With thanks in advance on behalf of the Committee and myself, I am

Respectfully yours,

CHAIRMAN.

LIST OF CAPTAINS

CIGAR MANUFACTURERS' TEAMS

No. 1. A. L. Sylvester, American Cigar Co., 111 Fifth avenue.

No. 2. Fred. Hirschhorn, General Cigar Co., Inc., 119 W. 40th street.

No. 3. Theodore Werner, T. J. Dunn & Co., East End avenue & 81st street.

No. 4. D. Emil Klein, E. M. Schwarz & Co., East End avenue & 81st street.

No. 5. A. Santaella, A. Santaella & Co., 1181 Broadway.

No. 6. L. A. Lincoln, Lincoln Bros., 466 Broome street.

No. 7. Julius Klorfein, 476 Broome street.

No. 8. E. Kleiner, E. Kleiner & Co., 320 E. 63d street.

No. 9. Sam Mayer, American Exchange Cigar Co., 1059 Third avenue.

No. 10. Marcelino Perez, Marcelino Perez & Co., 12 Duane street.

LEAF TOBACCO DEALERS' TEAMS

No. 1. Benno Rosenwald, E. Rosenwald & Bros., 145 Water street.

No. 2. Alfred S. Rossin, S. Rossin & Sons, 173 Water street.

No. 3. H. Duys, H. Duys & Co., 170 Water street.

No. 4. Elias Bach, Elias Bach & Co., 166 Water street.

No. 5. Chas. J. Waxelbaum, Chas. J. Waxelbaum & Co., 175 Water street.

No. 6. Jerome Waller, Rosenstadt & Waller, Inc., 162 Water street.

No. 7. Maximilian Stern, 165 Front street.

No. 8. Percival Levy, 155 Water street.

No. 9. Emanuel Weil, Weil & Sons, 131 Water street.

MANILA CIGARS' & TOBACCO TEAM

C. A. Bond, Manila Ad Agency, 546 W. 124th street.

TURKISH, BURLEY and KINDRED TOBACCO TEAM

Herman Gensior, Gensior Tobacco Co., Inc., 192 Bowery.

JOBBERS' TEAMS

No. 1. Samuel Turner, Turco-American Tob. Co., 159 Delancey street.

No. 2. Joseph Levine, The American Tob. Co., 25 Delancey street.

No. 3. Morris Krinsky, Est. of I. B. Krinsky, 207 N. 4th street, Brooklyn.

No. 4. Charles Schavrien, 204 W. 20th street.

No. 5. Joseph Monday, S. Monday & Sons, 34 So. 1st street, Brooklyn.

BROOKLYN RETAILERS' TEAMS

No. 1. Lewis Gompers, Pres. Ind. Ret. Tobacconists Assn. of America, 801 Fulton street, Brooklyn.

No. 2. Louis J. Levin, 143 Washington street, Brooklyn.

No. 3. Herman Friedlander, 50 Flatbush avenue, Brooklyn.

No. 4. Charles Eisenberg, 677 Myrtle avenue, Brooklyn.

No. 5. Max Sontag, Sontag Bros., 429 Fulton street, Brooklyn.

CIGAR BOX TEAM

Otto Ruckert, Schwarzkopf & Ruckert, 413 E. 36th street.

FOIL TEAM

Louis D. Conley, The Conley Foil Co., 541 W. 25th street.

LICORICE TEAM

Karl Jungbluth, Mac Andrews & Forbes Co., 200 Fifth avenue.

CIGARETTE PAPER TEAM

Peter J. Schweitzer, 109 Broad street.

PIPE TEAM

W. T. Posey, United Cigar Stores Co., 44 W. 18th street.

SPECIAL TEAM

Geo. H. Hummel, P. Lorillard Co., 119 W. 40th street.

CAPTAINS-AT-LARGE

Wm. A. Hollingsworth, Woolworth Building, Retail Trade.

Asa Lemlein, E. H. Gato Cigar Co., 203 West Broadway, Cigar Mfrs.

Oscar Reinach, 80 Maiden Lane, Leaf Tobacco.

Subscriptions of $1,000 and Over

Liggett & Myers Tobacco Co.	$1,000,000
American Cigar Co.	250,000
A. L. Sylvester	40,000
E. Rosenwald & Bro.	30,000
S. Rossin & Sons	25,000
Pretzfield & Co.	10,000
Tobacco Salesman's Assn. (Subscribed at meeting)	8,650
Joseph J. Day	5,000
R. E. Christie	5,000
A. J. Bijur	1,000
James F. Walsh	1,000
Claude Turner	1,000
Philip Mayer	1,000

THE EXECUTIVE OF "TOBACCO PRODUCTS."

George L. Storm, has resigned the presidency of The Tobacco Products Corporation but remains with the company as vice-president in charge of the operations. At the time Mr. Storm was elected president of the company, it was understood that his incumbency would be temporary.

Mr. Storm has just completed arrangements for making the 100th street and 120th street factories in New York the most up-to-date cigarette factories in the country as respects sanitary ideas. There will be free medical attendance for all employees and a trained nurse always on duty. A special examination of all employees is a feature, also will be adopted a monthly bonus plan. Intensive development of Tobacco Products? Sure.

The plantations and the tobacco factories at Bahia, which were worked by the Germans and were considered the most important tobacco centre in Brazil, have been bought up by Brazilian capitalists, who are renewing their activities in this direction. These factories were closed after the rupture of relations between Brazil and Germany, owing to the boycott by workmen and the Brazilian public. The resumption of work of these important concerns will permit a large increase in the production and exportation.—*Agencia Americana.*

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Dealers and readers are cordially invited to send us items of information that are of interest to the trade. All such information will be used with discretion.

Manufacturers and wholesale dealers are especially requested to send us announcements and other news that will be of interest to retail dealers.

TOBACCO is the Pioneer in its Special Field and has the LARGEST CIRCULATION among Wholesale and Retail Tobacconists of any Periodical in the World.

NEW YORK, THURSDAY, APRIL 11, 1918.

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"You Millions Safe at Home"

From a Man in Uniform to Those of Us Who Are Not

They say, who have come back from Over There, that at night the troubled earth between the lines is carpeted with pain. They say that Death rides whistling in every wind, and that the very mists are charged with torment. They say that of all things spent and squandered there young human life is held least dear.

It is not the pleasantest prospect for those of us who yet can feel upon our lips the pressure of our mother's goodbye kiss. But, please God, our love of life is not so prized as love of right. In this renaissance of our country's valor, we who will edge the wedge of her assault make calm acceptance of its hazards. For us, the steel swept trench, the stiffening cold—weariness, hardship, worse. For you, for whom we go, you millions safe at home—what for you?

We shall need clothes for our bodies and weapons for our hands. We shall need terribly and without failure supplies and equipment in a stream that is constant and never-ending. From you, who are our resource and reliance, who are the heart and hope of that humanity for which we smite and strive, must come these things.

CITIZEN SOLDIER No. 258 in *The Nation's Business.*

SPLITTING THE INCOME TAX

"Congress, influenced by intelligent advice from financial sources," says *Leslie's Weekly,* "is considering various proposals to divide income tax payments into monthly installments." Such an arrangement would be in keeping with the policy that gave impetus to the war finance bill. Anyone who is at all familiar with business methods knows that owners of great incomes do not keep large sums of money in bank subject to check. Profits from business undertakings, no matter how great, are turned back into the business or invested in other industries. Consequently, practically every American who pays a big income tax this year will have to borrow the greater part of it from the banks. If normal conditions existed, these borrowings, tremendous as they are certain to prove, would not put too severe a strain on the financial institutions of the country. But conditions, particularly in the financial world, are far from normal. When the income tax falls due in a few weeks, the banks of the United States will be heavily burdened with Liberty Bond holdings purchased outright for millions of depositors who are taking advantage of the monthly payment plan to buy five and ten times the number of bonds they would if payment in full were necessary. Only Government officials and the bankers themselves realize how tremendous a part the financial institutions have played in making the Liberty Loans overwhelming successes. Congress understands the importance of co-operating in every possible way with the men who are carrying the real financial burdens of the war. For that reason, one or another of the bills offered in the House and Senate is sure to be passed, thereby enabling temporarily embarrassed income tax payers to break up their obligation to the Government into monthly payments mildly penalized by a low rate of interest.

Of the 1,125 men of military age in the British-American Tobacco Company's factory in Bristol, England, in August of 1914, 1,109 have joined the British fighting forces, and between 70 and 80 per cent of the company's office staff have similarly rallied to their country's defense. Women and girls, and men over age or unfitted for military duty, now do the work.

THE "WIN THE WAR" SPIRIT

Washington, April 6.—"See that a win-the-war spirit gets into your business letters," is the slogan of a movement launched by the Department of Commerce to remind business men that the everyday business letter is a most effective instrument for creating confidence in the Government's war policies and for inspiring others with the determination to see the war through at any cost.

"The idea was first brought forward in connection with American business letters to foreign countries," said Secretary Redfield today. "The volume of our foreign business mail is very large. It reaches firms in all but the enemy countries. For the most part it is read by those who are for us, but you may be sure that it reaches many who doubt our success and many who are at heart against us. I am sure that every foreign business man who opens an American letter is quick to detect even the slightest indication of the writer's feelings on the conduct of the war and its outcome.

"It is of the utmost importance, therefore, that the American business letter breathe confidence in every line. If the manufacturer or exporter feels that he has a just grievance against restrictions imposed on his trade, by all means let him go right to headquarters and register as emphatic a complaint as he feels is justified. But he certainly should not carry the matter into his business letters. It is sure to create an entirely erroneous impression in some minds.

"Let the American business man make known to the whole world that he is for this war and that he is going to see it through, regardless of inconvenience, loss of trade, loss of money, or anything else. Every manufacturer ought to be fearless in expressing his sentiments even though he may be writing to a concern whose sympathies he may suspect are not wholly with us. Don't give a foreign concern the idea that you are apologizing for your Government's restrictions or that you are chafing under them. Spread the impression, the absolutely correct impression, that over here we are backing this war unqualifiedly."

Make Your Money Tell How Loyal You Are

Prove by Bond Purchases That Your Patriotism Is Real

As the *Literary Digest* well says:

"Now is the time to feel the red blood of manhood and womanhood beating hot in our veins with a single compelling purpose, a single mastering love, a spirit of sacrifice, that gives all to America."

What does it mean to you—the President's call to the Nation to fight for its honor, for its rights, and for the rights and freedom of humanity? When he said, "there may be many months of fiery trial and sacrifice ahead of us"—when he said, "to such a task we can dedicate our lives and our fortunes, everything we are and everything we have," how did his words come home to you? Now, after a year, at this serious crisis of the war, do they burn their way to the heart with a meaning more real, with a more imperative challenge?

Stern, terrible facts are driving us to action. The fury and cruel cunning of the enemy are unquenched. Russia is under his heel, bedeviled and plundered. Roumania has been crushed and forced to surrender. Fresh hordes of Huns are being hurled against the western fronts. The greatest battle of the war is raging. The lust of conquest and world-dominion is growing, as it feeds itself with first one helpless vicitim and then another. New plots are ready, and new agents of German propaganda are being sent into France, and Britain, and Italy, and America to destroy them from within as Russia was destroyed. We MUST win, or our fate will be as Russia's. We MUST win, or our high professions of service to humanity will be a mockery to the name of America through the ages to come.

America is awakening; its heart is on fire; it has revealed its soul to a world that did not know it before, and now is dazzled by the sight. A deathless purpose to win this war is gripping the American people. The Third Liberty Loan will test this purpose—will give it expression—this month.

Already the young men of America have "dedicated their lives," and have gone to meet their "fiery trial and sacrifice" on the battle-line in France. Hundreds of thousands of our own boys are now facing the cruel foe. Into the trenches, filled with mud and blood; into the clouds of poison-gas and the streams of liquid fire, into the iron hail, and the whirlwind of destruction, they have gone with shining eyes and shouts of defiance, to fight for us, and for a world of brothers. They'll drive the enemy back—WITH OUR HELP.

Now the sternest summons of duty, the holiest call of patriotism, comes to us for immediate answer. We must not, we can not, evade it. What are we at home going to do, this year, this month, to match the heroism and sacrifice of our boys in France? How are we, safe and snug at home, going to "dedicate our fortunes—everything that we have," to this supreme task, as we are called, now, to subscribe the Third Liberty Loan? We are expecting to read of American heroism in battle, of the invincible strength and courage of our armies as they meet the foe. But heroism and strength, and sacrifice in battle are not enough. They, alone, can never win the war. While we are looking eagerly to our armies, they are looking eagerly to us. They are expecting us to do our part with as complete devotion and sacrifice as they are doing theirs. If we at home fail our armies on the battle-line, they will—THEY MUST—fail us, and be swept away in defeat and disaster. This Third Liberty Loan means not the mere preparation of our armies, but their preservation on the battle-line, their very lives, and the victory they MUST HAVE if America and the whole cause of freedom are to escape unspeakable ruin.

Day by day we shall scan with throbbing hearts the casualty lists cabled from the American Army in the field. "The length of that casualty list depends on us." Every one of us is responsible. This Third Liberty Loan is to keep that casualty list down. Every Liberty Bond you buy this month is a life-saver sent by you to the boys in FRANCE.

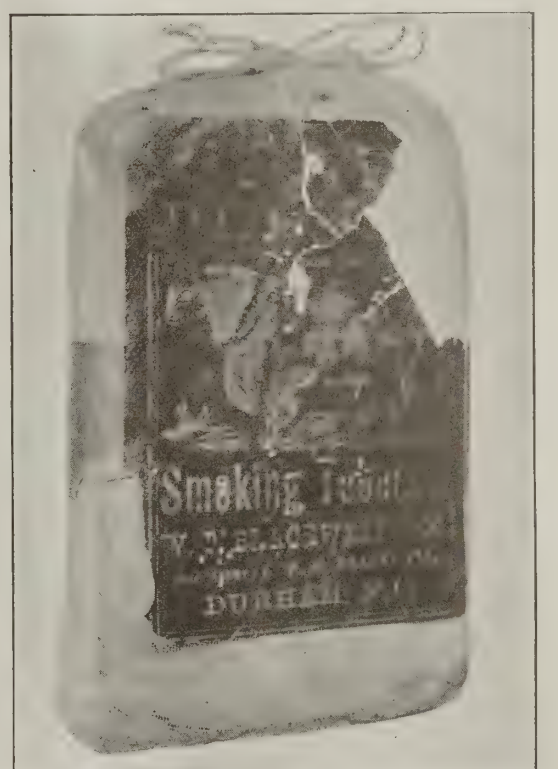
This Loan must not fail; it must not even drag. Quick, eager oversubscription is our only possible action. Buying a few Liberty Bonds with money that can easily be spared will not now be enough. We must go deeper and lend until it hurts. We must square the shoulders, brace the back, grit the teeth, and lift until it strains every nerve and muscle. Every man's money must burn as hotly with love of country as does the fire in some men's blood. The Nathan Hales of to-day will go into the banks and the safety-deposit rooms and count their money and securities with eager, jealous thought of what they can do of heroic service, and then will exclaim, "I only regret that I have but one fortune to give for my country." Then "this nation, under God, will have a new birth of freedom." Then will our armies be invincible and victorious.

American Castor Oil for War Flying Machines

The flying machines above the battlefields in Europe are making a new call upon the farmers and manufacturers of the United States. Not content with the large quantities of gasolene which they are drawing from this, the greatest gasolene producing country in the world, they are now demanding castor oil. Under the rapid changes in temperature and air pressure which these machines must encounter in constant transitions from low to high elevations, they must have a lubricant which will flow under all conditions of temperature and atmospheric pressure, forming a thin film over every bearing and which will not carbonize. Castor oil has been found the most satisfactory lubricant under the circumstances, and as a consequence hurry calls have come to the United States, which is a limited producer of castor oil, for such supplies as may now be available and for a great increase in production as soon as this can be accomplished.

United States is probably the second world producer of castor oil, of which the world's demands have so constantly and unexpectedly developed. A compilation by the National City Bank of New York shows that the production of castor oil in the United States prior to the war aggregated something more than $1,000,000 per annum in value. Much of this output of the factories of the United States was produced from castor beans imported from India, the world's chief source of that product. Formerly the United States produced, especially on the Pacific Coast and in the Southern States, considerable quantities of the castor bean, but when the development of the petroleum industry produced a more satisfactory lubricating oil and at much less expense, the castor bean and oil industry failed to keep pace with the growth of other manufacturing industries of the country. As a consequence most of the castor beans used in producing the more than $1,000,000 worth of castor oil annually turned out in the United States, have been imported, the quantity entering the United States has been in 1913 844,000 bushels; in 1916 when the importance of the oil for aeroplanes began to be recog-

(*Continued on page* 30)



A BULL DURHAM PRESERVER

Charles Solle of Springfield, Ill., has forwarded to the American Tobacco Co. a sack of Bull Durham that dates back to March, 1879. Concerning the history of the relic, Mr. Solle says: "My father began his grocery business in 1873, carrying the ordinary stock of tobacco. In those days, woolens and furs were packed for the summer months with tobacco as a preserver, the packages being renewed from time to time, but this package evidently worked its way under the heavy padding of old paper in the bottom, where I found it some time ago."

THE ILL LUCK OF "OLD NICK"

The Cigarmaker Who Founded New York's Chinatown—A Historic Character in the Metropolis.

Away back in the days when Rutherford B. Hayes was President of the United States, began what is now New York's Chinatown. "Old Nick" was the first son of the Orient to establish a business in a section of the city that subsequently became "Chinafied."

"Old Nick," it is said, serving his apprenticeship in San Francisco, had become a skilled cigarmaker. Coming to New York, he started a cigar store at 6 Mott street. He made such cigars as he sold, working early and late, earning a reputation for honesty and industry that extended beyond the Five Points.

His cigar store prospered, and "Old Nick," a lone and somewhat timorous Chinese in the very centre of white gangdom, told his numerous cousins of the spendthrift habits of these swashbucklers he dwelt among. On his advice they gave up their toilsome laundries and came to live upon the dollars that the Bowery Boys were throwing about so recklessly.

Chinatown was started, and grew apace—likewise gambling, the favorite recreation of the tired Chinese business man. Therein "Old Nick" had digged a pit for himself. To the rattle of the buttons he lost his capital, his store, his home and his self-esteem.

By ways known only to the denizen of Chinatown he managed to survive by his own resources during the heyday of the community. The climax of prosperity that came with the hatchet men was the turning point in "Old Nick's" career.

For Chinatown's tong wars were too numerous and deadly; its gambling too notorious. Police raids and finally the firm hand of its own merchant class quelled such disturbances effectually. Chinatown began to dwindle, and the pickings for "Old Nick" grew poor.

Even "Old Nick's" real name was lost in the ill luck that overwhelmed him, and "Old Nick" was content to have it so, for from the high estate of founder and prominent citizen of Chinatown he had fallen so low as to be a panhandler. For that celestial nook off Chatham Square had never a beggar of its own before "Old Nick" and none since.

The erstwhile cigar manufacturer suffered a hemorrhage and fell unconscious Monday at 6 Mott street, headquarters of the Chinese Masons. It was on that very spot that he established a cigar store when, 40 years ago, that was the nucleus of the present Chinatown.

Unable to live much longer, "Old Nick" was taken to Gouverneur Hospital.

HE WANTED TO FIGHT

Since the United States entered the war, the desire to fight is not confined to those within the draft age. Many men, more than old enough to be exempted under the law, have volunteered. Some found it difficult to induce the recruiting officer to let them enlist. Determined to serve, they went to hospitals and had operations performed. They took special treatment to acquire physical fitness. Persisting, they obtained the coveted right to fight for the country. In this class, recently accepted, and now ambitious to become a proficient artilleryman, is Frank Livingston Huffaker, erstwhile editor of the Tampa *Times* and Tobacco's Tampa correspondent.



He was born in Rome, Ga. When he grew up, cruel fate fixed a place for him in a newspaper office. A newspaper man for more than 20 years, he experienced such joys and sorrows as life bestows on scribes. During the past 16 years, excepting a season in Washington and six months spent in the service of the Associated Press, he worked in Tampa. As city editor of the Tampa *Herald,* a newspaper now no more; as secretary of the Florida State Fair, and finally as editor of the Tampa *Daily Times,* "Huff" was an influence for good in South Florida.

He had an assured position. But, although entrenched, enviably, behind an editorial desk, he wasn't content to defend democracy merely with a pen. Instead of bombarding the enemy with words, he hopes to help clear the road to Berlin with shell fire.

As Tampa correspondent for Tobacco, Huffaker succeeded R. Davis Hutchcraft, who, after being called to the colors, gained admission to the officers' training camp at Columbia, S. C.

"YANKEEDOLLARDOM"

(Ellis Parker Butler in Leslie's Weekly.)

To tell the honest truth, I rather delight in some of the names Germany gives the United States. I like "The Land of the Almighty Dollar," and, even better, I like "Yankeedollardom." I am not in the least ashamed of the dollar. I would like to own just as many honestly-come-by dollars as possible. I am going right ahead getting as many of them as I can.

As a matter of fact, money was not invented until men were well out of barbarism and into civilization. I think I have read somewhere that the Babylonian shekel was the equivalent of one sheep, and was first coined to do away with the bother of using sheep as a medium of exchange. It would be something of a nuisance for a lady to go shopping on Fifth Avenue to-day if she had to take a flock of sheep along with her to pay for her purchases. It would be even more of a bother to shop in a department store on a busy day. Several thousand women rushing a bargain counter and trying to keep several thousand flocks of sheep in tow would be enough to drive the handsomest floor-walker stark, staring mad.

So the invention of money marked the transition from a state where peoples were wandering tribes to a state where they were more civilized. In much the same way the creation of the United States dollar marked the day when the doom of autocracy was sealed and democracy for the whole world had its birth. The silver dollar is the seal of the new freedom. Not until the United States became a nation was it able to coin dollars, and the day it began to coin dollars the world moved forward toward universal democracy. The Constitution of the United States was the seed, and Section VIII, which gave Congress the power to coin dollars, was as much a part of the Constitution as anything else in it. The United States dollar is a big thing, and never bigger than it is to-day.

Now, there are several ways of measuring how big a dollar is. I have known times when a dollar looked, to me, three and a quarter sizes larger than the moon—and harder to get—but that was not true mensu-

(*Continued on page* 30.)



THE GERMINAL CIGAR AND CIGARETTE FACTORY IN MANILA

An up-to-date institution, noted for the excellence of its output, this big factory has the added distinction of being owned and managed by Filipinos exclusively. Germinal cigars obtain appreciation everywhere they are introduced, and Germinal cigarettes contribute mightily to the internal revenue of the Philippine Islands.

NOT ONE SIDESTEPPED

At the Tobacco Salesmen's Meeting Every Man Present Registered a Purchase of Liberty Bonds—Enthusiasm That Counts.

If members of the Tobacco Salesmen's Association were multi-millionaires, their subscriptions to the third Liberty Loan would have been bigger, of course. And to their bond purchases would be attached greater importance. Yet, so to speak, regarding time, the tobacco salesmen had the honor of leading the procession. The first minute of the day on which the mighty campaign opened, the Associated Press was prepared to inform more than 800 newspapers throughout the country that the Tobacco Salesmen's Association had set an example. At a meeting attended by 50 members, each man present registered himself as a Liberty Bond buyer. The determination was unanimous. Not one sidestepped or attempted to offer an excuse.

That constituted the news. The fact that 50 tobacco salesmen, assembled in their meeting place, subscribed for $8,650 worth of Liberty Bonds in fifteen minutes, wasn't a bit of news likely to startle the country.

Yet, all who attended the meeting held in the Hawthorne building, Friday night, had reason to agree that good work had been done. Or, better said, an important duty was well begun. For, until the campaign reaches its tremendously triumphant termination, each tobacco salesman is expected to aid and encourage Liberty Bond purchases in every way that he can.

Pertinent to efforts to be exerted in accelerating bond sales, excellent speeches were made by President Ollendorf, Jesse Powell and Asa Lemlein. The purpose was to inspire enthusiasm of that grim sort that keeps a man fighting his hardest, a determination to continue until victory is complete.

Smileage books were sent to all members and sons of members in the United States service.

And, in an appropriate petition, the postal authorities were urged to reconsider the order that prevents U. S. soldiers and sailors from receiving presents from home, sent by mail.

The committee in charge of arrangements for the ball that the association will give at the Palm Garden on the evening of May 12, reported excellent progress. Careful steps are being taken to make the dance most enjoyable in every respect. And everything indicates that the affair will be a splendid success, socially and financially.

MACHINE SPEEDED SALES

Murad cigarettes are smoked by the million. Murads are sold in ten thousand places in New York City. Beyond question, the brand is favorably known. Yet, if the old favorite is advertised in a new way, the attention of the crowd is attracted immediately. And quickly the sales increase. How extensively sales may be augmented by novel advertising has been demonstrated recently in Liggett drug stores in New York. Murad cigarettes, being steady sellers, were used in making a test of the Selfast advertising service.

Just to call H. J. Herberts' invention a "crowd attractor" wouldn't be quite fair. For the device, in motion, does more than draw notice. Practically, it induces the beholder to gaze intently at a clever advertisement. It causes attention to be concentrated. It excites curiosity. The average observer is not so sure "how the thing works." The mystifying features attach greater interest to what is advertised.

The effectiveness of an advertising device may be claimed. But utility is best proven by additional sales secured. If the interest manifested by the crowd outside the show window during the day leads to increased business, attested by the cash register each night, the desirability of the appliance can be conceded.



Crowds Constantly Attracted by the Selfast Device in the Window



The Mystifying Selfast Device

Notably, it is reported, the Selfast device boosted sales of Murad cigarettes, in Liggett drug stores.

H. J. Herberts, the electrical expert who devised the Selfast, exhibited his invention at the Grand Central Palace, in New York, last October. Favorably commented on, in the electrical trade papers, the advertising appliance, designed to be employed profitably in almost any show window, next was demonstrated at the National Hotel Men's Exposition. There it was shown in the booth of Theo. Photiatedes, the manufacturer of Banker's Special cigarettes.

Also the Selfast device has been tried in the show windows of stores of the Acker, Merrall & Condit Co.

In other trades, jewelry, millinery, paint, hardware, etc., the Selfast device had demonstrations in New York and Boston.

"UNITED" SALES INCREASE

Business for March, 1918, was $700,000 Ahead of March, 1917—Indicating $50,000,000 for the Year.

Sales of the United Cigar Stores Co. in March increased approximately $700,000 over the corresponding month a year ago. Sales for January and February increased $800,000 over the first two months of 1917, which indicates an increase of at least $1,500,000 for the first quarter of the year. If maintained at the same rate throughout the twelve months, such a gain would bring the year's total sales figures up to $49,000,000, an increase of about $6,000,000 over 1917.

"In this connection, however," the *Wall Street Journal* insists, "it must be remembered that in normal years the closing six months run ahead of the first half of the year. This would indicate sales figures for the year of above $50,000,000, the goal the company's officials set at the start of 1918."

For the twelve months ended December 31 last, United's business was slightly under $43,000,000. The total for 1916 was $36,000,000, and for 1915, $31,000,000.

Cuban Crop Reports

Cigar and Tobacco Exports

and a Few Other Items from Havana



Courtesy of the Cuba *Review*.

Up to Date Docks in Havana—Machina Pier in the Foreground

The crop news from the Vuelta Abajo is, that the late rains undoubtedly will increase the quantity of fillers. One estimate now is that the crop may be only 20 per cent less than last year. Semi Vuelta seems bound to show up considerably better, as the harvest there is generally later than in the lowlands of the Vuelta Abao. In Havana has been shown some new libre de pie in bundles, of the Partido crop, which looked well. At present not much is said concerning Remedios, except that the light leaf will meet with a good demand and, weather conditions permitting, the escogidas may start up early.

Exports per S/S Mexico were: 406 cases, containing 1,720,130 cigars, which were consigned to the following countries, viz: to United States, 880,300; to Great Britain, 585,030; to Argentine, 140,600; to Canada, 73,700; to British Africa, 21,000, and to Australia, 19,500 cigars.

Exports of leaf tobacco, for the week ending March 18, totaled 7,404 bales, which were distributed to the following countries, viz: To all ports of the United States, 5,636; to Canada, 62; to Argentine, 1,496, and to Uruguay, 210 bales.

Leaf buyers arriving included: Manuel V. Pendas, of Y. Pendas & Alvarez, of Tampa; Ernest Ellinger, of Ernest Ellinger & Co.; and Joseph Mendelsohn, of Mendelsohn, Bornemann & Co., both of New York, and Francisco Bolano, of F. Bolano & Co., of Chicago. There returned from Spain, by the S/S Alfonso XIII, Angel Gonzales and family, of Gonzales Hermano & Co., and Jose Muniz and wife, of Muniz Hermanos.

Romeo y Julieta shipped 240,000 cigars to France recently and the factory is busy on further orders for that country. Romeo y Julieta is making 85,000 cigars per day, right along, an output which at this season has never been equalled before.

Partagas likewise is achieving a record production for this time of the year and Robert E. Lane has been in sending in excellent orders from the United States and Canada.

Punch is proceeding steadily as clockwork, getting cigars out for the British and American markets, and to a lesser extent to other countries.

Hija de José Gener is shipping its regular quota of cigars, by each Ward Line steamer to New York, every Saturday, also the factory working strong for Spain.

Belinda has no complaint to utter, as the demand for quality cigars is steadily increasing.

Eden reports good orders from the States, Australia, South Africa, Great Britain, Spain and South America, besides having good local orders for cigars, as well as cigarettes.

ROSAM.

Explaining a Bruised Knee

"This yere Hot Chair Club oughta send a Eyres floral tribute to Johnny Friendt," chimed in Benny, as he tacked on the wall two new Liberty Loan posters of the third offering, just left in the store by two Boy Scouts—a Yankee and a Jap.

"Why, Benny, what's Johnny been doin'?" asked Sam Ash, sitting down in the Supreme Councilor's throne-rest, between the two cracked cuspidors.

"Well, yer see," started Benny, "Georgie Cohan had Johnnie in mind when he wrote that part of 'Over There' which runs this way:

" 'Johnnie get your gun, get your gun, get your gun,
Take it on the run, on the run on the run,'

An', bein' a corp'ral in th' Home Defense, Johnnie's got a right ter pack a-gun in his bottle pocket wit' his bunch a-store keys.

"But he don't use it offen. For Johnnie's that kind uv a quiet, peaceabil feller thut don't hav' ter hav' no gun. Still, there's lots an lots uv provacashuns in a cigar store, an' don't you fergit it, eider!

"One uv them times happened ter Johnnie las' Thurs'ay. Fer in came a drunk ter th' J. W. Stevens' store lookin' fer trouble. Said as how he wuz Hell-Roarin' Bill Som-body-or-'Nother, an' he promised ter clean out th' place quicker than Johhnie behinst th' counter could do it wit' th' offishal mop-an'-duster.

"So a-course Johnnie tried to calm an' soothe 'im, sayin' p'r'aps he could, still, he wished he wouldn't! Well, th' felly didn't seem to 'preciate Johnnie's suggestions. On th' contrary, he aimed a shoulder-shot at Johnnie's periscope.

"An' here's where Johnnie quoted 'nother line from Georgie Cohan's, $25,000 song. Fer he saith:

" 'Hurry right away, no delay, go today!' addin' a li'l paraphrase of his'n ter th' chorus to encourage th' bum ter de-part as previously requested:

" 'An' prepare, say a pray'r,
Send th' word, send th' word ter beware!
Fer I'll be over, I'm comin' over,
An' I won't com' back 'till it's over, over there!'

To mak' this so, Johnnie started over th' top uv th' all-glass an' marble cigar case. But, lik' th' Ohioan in th' Rainbow Divishun who went after th' Hun wit'out his gun, Johnnie's foot slipped on th' tiled floor, an' he hit his kneecap an awful whack!

"Jest then, in came that big fella who sells Napoleon cigars. You know 'im. He's as big as a barn! Well, he merely picked that holy terror, rip-roarin' felly up by th' collar-an'-elbow movement, an' he threw him over on th' crossin', alongside of Hughie McGaughan an' Sarge Hoff, th' traffic copper.

THE SMOKER.

Concerning Wall Street maneuvers pertaining to tobacco stocks last week the New York *Telegraph* said: "In the early trading the so-called 'Whelan pools' added further to the discomfort of the large short interests in Tobacco Products and in the United Cigar Stores. There was no information forthcoming from the pool quarters, however, showing any real new basis for outside buying for long account. Quarters that have had good information on United Cigar Stores affairs in the past caused it to be inferred that they understand the dividend is not to be increased. The same interests were authority for the information that the Tobacco Products dividend is not to be decreased, but that payment may be made in scrip. The most impressive buying in the tobacco list again proved to be in American Sumatra."

Dressing the Chicago Show Window

CHICAGO, April 4.—Price changes during the past week are reported as follows: Lucky Strike, 1¾ oz. (new size), 15 cents; Old English Curve Cut, 1½ oz., old size, discontinued and a new size, 1¾ oz., to sell at 15 cents; Velvet, ⅞ oz., to 6 cents, 1⅝ oz. to 12 cents; Sweet Caporal 8's, from 5 to 6 cents; Sweet Caporal 16's will be discontinued and a new package of 15 to sell at 10 cents will be placed on the market; Hassan and Mecca 8's from 5 to 6 cents; the 16's to be discontinued and a new package of 20's to sell at 15 cents will be put on sale.

Shrine cigars, made by the Many, Koehne Co., have a big window display at the cigar store, 302 West Madison street.

D. Kossack operates a live cigar store at 1055 West Madison street. Kossack manufactures La Sential cigar. Also he carries all popular brands.

Lilienfeld Bros. are showing the trade new sizes of Corina clear Havana cigars.

Evanston cops have a plan for raising tobacco in their war gardens this year. The idea is to see that the boys over in France have all the weed they need. "So they won't feel cigawretched?"

The United Cigar Stores Co. has subleased from Charles Weeghman the front of the store in the Tacoma Building, 123 West Madison street. The lease runs for four years and the term rental amounts to $18,000.

The Dubonnet, reina Victoria size, packed 100 to the box, is well distributed with the trade. This size retails for 10 cents.

Thorwart & Roehling, jobbers of the Paramount brand, are getting a wide distribution for the 10-cent and 3 for 25-cent sizes. For a new brand Paramount has already proven to be a big winner.

Many Blanc & Co., the jobbers, are out with a new 2 for 25-cent size of the Garcia Grande cigar, front marked favoritas. Their eight salesmen are doing a big cigar business, and it is impossible to get enough Garcia Grandes or Gonzalez & Sanchez cigars to fill the orders that pile up. Their cigar factory operated under the name of Many, Koehne Co. is now in full working order, and their main brand, Shrine, is being placed with the local trade. The strike of the cigar markers that took place a short time ago has been settled. Manager Charles Winkelman reports business very big.

J. H. Weiss & Co., 329 South La Salle street, have taken on the Perfecto Garcia brand in several sizes. Dubonnet is also a new offering at this well-known store.

The *Daily News* Fund for the boys in France took a big jump during the past week. It is now over the $18,000 mark and growing every day.

Managers of forty Chicago hotels, who met at the Hotel Sherman a few days ago, agreed that $2,000,000 should be their quota in the Third Liberty Loan campaign. All promised to exert every effort to raise that amount before the campaign closes.

W. D. Fleak, in charge of the Schinasi sales force, paid Rockford a visit to boost Naturals at Camp Grant.

Frank Elliott, representing E. P. Cordero & Co., is still around town. Frank has just closed a deal with a local house to job one of his clear Havana brands in this territory. The name of this wholesaler is withheld for the present.

The Lynch cigar, popular with the West Side trade, is made by the J. J. Lynch Cigar Co., Chicago.

Clear Title is going stronger than ever with Iwan Ries & Co., the jobbers. D. M. Frank & Co. are the makers of this 5- and 6-cent seller.

Audacia, made in Tampa by Garcia Diaz & Co., is now 6 cents. An increased demand is reported on this brand.

Going around the city one sees a number of Girard signs displayed in the windows. The distributors of Girards are placing them in new stores every day.

L. & I. Rubovits, the Board of Trade cigarists, are out with a new one that retails for 7 cents. It is called Skill and is packed both in cans and wood boxes.

Cy De Vry has cut down by 80 per cent the bread eaten at the Lincoln Park Zoo, substituting hay, oatmeal and other conservatives. "Zoopreme patriotism," as it were.

The "United" is displaying full windows of Qboid and Edgeworth tobaccos.

The Clayton Cigar Co. has taken on the Du Belle, a fine clear Havana brand, made by Francisco Arango & Co.

Albert Breitung is out with a new size of Havana Merits called Junior Fives that sells for 5 cents. They are put up in bundles of five and are made by Jeitles & Blumenthal. The old size Havana Merit still sells at 6 cents.

The Chicago Retail Cigar Dealers' Association is offering new members special dues until they reach a membership of 500. To cigar dealers the special offer is $5 per year and to jobbers $10. After 500 have been enrolled the fees will be $10 to dealers and $15 to jobbers.

George Weicker, a cigar dealer at 342 West Kinzie street, was held up by bandits, who seemed dissatisfied because the hold-up yielded only $6.

Charlie Winkelman is as busy as a bee trying to fill the orders that roll in for Garcia Grande cigars.

Walter Berger, a well-known cigarette man who has been in this field for several years promoting the products of P. Lorillard Co., has been transferred to California. H. A. Mackey, in charge of the sales force, has resigned.

Clark Cutler keeps up the god work for M. Bustillo & Co. He has just placed the Invocar brand of clear Havana with Leopold & Mergentheim, who will feature it in their box business. A line of the finer sizes will be carried.

William Penn in the Savoy shape is going good. They sell 2 for 25 cents and are wrapped in foil.

The Fifth Avenue Smoke Shop, at 38 North Wells street, operate a factory in connection with the retail store. Salomon Bros. are the owners.

M. B. Siegel, in his stores, is doing a good business with the James Lenox 5-cent stub shape cigar. Romeo Garcia club life and club quality little cigars in packages of 10 are proving big sellers with him.

Fred Oakes has renewed for three years the lease on the store in the Ashland Block where he has operated an up-to-date cigar store under the name of Shoemaker & Co.

The Monroe Cigar Exchange, P. Bauer manager, which opened a retail store at 176 West Monroe street about three weeks ago, closed up on March 30. Bauer will connect with a local factory shortly and will again work the retail trade.

An Easter offering with M. B. Siegel's trade was either a one-pound box of candy or a 50-cent pack of playing cards free with each $2.50 purchase. Business was big while the offer lasted.

George S. Themelis, of Themelis Bros. Co., manufacturers of Themelis Rose Tip cigarettes, is in the city. Several jobbers carry this brand of cigarettes and a good sale is reported.

Ray Krintz, stock man for A. Schulte, has been drafted and is in training at Camp Grant.

Schulte's Specials, 5 centers once, have advanced to 6 cents.

Announcement is made of the engagement of Miss Marco, daughter of Sam Marco, a well-known Chicago cigar man, to Mr. Goldbacker.

Clark Cutler left this week for Kansas City, Des Moines and for Texas points, to feature M. Bustillo Co.'s lines.

Fred Oakes was another of the "home" boys to leave on a trip. Fred has gone to Missouri, Iowa and other points to preach E. H. Gato's brands of fine cigars.

Murads, Moguls, Helmar and Turkish Trophies have again advanced in price. Things are looking up.

Cutting still goes on. One dealer at 12th and Wabash is selling Camels at 11 cents. He has his window full and the sign reads, "Why pay more?" A dealer on Wells street near Madison says "my price is 13 cents for Camels; buy here." These fellows are causing a lot of trouble to the other dealers. H. L. H.

He Let the Bolsheviki Beat Themselves

Smith is doing a good business uptown. Smith is not his name, but it will serve for the purposes of the story. He has been manufacturing cigars for years and always has tried to steer clear of labor troubles. He employed Union help and when his workmen made a reasonable demand he granted it, quoting the motto: "Live and let live." Then some of the Bolsheviki went to work for him, making his cheaper cigars. They were not impressed favorably by the friendly relations between the boss and the old hands. So they set about to create trouble. They insisted that the boss should pay more money for the work, and they continued to prod the satisfied workers until the latter went to Smith and asked for an increase. The Bolsheviki crowd figured that if the old hands obtained the increase, they would be in a position to kick for more or have an excuse to call a strike.

Smith was willing to grant the increase to his old workers but had no intention of letting the trouble makers have everything their own way. How to beat them was a problem. After pondering over the matter for some time he discovered a solution. He said to the committee: "I am perfectly willing to give an increase, but I can't do it on the cheaper grade. So I am willing to meet you half way."

"We ain't gonna split any money on the thing," the spokesman for the Bolsheviki replied.

"I'm not asking it," Smith declared. "I'll pay the increase on the good cigars and let all those making the cheap grade go to work on the good. This will give everybody a chance to make more. But if any one fails to make good on the better grade and wants to continue working he will have to make the cheap stuff at the old price. I will keep on making the cheap stuff simply to give those who can't make the good cigars a chance to keep busy. How does that strike you?"

The Bolsheviki took the matter under consideration and that afternoon reported that they were willing to tackle the good cigars at the increased price. Smith waited three days and at the end of that time the Bolsheviki bunch threw up their hands. They had been unable to turn out the goods. They had spoiled some material in their experiments, but Smith regarded such loss as a good investment. And those who did not quit went back to making the cheap cigars at the old price. The fellows who went out sought jobs at other factories, and when last heard of were trying to stir up new trouble. For the time being at least, Smith has rid himself of a lot of pests.



A Fiesta in the Philippines

In 1882 the Tobacco Monopoly in the Philippine Islands was ended by a decree of the Governor General. The natives of the towns and villages joyously celebrated the event by holding fiestas in the northern provinces of Luzon where the greater part of Philippine tobacco is grown. This monopoly had continued in operation for a hundred years and during that time "Manila" cigars found a ready market and won a splendid reputation when permitted to reach the shelves of cigar and tobacco dealers in countries where tariff laws did not prevent their importation.

Manila cigars of standard quality maintained by the Philippine Government have repeated their successes in the United States during the past two years.

Have You Obtained Any of the Benefits of That Trade?

STOCK MANILA CIGARS!
THERE IS MONEY IN IT!

List of manufacturers and importers on application

Manila Ad Agency **546 W. 124th St., N. Y.**

Tampa's Liberty Day Celebration

TAMPA, Fla., April 7.—Ample evidence of the loyalty of the Cuban and Spanish cigarmakers of the city was indicated yesterday by their presence in the Liberty Day parade, by the thousands. Ybor City and West Tampa were as well represented in the crowd which marched through the principal streets and over to Plant Field as the less cosmopolitan sections of the city. The greatest crowd that has ever gathered in Plant Field, it is conceded, was on hand for the public speaking, the military features and the especial hit of the afternoon—a graphic portrayal of the overrunning of Belgium by German soldiers. Between 25,000 and 30,000 were present.

This scene, directed by Jack Noble and others of the Frohman Amusement Corporation and Birth of a Race Corporation, was probably as unique a Liberty Day feature as there was in the country. Actors took the parts of Kaiser Wilhelm and his general staff, with others playing the roles of Belgians. Only the old men, the women and the children were left in the village which had been erected by the movie corporation for the purpose. The German invaders came into the village and committed atrocities that were almost sickening, even in the portrayal.

Tampa was closed up tighter for the Liberty day demonstration than the city has ever been before—even on a Sunday. From 1 o'clock until 5 o'clock stores were shut tight. Every place where food or drinks are procurable, even to the fruit stands, were closed. Drug stores, groceries, markets, mercantile and wholesale establishments, offices of every kind, and of course the cigar factories of Tampa and West Tampa, abandoned business for the afternoon. A slogan, "Saturday afternoon belongs to Uncle Sam," was fully realized.

Osmond L. Roberts, a son of Frank O. Robberts, foreman at M. Stachelberg & Co.'s factory here up to 10 years or so ago and now connected with the cigar industry at New York, was the first graduate of the government school of navigation to get a license. Young Roberts, who has seen service in the United States Navy, came here from his home at Key West when the U. S. Shipping Board opened its navigation school in Tampa. Completing the course in less than the customary six weeks, he passed the examination and is now qualified for service as a deck officer in Uncle Sam's new merchant marine.

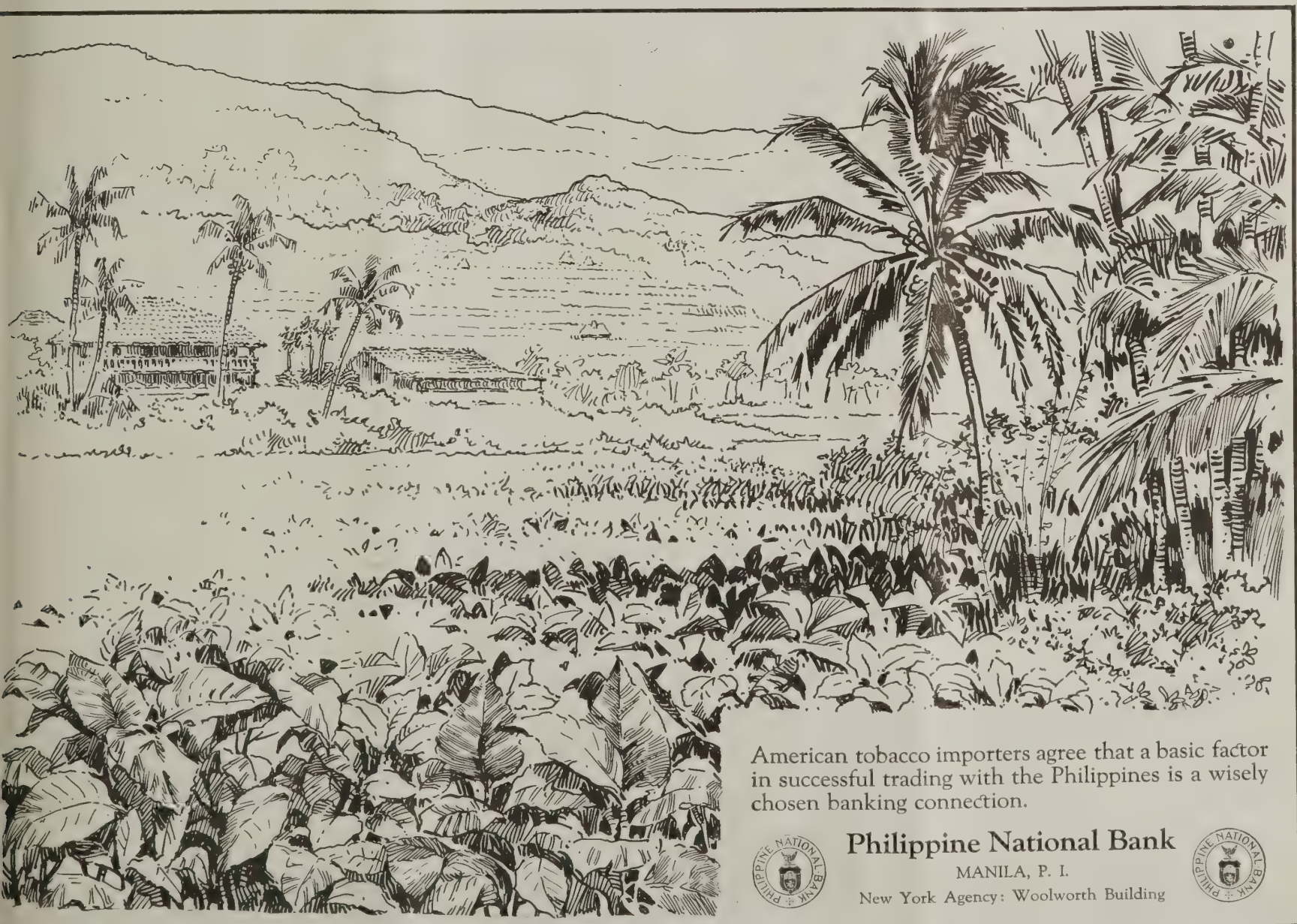
Protest has been made by Tampa merchants and cigar manufacturers in regard to concessions having been given to a cigar store syndicate by which it has exclusive rights to supply cigars at the two aviation camps near Arcadia, Fla. Eli Witt, a local distributor for a number of the famous cigar factories, sought to place Tampa cigars on sale there, only to find that the rights had been granted the syndicate. The matter has been taken up by Sen. Park Trammell, who is determined Florida dealers and makers should be given an equal opportunity and fair play at camps and cantonments in Florida, at least.

After considerable effort Judge J. T. Watson, Jr., of this city, has succeeded in getting the railroad administration to issue permits necessary to move about 1,000,000 pounds of tobacco for him, from points in North Carolina, Virginia and Kentucy to Pennsylvania. The tobacco came into his control on the death of his father in Virginia recently. Twelve carloads, consigned to Pennsylvania, from Southern Railway points, were being held up because the Pennsylvania railroad declined to accept it for delivery. Through Representative H. J. Drane, Representative Andrew R. Brodbeck of Pennsylvania, and Senator Bois Penrose of Pennsylvania, he secured the necessary permits, and the tobacco is now moving or at its destination.

Manuel J. Pendas, son of Mr. and Mrs. Jaime Pendas, enlisted Friday in the U. S. Navy as an apprentice seaman. Mr. Pendas, one of the best known of local cigar manufacturers, for a number of years, and now manager of M. A. Gunst & Co., Inc., is also president of the Centro Austriano society.

Among a number of flag raisings which took place locally last week was one at the San Luis Cigar Factory, where a flag purchased by employes of the plant was formally raised. Mayor D. B. McKay, Rev. R. A. Smith, Rev. Oliver Williams and J. F. Setrouse took part and made addresses. After the flag had been raised it was lowered to half mast in memoriam of Charles A. Goines, a former worker at the San Luis factory, whose death occurred recently at Camp Wheeler, Macon, Ga.

Word received here that the entire output of Bull Durham had been taken over by the government has aroused speculation among the smokers as to whether they will be able in the future to "roll their own" with that many-years favorite of the cigarette smoker.



The Up State Tobacconist Who Is a Raconteur

A Series of Discourses Applicable to Cigar Trade

New York State Capitol District,
April 8, 1918.

"Shad uv Saugerties!" blurted Benny, as he stuck another thrift-stamp in the proper place, "this yere Capitol District is gonna raise twenty-five milluns uv dollars for th' Third Liberty Loan, startin' ter day! Gee-ja! An' nobody coulda forgot this yere mawnin', eider, fer ev'ry door-knob wuz deckorated wit' one uv them there cut-out Liberty Bells, sayin' 'Ring It Ag'in.' Even th' fire-box had one on!

"Writin' ter som' frens of hisn," accounted Benny, as he filled the Beechnut jar with Spearmint, "I notis Sergeant Amos Prescott of Albany sez yer kin git a 25-cent packet of cig'rets fer 9 cents in France, providin' yer wear Uncle Sam's campaign-hat wit' t'ree dents in th' dome.

"An' he all-so furdermor' sez, a soldat, which same is Picardy fer a fightin' man, kin git four quarts uv red wine an' four mugs uv cognac all fer 6 francs, 60 centimes, som'thin' lik' $1.15 in U. S. A. stuff. While sugar is on'y 4½ cents th' pound in France, an' 10 cents right here in th' Capitol District.

"Then, agin, if a trooper wants a seven day furlough, which he kin have if he wants it ev'ry four months (an' mebbe he don't take it!), he pays on'y one-fo'rth reg'lar R. R. fare. English soldiers travel free in their own countree, under certain conditshuns. While over here, a frenamine paid $50 ter run upter Albany f'om Spartanburg, jest th' same as a government contractor or food profiteer would shove in th' winder fer th' vera i-dent-i-kill ticket. But it takes a dough-boy t'ree months ter git that $50 tergedder, an' som' uv dese silk-hat pirates git th' cash in t'ree minutes widout puttin' th' offishel t'ree dents in their crown-piece, eider!"

"But whasause a-kickin'?" axed Benny, as he posted a new window-bulletin announcing Nebo cigarettes 'Now 10 for 7 cents.' Sure, t'ings ain't 'zactly th' way we want 'em. Still, they're improvin' ev'ry day. Why, here's this Watervliet Arsenal housin' proposishun. Chambers uv Commerce in Troy an' Albany are sendin' delegates 'round f'om mansion ter villa, includin' even th' bungalows an' dog-kennels, tryin' ter fin' room fer th' workers upter th' Gover'ment gun-fact'ry.

"Dese fellers wearin' th' roun' tags on their coats ain't gittin' a cent for helpin' th' War Apartment out on this here t'ing. Dey jest do it becuz they're glad ter give both th' Countree an' th' County a li'l lift in th' 'mergency, that's all! A-course, th' Ordnance fellers promise t'ousands an' t'ousands uv workin' men ter come here an live an' spend their big pay. So, in th' long run, it'll turn out all right, mebbe. Jest now, though, ev'ry fella I meet is doin' somethin' fer nawthin', besides spendin' his own money ter do it!"

While Benny was moppin' th' floor, cleanin' up fer th' mawnin' rush, in sauntered Scott Barton, th' State Capitol cigarist. "Hello, Benny," sez Scott, pushin' his dicer back on his head, "warm, ain't it?"

"Yes, 'tis that, Mr. Barton," agrees Benny, pausin' ter wipe away a sweat-tear f'om his marble-brow. "How's t'ings upter th' $25,000,000 palace on th' hill?"

"Oh, business is very fair, Benny," replied Scott, side-steppin' th' swirlin' mop, "but this 6-cent cigar game ain't bein' played 'cordin' to th' rules. Now you'd naturally think 6-cent cigars would sell just like th' fives use to do. Tho they don't. Seven-cent stuff goes better with me, White Owls particularly. Yes, sir."

"Nevertheless," continued Scott, "this shortage of material, size an' shape changes, an' so on, has given us all an opportunity to clean up on odds an' ends, I think. Rapid an' various stock an' price revisions have undoubtedly resulted in puzzling th' smoker, an' that seems to account for the shifting of trade from brand to brand. Cigars an' cigarettes which are popular today are the reverse tomorrow. Though, of course, th' standard advertised goods will continue to maintain their sales.

"Yes, the Legislature adjourns sine die within the next two weeks. Then, if conditions are as fine as the weather is now, the trade up my way will change from Statesmen to tourists, 'til long after th' Summer is past."

Hardly had Benny put his mop an' pail behind th' cellar-door before someone else shouted in: "Well, well! There's my ole fren' Benny! Howsareye?"

Lookin' up, Benny beheld a chap he hadn't seen afore since three years comin' nex' Dewey Day! "Gee-ja! Charlie Hibbard! Wher' ya bin, Charlie—hidin' in Mesopotamia?"

"Nay, nay," sez Charles, pullin' a strip uv eight street-car tickets outa his pocket, "I paid a quarter for these, an' there's only one town in th' nation where you can get so many for th' price, and that's where I now live—Columbus.

"Yes," went on Charlie, bitin' th' end off'n a Pinzon cigar, "after leavin' the tobacco business in Rochester I accepted an appointment as Auditor of the Supreme Council of the United Commercial Travelers.

"This is somewhat different from the cigar trade. Though, at times, it is still necessary to travel. In fact, I'm now on my way to Boston. But most of the time I am home in Columbus, a city about so large as Rochester. No, I never see my old neighbor, Art Lauer, whose home is yet in Rochester, though he's selling El Yutan cigars somewhere in Pennsylvania and New Jersey now, I understand."

When Jim Stubb got down to the store, ar-

BUSINESS CARDS

CIGAR IMPORTERS
GROSVENOR NICHOLAS & CO.
14-16 South William St.
New York

G. S. NICHOLAS & SON, LTD.
43 Beaver St.
New York

CIGARS RIBBONS
WM. WICKE RIBBON CO.
Woodhaven Ave.
Glendale, New York

CIGARETTE PAPERS
PETER J. SCHWEITZER
Importer of French Papers
109-111 Broad St., New York

CIGARETTES
T. CHALKIADI & CO., INC.
Cigarettes—Haidee and Salaam
128 Water Street, New York

STRAND CIGARETTE CO.
Manufacturers "Strand" Cigarette
17 West 42d St., New York

CORK
BOUCHER CORK & MACHINE CO., INC.
All kinds of Cork
212 West 18th St., New York

HAVANA LEAF DEALERS
TOMAS BENITEZ Y LEON
15 Monte Street, Havana, Cuba
Cable "Tebenitez"

LEON Y. DELGADO
91-93 Consulado St., Havana, Cuba
Cable "Nautilus"

F. EZQUERRO, S EN C.
10 Luz Street, Havana, Cuba
Cable "Pradillo"

GONZALEZ HNO. & CA. S EN C.
39 Dragones St., Havana, Cuba
Cable "Goncelacio"

GUTIERREZ & FOYO
22 Reina Avenue, Havana, Cuba
Cable "Hermogenes"

MIGUEL GUTIERREZ E HIJO
53 Estrella St., Havana, Cuba
Cable "Cosechero"

SUAREZ HERMANOS, S EN C.
110 Rayo Street, Havana, Cuba
Cable "Ansuar"

PESO & CA.
97 Amistad Street, Havana, Cuba
Cable "Peso"

PASTOR SANCHEZ
225 Monte St., Havana, Cuba
Cable "Pastorama"

HUMIDORS
BUBECK & GUERIN
All kinds of Cigar and Cigarette Humidors
161 West 18th St., New York

IMPORTED CIGARS
RAMON "ALLONES"
Thomas F. Healy, Rep. U. S. & Canada
77 Broad St., New York

PARK & TILFORD
Imported Cigars
New York

JOBBERS
METROPOLITAN TOBACCO CO.
134 Grand St.
New York

CHAS. SCHAVRIEN
General Cigar, Cigarette and Tobacco Jobbers
204 West 20th St., New York

LITHOGRAPHERS
ADOLPH FRANKAU & CO., INC.
Cigar Labels and Bands
129 5th Avenue, New York

PASBACH-VOICE LITHO. CO. INC.
Cigar Labels and Bands
Corner 25th St. and 11th Ave., New York

LITTLE CIGARS
S. MONDAY & SONS
Manufacturers of Little Cigars
34-40 South 1st St., Brooklyn, N. Y.

MADE-IN-BOND HAVANA CIGARS
MARCELINO PEREZ & CO.
Clear Havana Cigar Exclusively
12 Duane St., New York

SIDNEY J. FREEMAN & SONS
United Workman Union Made 5c. Cigar
123 Liberty St., New York

HORACE R. KELLY & CO.
Manila Cigars
89 Wall St., New York

THE PHILIPPINE CO., LTD.
American Sales Agent
Bowring & Co., Whitehall Bldg., New York

MANILA LEAF DEALERS
B. CASTELLANO & CO.
Specialty—Manila Tobacco
123 Maiden Lane, New York

MILD HAVANA CIGARS
THE KERN MANUFACTURING CO.
Mfrs. "El Stato" and "Iago" Cigars
152 East 50th St., New York

PIPES
WM. DEMUTH & CO.
"Wellington" Pipes
230 5th Ave., New York

L. & H. STERN, INC.
Manufacturers of Pipes for Jobbing Trade
432 East 10th St., New York

PROTECTIVE PAPER WRAPPING
DIAMOND STATE FIBRE CO.
Glassine Paper Wrapping
Bridgeport, Pennsylvania

SNUFFS
GEORGE W. HELME CO.
111 Fifth Avenue
New York

WEYMAN-BRUTON CO.
1107 Broadway, New York

STEAMSHIPS
PENINSULAR & OCCIDENTAL S. S. CO.
Tampa—Key West—Havana
Jacksonville, Fla.

TIN CONTAINERS
AMERICAN CAN CO.
Tin Cans
120 Broadway, New York

NATIONAL CAN CO.
Tin Cans
Detroit, Michigan

TIN DECORATING CO. OF BALTIMORE
All kinds of Tins
Boston St. and Linwood Ave., Baltimore, Md.

BONE DRY BEVERAGE CO.
NEW YORK
Is about to put on the market a most saleable Non-alcoholic Drink.

THE TIN DECORATING CO. OF BALTIMORE

BOSTON STREET and LINWOOD AVE., BALTIMORE, MARYLAND.



We make these tins and *then* some. Can't we add your line to our line?



Tin packages for all uses,—metal signs, tin tags, and Novelties.



Write us, call on us, or, we will have our representative call on you.

OUR PACKAGE will make the first sale—
YOUR GOODS will make the second sale.

rivin' on a schedule established previous to Big Ben's sunrise-saving system, Charlie Hibbard had gone to the station to catch the B. & A. snail-express. So Beny was tellin' him about the unexpected visit when Sam Ash came hurryin' in with news that Cuyler Ten Eyck had at last decided to close up shop.

"His stock an' fixtures are for sale, Jim," announced Sam, hurriedly changin' his new Spring coat for Jim's office alpaca, "an' the stand in the Arkay Buildin' is to let. Rose & Kiernan, the owners, will remodel the place to suit tenant, they say, an', eventually, the Black Taxi people, who also have a stand there, may take the cigar privileges, too. Changed around a bit, this location at State an' South Pearl ought to make one of the best cigar stands in Albany, Jim."

Then, just as Sam had settled down to arrangin' th' general orders for th' day, in blew Metropolitan Fleischmann, th' Manila-Man: "Ah! Glad to see the entire firm of Stubb & Ash on duty so early. And how's th' stock on Alcalzars, Magellanes, an' th' various other principal brands stamped 'via S. S. Tenyo Maru?'"

"What you talkin' about—Manilas, Fleish? Why, we can't get those we've already ordered. Every time a new shipment arrives it is strapped, corded, an' sealed over a label we never saw before. How can you develop trade on brands like that?" And Sam snapped 'round in his swivel-seat as though Fleischmann was personally responsible for the condition of the Philippine cigar business.

"Well, I'll tell you, Mr. Ash," explained Fleischmann, passin' over a fortieth of another new label that Sam had never heard of before; "shipping matters in the Pacific are simply rotten, even the Jap-Maru being sent through the Panama to Atlantic service.

"So, you see, we have to take what we can get. And now it's said the Filipinos are about to organize 27,000 men for service in France as a division of troops to help our Uncle Sammy. Quite likely most of these men will be cigar-makers, and that won't ease the situation any that I can see. Therefore, you'd better buy now, while the buying's good, no matter what the label looks like on the box. For most Manilas are pretty fair cigars, even though the brands are rather mixed and assorted, a la many other varieties besides the famous 57."

In the mail, which Jim Stubb was still thumbin' through, was a carte postale from Jobber W. F. Orr, of Gloversville. Since his visit of last week somethin' had happened, an' 'twas: "All prices on Eccentric cigars withdrawn this day. New list will be forwarded to you very soon."

And then Frank Bradt entered the turnstile of the wholesale an' retail house of Stubb & Ash. "Good morning, gentlemen," saluted Frank, "pleased to see you here assembled this beautiful day."

"How's things in West Albany, Frank?" axed Mr. Stubb, shovin' over one of Fleischmann's Manilas for a smoke, "Are the railroad shops workin' full time?"

"No," answered Frank, lightin' up, "they're not. Men are scarce, an' the Government railroad pay isn't so good as, for instance, the same Government wage for the Watervliet Arsenal shops. Result, the boys are quittin', goin' in for munitions rather than accept the low standard the West Albany yards and construction plants offer on a comparative labor basis. And that's the reason trade on Central avenue is a trifle slow, just at the time, too, when business all over the city is pickin' up quite nicely."

"That makes me think," recalled Jim Stubb, lightin' a Fleischmann Manila himself, "of Chet Dyer. For, just at the time that lots an' lots of small cigar factories are closin' up, goin' out of business because of high material costs and scarce labor, Chet is workin' along, just about the same as usual, makin' a pile of cigars in his Albany factory. And he sells 'em, too, right in places where other fellows say things are fierce, because of the draft, Liberty Loans, and the several other popular reasons usually advanced for bum business." Jim blew some Manila smoke over the filing cabinet, and he added: "Poor trade doesn't allus foller the service-flag!"

"Say, Jim," spoke up Sam Ash, makin' a swipe for th' first fly of th' season, buzzin' over his still sore February-frosted ear, "I see some city employees puttin' up street traffic signs today which were of the familiar 'Turn to the Right' variety. And they reminded me of the sales-boys who line up at the Dearstyne Brothers Tobacco Co. Almost any hour of the day you'll find 'em there in a row, all on the *right* side of the store, waitin' for a crack at Ed or Will on some cigar, cigarette, tobacco, pipe, or similar proposition. They sure do 'Turn to the Right'!"

"That's pretty tough on Bill Van Auken," said Mr. Stubb. "You know he's been a lieutenant in the army since he left Myron Canaday at the Hotel Ten Eyck cigar stand. And, after going from Albany to his station in Texas, he returned in December to marry Miss Miller.

"So the couple were back at Fort Clark when Bill received orders. Then his wife came home in March, and she became ill. Typhoid fever developed rapidly, and Van Auken was sent for immediately. He arrived in the city a day or two before she died, only 21 years of age, and married less than four months."

"This makes me think of George Haskins," mused Sam Ash, "for you'll recollect there's been no one through the Capitol District for the account of Dick Bachia since George died.

"On Wednesday, though, George Becker came in. Said he'd been designated by R. A. Bachia y Ca. to cover New York, in addition to his territory in the Middle West. So he copped out a fairly good pile of orders on the new war sizes and shapes of the Bachia green label line before he departed for the run to Denver."

"Kinda soft for the Liggett & Myers' boys in the tobacco department, Sam," interjected

(*Continued on page* 19.)

The Golden Glow Beneath the Froth

Business Begins to Brighten in Milwaukee

MILWAUKEE, April 4.—Business during the past week lost none of its previous intensity. The general turnover is very good, and the undercurrent exerts a strong pull toward prosperity. It is, of course, possible that April will be a "summer" month this year, but it is always good business sense to be prepared for the opposite conditions for, nominally, here April is a raw, blustery month. Price fluctuations continue to be the one chief cause for concern with the dealers. But the trade is grappling successfully with this problem. Wherever there has been no definite plan made regarding selling prices, to provide for the many constant changes, attention is demanded, for there is little likelihood of steady, uniform and staple prices for some time to come, regardless of the war's duration.

Oscar Buxbaum, jobber of fine cigars, is doing a big business. He controls Perfecto Garcia, made in bond cigars, which he carries in 32 sizes; the New Optimo in 15 sizes; Originator of E. M. Schwarz & Co. in 6 sizes; Vegas Cubans, La Anda, 3 sizes; Olypmiad Jr. and Cuban Rio 5-cent cigars.

George W. Stocking, of Marcelino Perez & Co., was a visitor here recently, and took some good orders for Tuvals.

George's Cigar Store on East Water street has a fine Royal Nestor display in his window.

Maurice Rothschild, city man for John Hoffman Co., does a fine business. La Palina is his leading seller.

In many cases is seen the Girard brand of Antonio Roig & Langsdorf.

Don Corello smokers are found in all of the stores of Leo Abraham.

Cyros, mild Havanas from Welcher Bros. of New York have a good distribution with the local trade, and dealers report a steady call for this well-known brand.

Charters of E. M. Schwarz Co. sell for 6 cents. The glass jar packing is popular in Milwaukee.

Florencia Vega & Co., of Chicago, manufacture Fred's Cuban smokers for the Fred Weil Cigar Co.

Frank Elliott, on a recent visit here for E. P. Cordero & Co., placed his line with Oscar Buxbaum.

Mozarts are selling in fine shape. Hardly a store in Milwaukee is without this brand.

Santa Rey, in keeping with other former 5-cent cigars, has graduated to the 6-cent class.

Leo Pollock, a popular Cream City boy, is boosting the brands made by Louis Kindling Co. Leo is doing well.

The Fred Weil Cigar Co. operates a large cigar store on East Water street. There are featured in many sizes La Palina, Tadema, Perfecto Garcia and Charles the Great. "Business is good" with this young and progressive firm.

Brands featured in the stores of Leo Abraham are Lovera, Adelina Patti, M. A. C., Tadema, La Palina, Mozart and Charters. Sales are showing a big gain at the house of Abraham.

One of the biggest selling 10-centers in the city is La Palina, jobbed by John Hoffman Co. and manufactured by the Congress Cigar Co. of Chicago.

The A. S. Goodrich Co., which controls Garcia Grande cigars here, have many window displays that are helping the sale of this fast seller.

The Mozart brand is placed with the trade by M. L. Ammenberg.

The Plankinton Hotel cigar department is now offering Cuesta Rey cigars to their trade.

The wholesale drug firm of Yahr & Lange reports Rose o' Cuba cigars going strong. Sales are increasing right along.

Joe Mallon, the Grand avenue dealer, has displayed in his window this week Tom Moore, which is a good seller with him.

Fred Crombie does a big business. Fred caters to the finest trade and carries only the best goods in stock.

Go into any store that carries pipes and you are sure to find a good assortment of Frank's pipes and holders.

White Owls are moving rapidly at the new 7-cent price.

Prince Albert tobacco now sells for 15 cents, and Camels also are sold at this price.

Nestor cigars will advance May 1 to 6 cents. The Nestor is made by E. M. Schwarz & Co. It is packed in cans as well as wood boxes.

Otto Hunt, at 514 Grand avenue, is showing Romeo Garcia Club Life little cigars that sell 2 for 5 cents.

La Palina, rosita size, is some seller. They still sell for 5 cents and are packed in cans of 25.

In the Fay Lewis stores Harvesters and El Sidelo cigars get a big play. They are tremendous sellers with this firm.

Duke of Manchester short smokes for 5 cents move right along. This little smoke has proven a winner locally.

The Wright Drug Co. on Wisconsin street has a large Robert Burns window display.

At the Owl Drug store on Grand avenue, Tom Keenes at 6 cents are great sellers. A large Tom Keene sign holds the center of a fine window display.

Pekarsky Bros. are the jobbers of "44" cigars, and they have succeeded in getting a big distribution for "44's."

La Venga, made by Celestino Vega & Co., of Tampa, is placed with the Otto C. Knell Co., who ever are pushing this fine clear Havana to the front.

Harvesters are big repeaters. Fay Lewis & Bro. take care of the distribution of the Harvester brand.

Otto P. Hunt Co. displays Mi Estela "10-cent quality cigar," which they are offering as a leader for 7 cents. A large and attractive window display is making many friends for Mi Estela.

In the United windows Fatima gets much space in the displays.

A number of Murad signs are seen on the windows of the Milwaukee stores.

At the third and Grand avenue store a full line of popular cigarettes and the well known M. A. C. cigar in various sizes is shown in a big display.

Mi Carmen, one of the best sellers here, is made by the Cirilo Fernandez Co.

The Otto P. Hunt Co. features First Consul, Webster, La Venga, Lozano and a full line of Mi Carmen and Charles the Great cigars.

The W. D. C. pipes of William DeMuth & Co. are placed with all the leading dealers.

John Ruskin has many friends and is a good seller. Numerous Ruskin cigars are seen. John Ruskins now sell for 6 cents.

The Hotel Martin Phasy, on Wisconsin street, has the upper part of their windows painted, bearing La Preferencia cigars.

Harry L. Harris, of Harris-Schwarz Co., Inc., called on the trade here. Several accounts were opened on brands made by this firm.

The New Optimo is selling, and new friends are being made for this brand right along. You see it in all the cases.

The National Cigar Co. manufactures Mi Cori brand that is stocked by all the dealers.

Sig Mayer "makes the Cream City" for F. Lozano & Sons of Tampa. Sig has not overlooked anybody, for you see Lozanos on sale in all the good spots.

Fred Bailey's visit here developed some good customers for the M. Perez & Co.'s line.

Americus mild Havanas from Francisco Torre & Co. gets the support of the sales force of Otto C. Knell Co.

Ray Schwaiger, of the retail sales force of Fay Lewis & Bro. Co., has joined the army.

Marcus Feder, of London Whiff fame, gave the trade the once over recently. He booked several fine orders.

Dan Sully, from E. M. Schwarz Co., is controlled by Oscar Buxbaum, who carries it in the can and wood boxes.

Tadema, the cigar "for men of taste," is an old time favorite here with smokes of clear Havanas.

M. A. C. is a popular local seller. It is made at the factory of Leo Abraham & Co., who run an up-to-date factory on East Water street. The factory, while young in business, is growing very fast and at present forty cigar makers are working.

A shipment of 175,000 Perfecto Garcia, made in bond cigars, is expected to arrive shortly for the distributor, Oscar Buxbaum. The shipment consists of only the finer sizes of this well-known brand.

E. R. Godfrey & Sons Co. are the jobbers of Richard Mansfield and Sanchez Grande cigars. Both have a good sale in the city.

The John Carver cigar has been taken on for distribution by the Schneider Tobacco Co. The brand is made by the J. C. Newman Cigar

Mi Lola, from the factory of The Mi Lola Co. of Cleveland.

Cigar Co., can boast of sales equal to any brand on the local market. Mi Lola cigar factory is located in the heart of Milwaukee.

Marie Antoinette, of E. Kleiner & Co., is placed in several stores and is a good repeater.

Clark Cutler pulled off several good deals on his recent visit to this city, the biggest one being the placing of Flor de Bustillo with Oscar Buxbaum for distribution throughout the state of Wisconsin.

Bull Durham is being demonstrated in many of the down-town stores. A crew of young men are showing the smokers how to mix Bull with other brands of smoking.

Issy Lederer perhaps is the best-known cigar man in Milwaukee. Issy used to run a fine retail store here. He now is representing the Congress Cigar Co., of Chicago, and is making Milwaukee his home. Nearly every dealer carries and pushes La Palina brand, and as Issy is always on the job, he gets a big play from the boys.

H. L. H.

Kentucky and Tennessee farmers are burning their tobacco beds; in fact, a goodly number have already sown their seeds. High prices received for the crop just marketed have made it desirable to increase the acreage in 1918, but the temptation is being resisted. In the first place they recognize that genuine American patriotism calls for all extra acreage and labor to be devoted to foodstuff production; and secondly, they realize that all the extra labor available this year will be such additional exertion as the farmers themselves (and their children) can put forth. Whatever increase develops in this year's tobacco crops is likely to result from better cultivation, rather than enlarged acreage.—*Southern Tobacco Journal.*

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An ordinance is being enforced in Chicago which requires druggists who serve lunches consisting of meats, sandwiches, pies, cakes, etc., to take out a restaurant license, the price of which is $15.

—

The trade of the United States with China has increased 75 per cent during the past five years.



OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

Plans for a Cuban Exhibit at Cincinnati

Foreign Trade Convention to see the Value of the Pearl of the Antilles

HAVANA, Cuba, April 6.—Notable recognition of the Republic of Cuba, for its achievement in amassing new record figures in its foreign trade with the United States last year, has been paid by the National Foreign Trade Council of the United States, which will hold its annual sessions in Cincinnati, April 18, 19 and 20. The Council, which includes in its membership practically every figure of "big business" in the United States, has invited the Cuban Government to install an exhibit showing the remarkable resources and trade achievements of Cuba, and announcement was made at the Presidential Palace today that Cuba would be represented, and that an exhibit which details the $445,000,000 imports and exports of Cuba and the United States for the past year would be an important feature of the Council. In addition to the Cuban Government exhibit, the Pan-American Union will be represented, but Cuba is the only Latin-American nation to have an exhibit of its own.

Decision to pay this unusual recognition to the Cuban Government was prompted by two conditions. First, the attitude shown by President Menocal of Cuba in Cuba's war alliance and co-operation with the United States, and, second, because though one of the smallest Latin-American nations, Cuba, during the past five years, has assumed the lead among all the peoples of the Western Hemisphere in her foreign trade with the United States, surpassing by great and increasing margins such countries as Argentina, Brazil, Chile and Mexico. Think of it.

According to statistics compiled by the National Foreign Trade Council at its New York headquarters, by Secretary O. K. Davis, the volume of trade between Cuba and the United States reached a value of nearly $450,000,000 last year. This compares with only $196,000,000 in 1913, the year preceding the war. For 1918, the figures will be much higher, owing to President Menocal's voluntary co-operation with President Wilson and the United States Food Administration, by the terms of which Cuba's record sugar crop was placed unreservedly in the hands of the Allies, who likewise fixed the price at which the Cuban producers should dispose of it.

The Trade Council, which is a civic association of business men formed to extend the foreign trade of the United States and to hold it against Teutonic reprisals after the war, finds great satisfaction in the fact that for 1917 the United States took 75 per cent of the exports of Cuba, and is supplying 76 per cent of her imports. The value of sugar mill machinery alone sent from the United States to Cuba during 1917 was $11,000,000, an increase of $5,000,000 over the preceding year.

Sugar, tobacco, bananas, cocoa, tropical fruits, iron ore, manganese and cattle hides were the principal articles exported from Cuba, while the United States sent to this island such commodities as meats, lard, flour, corn, eggs, cheese, condensed milk, temperate zone fruits, coal and all classes of manufactures. Cotton goods alone bought from the United States by Cuba, totaled $10,000,000, and automobiles and parts made $5,000,000 more. Railway supplies worth $6,000,000 were imported and in the latter two items, the 1918 figures will show a tremendous increase.

Boots and shoes, structural iron and steel, pipes and fittings, paper and printing supplies and machinery, typewriters, sewing machines, agricultural implements, and many other commodities were sent from United States ports to Havana by the millions of dollars worth.

In addition to the close political and economic ties which bind the two neighboring republics, the co-operation displayed by President Menocal with United States government agencies, both official and unofficial, has done much to raise Cuba's foreign trade position to such eminence. The Cuban Government maintains close relations at all times with the Bureau of Foreign and Domestic Commerce in Washington, the Bureau of Mines, the United States Geological Survey, the United States Food Administration, and such unofficial but efficient agencies as the National Foreign Trade Council. Development of Cuba's immense natural resources has only begun, but under such fortunate auspices as to insure for all time the position of leadership which she holds among Latin-American countries.

In charge of the Cuban exhibit as delegates from the Cuban Government at the National Foreign Trade Council will be J. V. Knight, Director of the Republic of Cuba News Bureau in New York, and Grafton W. Borgman, Consul of Cuba stationed in Cincinnati, and headquarters of the Cuban delegates will be at the Hotel Gibson for the week of the Council.

"The coming year presents many unusual problems which can be satisfactorily solved by each doing his best."

TRADE CANCO MARK

AMERICAN CAN COMPANY

A SURE WINNER

EL CAVALO

MILD HAVANA CIGAR

An Interesting Proposition for Jobbers who are open for a High-Grade Shade-Grown Wrapped Cigar. Write for open territory at once.

HERMAN BAUM

62-70 BARCLAY STREET NEW YORK

ERLICH MANUFACTURING CO.

241-243 West Broadway, New York TAMPA, FLA.

CARABANAS

Clear Havana Made in New York and Tampa

PANDORAS

Mild Blend made in Tampa in all sizes.



A. WINTER, President M. WINTER, Sec'y and Treas.

PINZON HAVANA CIGARS

BONDED FACTORY

M. PEREZ CO.

168 Water Street New York

Factory: Key West, Fla.

Warehouse: Industria 114, Havana, Cuba

BRANDS THAT BUILD UP BUSINESS



FAVORITA DE CUBA
VEGA DEL REY
BOUQUET DE LA ADA
ARRIUS
AFFECIONADA

S. H. FURGATCH Y C A. 75th Street & Avenue A. New York

SHADE-GROWN HAVANA

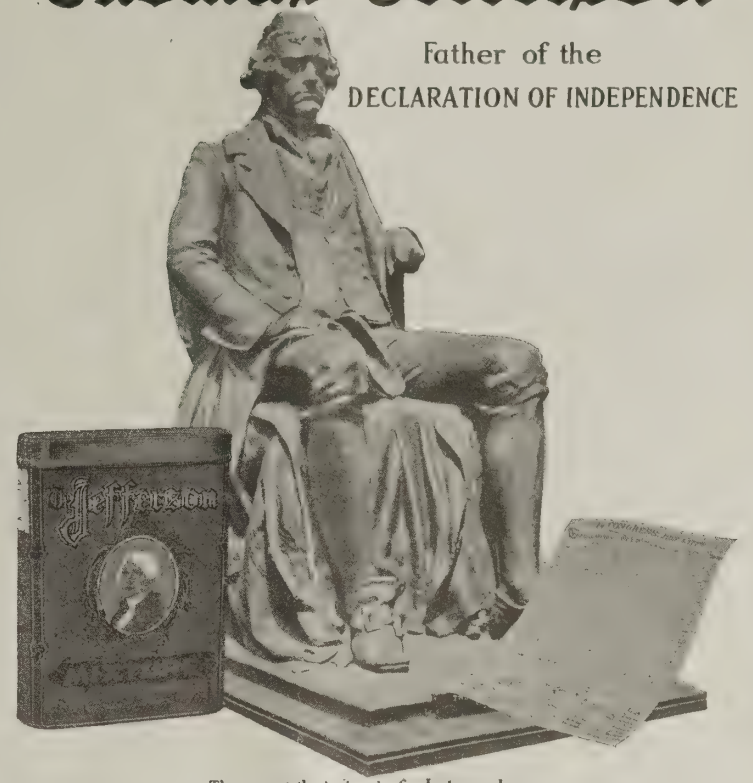


E. M. SCHWARZ & CO.

East End Ave. and 81st St. NEW YORK

Thomas Jefferson

Father of the
DECLARATION OF INDEPENDENCE



The name that stands for Independence

Jefferson Mixture

Blended to give an aromatic, cool smoke, and not to sting or bite the tongue. A blend of several different varieties of fine old Virginia, North Carolina and Kentucky, Imported Havana and genuine Louisiana Perique tobaccos. Jefferson Mixture is cut in a chop or roll cut—very convenient for filling the pipe.

Price List and Samples upon application

Cameron Tobacco Co.
Richmond, Va.

UP STATE RAMBLINGS

(*Continued from page* 15.)

Jim Stubb, as he repriced the new list on Velvet from 10 to 12 cents the can.

"What's on with the L. & M. force, Jim?" inquired Sam Ash, assisting in the mark-up by sticking revised pasters on Royal Bengal little cigars from 18 to 20 cents for the red-and-gold packet.

"Oh, Camfield an' the entire crew working with Boss Watts were laid off a week because of factory strikes, over-sales, and so on. And then, just as they got ready to pack their grips for a new start, word came over the line to stay home another week! But they should worry an' catch a cold! Because, when Wednesday rolled 'round, there, in the mail, was the usual 'pay-to-bearer' check, just as though six days' business had been accomplished by wearin' out their Stetson shoes!"

"Now that you've mentioned the L. & M. trouble," remarked Sam, slipping the bull-tags under the tissue of each Durham bag, and stacking 'em on the shelf with the other six-cent favorites, "I wonder what Al Duker will do 'bout the loss of this brand, since the Government took it over from the A. T. Co.?"

"Sure, that's so!" exclaimed Jim, pickin' up a flutterin' slip which just dropped from the Durham carton. "Here it says 'Packed by machine No. 20, Thomas Johnson, inspector.' If the War Department has taken over the hull shootin' match, includin' 'Tom Johnson, inspector,' an' Al Duker, salesman, why then I guess neither the Johnsons, the Dukers, nor the wholesale an' retail firm of Stubb & Ash needn't worry further 'bout how much Bull Durham is made an' sold!"

"Right you are!" spoke up a cheerful voice from the door. And in came Charley Fox. "Yep, hereafter all your granulated tobacco troubles may be devoted to Duke's Mixture. That is the immediate Mix-of-the-Minute. It will soon become the international favorite of the ninety million mild men an' wild wimmen who remain in the grand old U. S. A. So, therefore an' howsumever, I'd advise the instant purchase of several great gross. What say you, gentlemen?"

"And there's one other little thing, too an' also. Our far-famed Chesterfield cigarette, for which I am about to place this sea-salt poster on yonder window, is now packed 16 for the dime. But, alas! it is authoritatively rumored that the size will soon be changed once again an' once more to 20 for 15 cents. So, here likewise, I would not urge, nay, I must insist, that you buy sufficient to meet the requirements of the many, many smokers who enjoy cigarettes which are mild, yet satisfy!"

"While talking on this cigarette subject," put in still another chap who'd just entered, "I'd like to say most of us dealers are already stocked to the sky on popular brands, merely to anticipate these expected changes." And Bert Thompson, of Thompson & Hare, Clinton Square retailers, Albany, continued:

"Yes, we've got an entire rear room filled with various cigarettes, representing quite a substantial inventory. Still, when opportunity offers, we accept any reasonable proposition showing a possible net on any standard brand. For I find most of our customers appear to prefer cigarettes that have been aged a trifle, especially those of the older stock, which smokers say are wrapped with superior paper. Yes, yes, we've certainly got the goods!"

"Well, then," entered Bill Lakin, who'd just arrived, "how about Blackstone and Totem cigars? No Waitt & Bond dealer can stock too many of these brands, always in daily demand. And, just to start somethin', how about this new Endicott label, our Spring an' Summer three-for-a-quarter style? It's named for our old Boston factory at 67 Endicott street. But our new shop, you know, is located at Columbus avenue and Tremont street. That cost $400,000, though our firm only figured to spend half of that when the plans were drawn. So, you see, we've got some plant there, and a fine firm behind the plant, too!"

THE SMOKER.

ANTICIPATING PROFITS

American Sumatra Tobacco Co. Will Pay Off $1,200,000 Notes—Directors' Meeting to Declare Dividends.

"Directors of American Sumatra Tobacco Co. are very confident that only a positive crop failure can prevent the company from realizing another big bulk of net profits from the 1918 crop. This crop will not be harvested until some months after the close of the current fiscal year, July 31, so that it will count in the results of the 1919 fiscal year," declares the *Wall Street Journal*.

"American Sumatra, despite the prospects of $40 a share profits for its 68,000 shares of common during the current fiscal year is making no plans for property enlargement. Its policy is to sit tight with what it has and build up its financial position. It would be easy enough with the surplus profits of this year to branch out and buy more Connecticut lands and produce a larger crop of shade grown tobacco in 1919. But the present policy is not to expand in these days of high cost construction and with labor no more abundant than it should be.

"The company will pay off during the next three months the last of its $1,200,000 note. It has no floating debt and it is felt that with working capital on hand July 31 next, it will not again be obliged to create any floating debt."

Directors meet for dividend action this week. It is not likely that the present $7 regular divident rate will be advanced. While an extra is not impossible, it is more likely that extras will be deferred until after the start of the new fiscal year when a better line can be had on the new crop.

Cincinnati Cigar Makers Threaten To Strike

Union Leaders Assert that 1,500 Workmen Will Go Out Monday if an Increase of a Dollar per Thousand Is Not Allowed—Retail Association Urging a General Advance—Cigar Output of First Ohio District Falls Off—Burley Market Quiet—Meyer Greenwald Re-enters the Tobacco Field.

CINCINNATI, April 6.—Unless cigar manufacturers of Cincinnati and adjacent territory grant the demand of cigar workers affiliated with Cigar Makers' Union No. 4 of this city for an increase in wages of $1 a thousand, by Monday, April 15, about 1,500 workmen will leave their benches and remain on strike until a settlement is effected. William F. Lemke, secretary of the local cigarmakers' union, stated to the representative of TOBACCO that "unless cigar manufacturers employing union men come to our terms by April 15, there will be a strike. We requested our International Union, Chicago, to give us permission to strike, but we have not had a reply. It may be the matter will be settled before the day set for the strike. We are demanding a general increase of $1 for each 1,000 cigars."

Local cigar manufacturers have made every possible effort to come to some amicable agreement with their workmen, who are said to be among the best paid cigar makers in the country, but to no avail. The union officials are holding out for their every demand, and unless something unforeseen develops between now and the day set for the general walk-out, the opposing forces will make no further effort to adjust their differences. It is reported that the Cincinnati cigar manufacturers have had several conferences with regard to the demands of their workers, and at these sessions it was the unanimous expression that the manufacturers would not grant the increase of $1 a thousand.

"At this time," said a prominent Cincinnati manufacturer to the correspondent for TOBACCO, "we have our files stacked with orders for spring and summer delivery, and all these orders have been booked on the basis of our present manufacturing cost. If we were to grant the wage increase demanded by our employes we would lose the $1 a thousand on all these orders. Of course, you can understand, we could not stand this loss now, with raw products up to the sky, Government taxes, and the hundred and one things faced by business men in these war times."

Other tradesmen, manufacturing, jobbing and retail, expressed themselves along these lines, and the general opinion in the trade here is that the workmen are now receiving all they are entitled to.

The Cincinnati Cigar and Tobacco Association has been considering for some time a general advance in the scale of retail prices. The imposition of the war taxes on tobacco products has placed an additional burden on the manufacturer, who for this reason and because of the steadily increasing cost of raw materials and labor, has been forced to make a considerable increase in his price to the jobber. A special meeting of the membership was held recently, and the assemblage expressed itself favorably to a general increase. A committee to go into the matter thoroughly and present recommendations for the consideration and action of the association was appointed by the president. One of the members of the committee, in discussing the matter with the TOBACCO correspondent, said: "Many popular brands of cigars, which formerly sold at a nickel, now go to the consumer at six cents, and retailers as a rule say there has been no apparent shrinkage in the demand. It is the general opinion of the trade that the so-called nickel cigar must eventually pass entirely if the dealer is to make a fair profit on the stock, which is costing him more constantly. It is agreed, however, that there must be concerted action and a definite scale of prices on standard goods, cigars, cigarettes or tobacco, if the movement for higher prices and a fair profit is to be successful."

The output of cigars in the First Ohio District during the month of March showed a falling off as compared with the corresponding month in 1917, and the first quarter likewise compared unfavorably with the preceding year. While the production for the nine months of the current fiscal year shows an increase over the corresponding period of the last fiscal year, the gain was made largely before the war taxes became effective.

Cincinnati cigar manufacturers for the most part report active conditions, and practically all of the factories seem to be busy. A great deal of difficulty with transportation facilities has been experienced, and some trouble has been had in obtaining sufficient quantities of raw leaf tobacco. However, it is believed that conditions will improve steadily, enabling the district to make a good showing before the year is up.

Extreme quiet prevailed in the local burley leaf tobacco market the past week, transactions being limited to the receipt of 4 hhds. at the Globe Warehouse. There were no offerings at auction, although it is said that resident buyers for the large manufacturing interests were eager for a sale, and, judging by the inquiry, the high prices which have been paid recently would have obtained on anything in old or new stock offered in good condition. While the

(*Continued on page* 21.)



THE PEER OF AMERICAN PRODUCTS

A Mild Havana Cigar made by skilled Spanish workmen

Retails from TEN CENTS UP

Write Today for Quotations and Territory

HIDALGO CIGAR CO.

Factory
Key West, Fla.

New York Office
203 West Broadway

THE

NEW BACHELOR



T. J. DUNN & CO.

MAKERS

Executive Offices:

81st Street and East End Avenue,

NEW YORK



DEALERS

There's a big demand for

FLOR DE

MELBA

The Cigar Supreme

They're quite a bit better than others.

All popular shapes.

Sell for 3 for 25c—10c straight. 2 for 25c—3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now or write us

I. Lewis Cigar Mfg. Co. **Newark, N. J.**

Largest independent cigar factory in the world.

FINE SPECIAL FOR RETAILERS



This attractive Container shows our new Carton Package of 5 *Choice Dutch Stogies* selling for 15c. Best retailers' proposition in high grade goods on the market. Gets rid of the 3c sellers and brings a satisfactory profit to the dealer. Correspondence solicited from live Jobbers.

Manufactured by

The Kildow-Lynn Co., Dayton, O.

James T. Highland, Sales Manager

The Tampa Editor Who Became a Cannoneer

Lots of People Have Reason to Appreciate Huffaker

TAMPA, April 7.—The jump from correspondent of TOBACCO at Tampa, and editorial writer of the Tampa *Times*, to a private in the United States Army, was taken last week by Frank L. Huffaker. Mr. Huffaker—or rather, Private Huffaker, as he is no longer in civilian life—is the second of Tampa's correspondents here to go into the service. R. Davis Hutchcraft, who handled the local interest of TOBACCO up to the middle of last September, was the first to go. Both were from the same paper, the *Times*, Mr. Hutchcraft being city hall and police reporter.

Huffaker's step was the more notable in that he is well beyond the draft age, being 36 years old, and was under no compulsion in any respect. As it was, as editor of the *Times*, he was doing a great deal to promote enlisting and to quicken the patriotic spirit of Florida readers of that paper, but he preferred active service to work in the editorial trenches. It is a fact that ever since the declaration of a state of war a year ago he has been trying to get into the service, endeavoring as far as he was able to get some place that would mean early assignment to duty in France.

Defective eyesight prevented his going into any of the officers' training camps, and also shut him off from the artillery and aviation service. It was characteristic of the man that without an opportunity to win a commission, he persisted and finally secured the waiver of physical standards so far as vision is concerned sufficiently for him to enlist as a private. At Jacksonville, where he reported for duty and was finally accepted, his ability as a newspaper man was seized upon and immediate assignment given to him to make the round of Florida towns as publicity man for the recruiting service.

Candidly, this was in a measure what Huffaker feared, as he wants to see the war, and to get into the midst of it, doing all he can, for the sake of French forefathers, for the Republic of France as well as the United States. He hopes before long to get orders to go "over there," and his friends, knowing his eagerness, are banking on his going before many months have passed.

His predecessor as TOBACCO's correspondent, Mr. Hutchcraft, is in the Officers' Training Camp, Camp Jackson, Columbia, S. C., and if news reaching Tampa by local men on furlough may be counted upon, is in a good way to emerge from the course with a lieutenant's commission. Huffaker is a single man, it may be remarked in passing, but Hutchcraft is married. On the eve of the departure of the selects on September 19, 1917, he slipped away from his fellows and took unto himself a bride, the daughter of Dr. L. S. Oppenheimer, one of the best known local physicians.

It is worthy of mention, perhaps, that of the *Times* editorial force as composed when war was declared, only the married men remain. This leaves two men in the office, with a first lieutenant, two sergeants now in officers' training camps, one private in an aero squadron and Private Huffaker to the credit of the *Times*.

CINCINNATI NOTES

(*Continued from page 20.*)

stocks in manufacturers' hands are lower than they are willing to admit, experienced tobacco men believe that the crest of high prices has about been reached and that only occasional rises in value will transpire.

Meyer Greenwald, who more than 15 years ago retired from the firm of Greenwald Bros., then engaged in the manufacture of cigars and leaf tobacco business, has just returned to this city from Parkersburg, W. Va., to re-enter the tobacco field. He has formed a partnership with his brother, Samuel, now located at 25 West Twelfth street, doing business as the Quality Cigar Factory.

They have increased their capital $100,000, rented a warehouse in Miamisburg, Ohio, and intend to go into the leaf tobacco market extensively, packing about 2,000 cases of Ohio 1917 leaf tobacco, in addition to the manufacture of cigars.

Bugbee & Brown, wholesale and retail tobacco dealers, have acquired the three-story building recently occupied by Victor Beaudette at 28 and 30 Washington street, Biddeford, Me. After making desired improvements, Bugbee & Brown will move into their new building. The transfer of this important firm from Main street to Washington street has given real estate men something to talk about in Biddeford, because "when the postoffice was built on the southeast side of Washington street it was freely predicted that considerable improvements would be made on the opposite side of the street, between Main and Jefferson."



The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," Railroad Men's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums—all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements—the Peace Pipe of the Indian—the Hooka of the Turk—the old Church Warden of the pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W.D.C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes—feature the Wellington in your counter displays—cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes—the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WILLIAM DEMUTH & CO.
New York

Havana Cigar Exports

Exports of cigars during the first half of March, 1918, compared with the same period of 1917, were as follows:

France	4,597,025	cigars
United States	1,931,229	"
Great Britain	931,525	"
Australia	248,750	"
Canada	207,600	"
Argentine	106,500	"
Chile	50,000	"
Belgium	32,000	"
Uruguay	15,000	"
Brazil	10,180	"
French Africa	8,500	"
Panama	5,600	"
Mexico	2,000	"
Total from March 1 to March 16, 1918	8,145,909	"
Total from March 1 to March 16, 1917	2,476,469	"
Increase during the first half of the month of March, 1918	5,669,440	"
Total from January 1 to March 16, 1918	24,050,141	"
Total from January 1 to March 16, 1917	16,136,814	"
Increase during the first 2½ months of 1918	7,913,327	"

Increases by countries in the first half of March, 1918 as compared with 1917:

France	4,578,025	cigars
Great Britain	764,675	"
United States	662,095	"
Australia	153,250	"
Canada	144,550	"
Argentine	86,500	"
Belgium	32,000	"
Uruguay	15,000	"
Total	6,436,095	"

Decreases by countries in the first half of March, 1918, as compared with 1917.

Spain	550,450	cigars
Sweden	131,000	"
U. S. of Columbia	36,000	"
Norway	27,335	"
Denmark	19,750	"
Total	764,535	"

ROSAM.

ALL HELP TO PAY

WASHINGTON, April 10.—War taxes took from the pockets of the American people $56,076,000 in February, or $251,890,000 in the eight months since last July 1. These figures, reported to-day by the Internal Revenue Bureau, are the tax increases for those periods over the same periods of the year previous, and represent substantially the result of heavier war levies.

Total internal revenue collections in February were $89,130,000, and since July 1, 1917, $549,962,000. This is only one-seventh of the $3,400,000,000 total expected from tax sources, mainly income and excess profits taxes, before next July 1.

That many persons paid their income tax assessments four months before they were due is indicated by collections of $12,029,000 from this source in February. Corporation income and excess profits tax collections were $6,373,000.

Considerable information on the volume of business in freight, passenger, express, theatre, automobile, telephone and telegraph, and other lines of commerce is disclosed by itemized figures on tax receipts from these sources contained in the report.

Freight tax collections of $4,625,000, representing 8 per cent. of freight payments, indicate that $154,173,000 worth of hauling business was done by the railroads. Most of this probably was for January, as reports on collections were several weeks late.

The month's passenger fare bill of the nation apparently was $55,820,000, for aggregate collections from the 8 per cent tax on the cost of passenger tickets were $4,465,000. The Pullman fares paid by travelers must have been $4,468,000, since the 10 per cent tax brought in $446,800. Express taxes, 5 per cent of the payment, were $767,000, indicating that the amount of business done was $15,355,000. From the tax of 5 cents on each telephone or telegraph message of 15 cents or more $1,063,000 was raised, indicating that 21,275,000 messages were despatched.

The nation's theatre and amusement bill for the month appears to be $37,083,000, as $3,708,300 was collected from the 10 per cent tax. It also is indicated that the American people spend $3,659,000 for club dues every month and pay 10 per cent of this as government tax.

Apparently people are not buying as many decks of playing cards now as a year ago, for the revenue figures show that tax was collected only on 1,788,000 decks in the month, as compared with 2,896,000 in February, 1917. Revenue was greater, however, owing to the raising of the federal tax from 2 to 5 cents a deck.

The tax of 3 per cent on the sales price of automobiles and motor cycles yielded $2,320,000, indicating that tax was paid on $77,352,000 sales.

SIGNS OF SPRING.

I feel an el-
  Emental urge
To break my shell
  And outward surge
Beyond the sun,
  Beyond the star,
Where all the un-
  Known forces are.
I want to dodge
  This life complex,
This hodge and podge
  Of "soul" and "sex."
The troubled thought
  Strives to be free
From this distraught,
  Delusive "Me."
What is the thing,
  This stirring force?
Can it be spring?
  Of course!

—*Chicago Daily News.*

RECIPE FOR A PEACE RUMOR.

Take a pint of pacificism and a quart of credulity. Add a pinch of treason. Mix and let rise in the yellow press. Roll out thin. Bake over the hot fire of popular impatience. Serve with sliced tongue garnished with gossip.—*Life.*

BOUGHT YOUR BONDS YET?

Shortage of Smoking Tobacco in St. Louis

Trade Regrets Inability to Get More Bull Durham and Duke's Mixture—Vice-President Harms of Peter Hauptmann Tobacco Co. Explains the Situation—Banquet to Liberty Loan Sales Organization at Hotel Statler—Hake Has a Match that T. Wright Made—Kelly's Bouquet Exhales Success—Western Division of National Wholesale Druggists' Association Meets on April 25.

ST. LOUIS, April 4.—An item sent out by the Associated Press and published in daily papers here under date of April 3, that the Government had taken over the entire output of "Bull Durham" tobacco, manufactured by the American Tobacco Co., and given in further detail in TOBACCO of April 4, received here today, was read with intense interest by the trade in St. Louis. For some time there has been a shortage not only of Bull Durham but also of Duke's Mixture and of other granulated tobaccos. With the supply entirely cut off, it will be only a question of a few days when there will be no more Bull to roll in St. Louis.

"The situation here has been very serious for some time," said A. E. Harms, vice-president of the Peter Hauptmann Tobacco Co., largest distributor of these tobaccos in St. Louis. "Our stocks have been very low, and shipments have not been coming through in quantities large enough to meet the demand, which has been something tremendous. We have been anticipating this move of the Government in cutting off the supply altogether, and for the last four weeks our dealers have been put on rations, as it were. So that we could take care of all of our trade to the best of our ability, we have been selling not more than three dozen packages to any one person. We have thus tried to make our supply go around.

"At present the stocks in St. Louis amount to less than 100 cases in hands of jobbers, while retailers have very little. We usually have on hand about 1,000 cases. The situation as to Duke's Mixture and other granulated tobaccos is about as bad, and I have heard also that the Duke output also will be taken over by the Government."

Salesmen for wholesale cigar establishments in St. Louis were among the seven hundred Liberty Loan salesmen who were guests at a banquet given by the Liberty Loan Organization of the Eighth Federal Reserve District at Hotel Statler last night. Many cigar salesmen will devote most of their time within the next four weeks to selling bonds, once more showing the patriotism of the trade. The Liggett & Myers Tobacco Co. is one of a number of concerns in St. Louis who are paying for page advertisements in the daily papers for the loan.

Harrison L. Hake is now conducting the retail store at Third and Olive streets, which for many years was operated by T. Wright & Co., with which concern he had been connected for the last sixteen years. The Wright concern, which began business there in 1866, is now being liquidated. The name of the new concern is the H. L. Hake Cigar Co. The store is located in the center of a big wholesale and raw-fur distributing district, and always has been a busy one. Mr. Hake will handle a great variety of brands, but will feature several private brands, such as Hake's Hand-made and Ha-Ko. One of the relics which will remain in the possession of the new proprietor is the wooden match made by T. Wright, founder of the business, who is several times a millionaire.

All of the old Wright employes have now been located with other concerns. George A. Witte, secretary of the company, is with the Third National Bank; Frank Marsh is with Stanley's; Cootch Jones, with Meyer Brothers Drug Co.; Ed Dillon, Moss & Lowenhaupt; Ferd Bartels, Parker-Gordon Cigar Co., and Henry Diefenbach, Judge & Dolph. Walter Wright is still engaged in closing up the business affairs of the company.

C. L. Grant has been appointed manager for the cigar department for Judge & Dolph Drug Co., and will have charge of their four retail stores. He succeeds Charles Taylor, who resigned several months ago. Mr. Grant has been with Judge & Dolph for the last six years, and is well known to the trade in St. Louis. The promotion is generally regarded as well deserved.

Sig. Baehr, who has been in charge of the cigar department of the Enderle drug store at Grand avenue and Olive street, is now with the Wolff-Wilson Drug Co.

George W. Duncan, who travels in Northern Missouri and Western Illinois for the Parker-Gordon Cigar Co., was a recent visitor to St. Louis.

Leon Davidson, formerly with the cigar department of the Wolff-Wilson Drug Co., has left that concern to take charge of the department for the Johnson Bros. Drug Co.

Net sales for the St. Louis branch of the Parker-Gordon Cigar Co. for March were the largest in the history of the branch, which was established seven years ago. I. H. Gilley is the manager of the St. Louis store.

F. E. Johnson, vice-president of the Havana-American Tobacco Co., will be in St. Louis Tuesday to confer with E. P. Humes, of that company, who has been conducting a big campaign for Kelly's Bouquet. All sorts of novel advertising stunts have been tried,

(*Continued on page* 24.)

Notice.

Dealers and Jobbers will add much to their prestige, profits and sales by stocking a full line of Themelis Cigarettes. The prices of our cigarettes have *not* been raised or our quality lowered.

Get in touch with us at once and ask for samples, prices and discounts on Themelis Cigarettes De Luxe, in all packings—Plain Cork and Rose tips.

Select our quality cigarette and concentrate on them, then watch the come-back from pleased customers.

Do it now.

Themelis Bros. Inc.,
333 5th Ave., N. Y. City

Keep Impurities *Out*—
Keep Original Goodness *In*

DIAMOND-F PROTECTIVE PAPERS are made to protect your products from air, water, grease—anything in fact that threatens to destroy their purity.

Goods well-wrapped are already half sold. Customers appreciate careful packing. They realize that the same care that is given to their wrapping has undoubtedly been given to their manufacture. It's a big selling point.

Ask your jobber to show you the complete line of Diamond-F Protective Papers. It includes Glassine, Greaseproof (Imitation Parchment), Vegetable Parchment and Parchmoid. Some one of these different brands will probably just fill the requirements of *your* business. Many industries all over the United States are wrapping their products exclusively in Diamond-F Protective Papers.

From raw material to finished product the manufacture is under the careful supervision of paper experts. Pure spring water only is used in making Diamond-F Protective Papers.

Ask your jobber about Diamond-F Protective Papers. Or write direct to us.



A Mark of Quality—
A Sign of Service

Diamond State Fibre Company

Bridgeport, Pa. (Near Philadelphia)

Patriotism Means More Than City Pride

Cuesta's Speech Puts Tampa in a Better Light

TAMPA, April 7.—The impassioned declaration by A. L. Cuesta, of the Cuesta-Rey Co., that if the government wants the Tampa Bay hotel for a convalescent hospital, the citizens of Tampa should say, "Take it," has found many supporters throughout the city. Since the meeting a week ago at which Lieut. Charles Gans of the surgeon general's office discussed the matter with members of the board of trade and board of public works, a petition has been circulated and now has more than 1,000 signers, asking that a meeting be called and the question reconsidered.

It is not argued that bringing a hospital here would be of benefit to the city. But a patriotic wave that has swept the city insists that the hotel, fireproof and with beautiful and spacious grounds about it, should be turned over to the government by the lessees regardless of any injury which Tampa might sustain. That was the view Mr. Cuesta expressed, in forceful words, at the meeting with Lieut. Gans.

Feelingly he declared on that occasion that although he was not American born, he was ready, if need be, to give all that he possesses to help win the war. Mr. Cuesta was in the minority at that meeting, which included men who thought it would be far wiser for citizens of Tampa to go down in their pockets and build a suitable hospital building for the government than to take a course which they regarded as spelling the ruination of the city's property for use after the war as a tourist hotel.

Just at present the matter is dormant, the Liberty day celebration and opening of the third Liberty loan campaign taking precedence. But it is likely the petition will be presented in a few days to T. Ed. Bryan, the newly elected president of the Tampa Board of Trade. Mr. Bryan was elected without opposition, all agreeing that he was the logical man to head the organization. During the year now drawing to a close he has headed the cigar manufacturers' bureau of the board, and as its chairman has been a great factor in keeping peace within the industry, among the several factions as well as between workmen and employers.

RIESER DELEGATED

Big Chicago Wholesaler Will Serve as T. M. A. Delegate at National Chamber of Commerce Meeting.

The Chamber of Commerce of the United States will hold its sixth annual meeting at the Auditorium in Chicago, April 10, 11 and 12.

Herman Rieser, president of J. & B. Moos, Chicago, will act as the T. M. A. delegate.

Charles Dushkind, secretary and counsel of the Association, had planned to be in attendance with Mr. Rieser, but work in connection with the Third Liberty Loan drive in the Tobacco trade, makes it impossible for Dushkind to go to Chicago at this time.

The meeting will be an important one, in view of the developments of the past six months.

As this meeting falls in the opening week of the Liberty Loan campaign, some concern was expressed as to whether or not it should be postponed, and, to definitely settle the question, Joseph H. Drefrees, vice president of the United States Chamber of Commerce addressed an inquiry to the Secretary of the Treasury, which evoked the following reply:

THE SECRETARY OF THE TREASURY

WASHINGTON

March 30, 1918.

My Dear Mr. Drefrees:

I have your letter of the 27th of March, and in reply permit me to say that I see no reason whatever for considering the question of postponing the annual meeting of the Chamber of Commerce of the United States because it happens to fall in the first week of the Liberty Loan Campaign. On the contrary, I feel that the meeting may be very helpful to the campaign, and afford a means of reaching many business men of the country with the message of the government. I was glad to speak to Mr. Hamlin with regard to the invitation which you have extended to him to attend the meeting and he tells me he will accept with a great deal of pleasure.

Cordially yours,
(Signed) WM. G. MCADOO.

ST. LOUIS LETTER

(*Continued from page 23.*)

and the brand has been going big. The distributors are the W. A. Stickney Cigar Co.

Fred Oakes, of the Gato Cigar Co., has been doing some aggressive work in St. Louis, placing their Gato, San Martin and Leon brands with some live concerns.

Louis Friedman, who was located for many years at 510 North Sixth street, is now greeting his friends at his new location, 424 North Sixth street, across the street from the Columbia Theatre.

Frank B. Coleman, an attorney, has been appointed trustee for The Schottmueller Exposition Cigar Co., which went into bankruptcy several weeks ago. His bond has been fixed at $1,000. This is one of the oldest concerns in St. Louis.

The annual convention of the Western Division of the National Wholesale Druggists will be held in St. Louis, April 25 and 26. Elaborate plans are being made for the convention, at which trade conditions will be the feature of the discussions.

EDMONDS.

FINE HABANA CIGARS

CHARLES THE GREAT



CHARLES THE GREAT

MADE IN BOND

Excellence of Quality and Workmanship are Combined in

CHARLES THE GREAT CIGARS

A Valuable Business Asset to Every Up-to-date Cigar Dealer

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA



Men of First Battery, Field Artillery of Utah, from Salt Lake City, photographed in camp at Nogales, Ariz. In the group are E. Callaway, Wm. Coswell, Sergeant Sadorf, H. L. Hudson, J. R. Driggs, S. Mahaffey and I. P. Fletcher. Look for the famous muslin sack

Uncle Sam's Troopers Rolling the "Makings"

Even the horses know when it's time for the troopers to smoke up with "Bull" Durham tobacco—they stand still while their khaki-clad riders "roll their own." Whenever a troop of U. S. Cavalry goes trotting out of camp you can bet every man has his supply of the "Makings" with him. Want to know why? *Listen:*

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO



The "Makings" of a Nation



"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

LORILLARD'S CLIMAX PLUG

Do you know Climax was the first brand of Plug Tobacco to be identified by a tin tag since the '80's?

The Grand Old Chew

P. LORILLARD COMPANY, Established 1760

ROCKY FORD

HAND MADE →CIGAR← DELICIOUS FLAVOR

Manufactured in Our Newark, N. J., Factories

We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c., 3c. each, and 3 for 10c.—giving the jobber and retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices PITTSBURGH, PA.

MANILA COMMERCIAL CO.
15 Park Row NEW YORK

Branch Office of
MANILA COMMERCIAL CO.
Manila, P. I.

Owners of

LA YEBANA
CIGAR AND CIGARETTE FACTORY

Ask for Price List and Samples

Admitting an Insatiable Demand for Cigars

Eager Buyers on the Pacific Coast—Distributors Can't Supply Goods as Fast as Wanted—Prohibition at Vallejo Results in the Starting of Six New Stores—Some Retailers Charge Ten Cents Each for Cigars Costing $42.50 per Thousand—Eddie Allenberg Had Appendicitis—A Steadily Developing Trade in Manilas—Supplying the Alaskan Fishing Fleet.

San Francisco, April 3.—In the market wherein cigars and tobacco are passed from the wholesaler to the dealer, and in the case of leaf tobacco from the distributor to the cigar manufacturer, it is more a case of buying than selling. The retailer in passing his goods on to the consumer must exercise some salesmanship, as the public still is somewhat skeptical concerning necessity for increased prices, but the dealers and the cigar manufacturers have their eyes wide open and are buying freely, and in many cases demanding to buy more than the distributors are able to let them have. These statements are true of the entire West, according to men who have recently traveled through this territory. For example, Phil Conradi, Jr., of Phil Conradi & Son, has just returned from a long trip throughout the entire Northwest. He deals with cigar manufacturers exclusively and says that 95 per cent of those whom he visited told him to look over their stock and then enter an order for what he thought they would need for the rest of the year. Charles H. Knubel (Charles the Great), who covered his territory from the Focky Mountains West, before returning from his recent trip East, found the same condition among the dealers whom he visited. In nearly every case they were anxious to buy in excess of what he could deliver. In this city the larger distributors—Ehrman Bros. & Co., M. A. Gunst and H. L. Judell & Co.—report that their salesmen are selling more cigars than they can deliver at the present time. The demand seems insatiable. While the retailers have to work harder to pass the goods along to the ultimate consumer, they all seem prosperous, and their very anxiety to buy more stock is good evidence that the people of the Coast have not foresworn their favorite smoke. Wherever soldiers or sailors are gathered a good field has been developed. Recently the town of Vallejo, near the Mare Island Navy Yard, went dry, and at the same time the prohibition which kept the sailors from Vallejo was abandoned. With this change cigar stores at once began to spring up, and it is reported that six new stores have been opened in that one town in the past two weeks. With the distributors prosperous the retailers cannot be suffering, and all the distributors are more than satisfied with business. Ehrman Bros. & Co. report that their sales are better than ever. Judell says that with the Fighting Bob as a leader his business shows a marked increase, and so do all along the line.

The distributors have recently been made happy by large orders given to outfit the fleet of fishing vessels which start for the Alaskan waters in a few days. Most of these orders were placed through Frank B. Peterson, a wholesale grocer, who has interests in Alaskan packing plants.

The statement is made by some of the traveling men who have recently covered the western territory that there are certain communities which have not taken kindly to the six-cent proposition, and are charging ten cents for goods costing $42.50 and thereabouts. It is asserted that these retailers are liable to feel the heavy hand of Uncle Sam, for they are profiteering by selling goods beyond the seven-cent mark which has paid an internal revenue tax only on the supposition that they should not be sold for more than seven cents. According to this information, these dealers are cheating the Government out of $2 a thousand, and that sooner or later "their sin will find them out."

Bauer Hess, of Ehrman Bros. & Co., is covering the territory in Nevada with H. A. Soloman in the interest of the Napacuba. They report that the goods are going in great style.

Harry Green, Inc., received 64 cases of Manila cigars and 354 bales of Manila tobacco on the steamer Ecuador, which arrived March 30. Mr. Green, who has been in Manila for the past three months, is expected back here on April 17.

All the cigar men of the city are taking a keen interest in the new Liberty Loan. Among the retailers the campaign will be handled by Bob Donahoe, president of the Retail Cigar Dealers' Association; Dan Dwyer, secretary, and Irving I. Pollack, of the board of directors.

W. A. Frutiger, assistant to H. Loewenstein, of the local branch of the Lorillard Co., has been transferred from San Francisco to the headquarters at Detroit.

There is a great scarcity of Gato cigars in this city, and Bull Durham is also hard to get, notwithstanding the recent increase in its price.

The Union Leader in the 5-cent tin-foil package has been withdrawn from the market. The 10-cent size in tin foil is a new form which is proving a success.

Sam Israel, wholesaler, has found business so lively that he has just added R. Hackett to his bookkeeping force.

W. Sickels, of the Cardinet Candy Co., Oak-

(*Continued on page* 34.)

EDGEWORTH



Ready Rubbed
EDGEWORTH
and
EDGEWORTH
Plug-Slice
TWO
STANDARDS
for dealers

Send us a trial order. We guarantee satisfaction.

LARUS & BRO CO., Richmond, Va.

Virtually Two Cabinets

WASHINGTON, April 8.—The Nation's war-making agencies have achieved a close harmony of action in the last two weeks through the Wednesday conferences at the White House which high officials said today has speeded the prosecution of the fight for democracy to the point of greatest efficiency yet reached.

The President now virtually has two Cabinets, the first of which advises him on diplomatic and political questions, while the second discusses with the Chief Executive the problems of mobilizing the industrial powers of the Nation, without which there could be no war. The Cabinet proper meets every Friday. The "War Cabinet," or "Industrial Cabinet," as it is coming to be known, gathers at the White House every Wednesday. It comprises the Director General of Railroads, the Chairmen of the Shipping, War Industries and War Trade Boards, the Food Administrator and the Fuel Administrator.

The War Cabinet at no time has touched on political questions. All of the War Cabinet's work has been to further the preparation of America to throw her entire resources into the scale against the Germans. So important has this work become that the prosecution of the war, except for direction of actual military and naval movements, now is entrusted to the little group of six men, representing the factors necessary to provide the fighting men with all they need to bring victory as quickly as possible.

Edward R. Stettinius, Second Assistant Secretary of War, in charge of all industrial and commercial aspects of the department, may be added to the Wednesday conferences because of the close connection of his work with that of Mr. Baruch of the War Industries Board, and the other member of the War Cabinet. Mr. Stettinius is regarded as a virtual Director of Munitions.

First results of the War Cabinet's work have become apparent in the decision of the War Industries Board to give preference in delivery to 100 per cent requirements of shipyards for steel.

Altogether the result of the War Cabinet's work was described to-day by one of its members as having been to enable all of them to "keep step."

CONGRESS PASSES THE WEBB BILL.

WASHINGTON, April 8.—The Webb export bill has finally, after several years, been passed by both Houses of Congress, and will probably, within the next day or so, be signed by the President.

Under the bill as finally passed, exporters are prohibited from acts, in their foreign combinations, intentionally enhancing or depressing prices in the United States.

Exporters' associations are made subject to strict supervision of the Federal Trade Commission, which is given power to prosecute those guilty of unfair practices.

As is so well known, the purpose of the bill is to allow American exporters to form combinations in extending their foreign trade.

DRAWBACK FOR HAVANA-AMERICAN CO.

WASHINGTON, April 8.—The Treasury Department has announced the allowance of a drawback on cigars manufactured by the American Cigar Co., at the Havana-American branch in New York City, in whole or in part with imported tobacco.

WISCONSIN NOTES

EDGERTON, Wis., April 5.—The end of the deliveries of the 1917 tobacco crop is almost in sight now. A few straggling lots are coming to the receiving points every day, but the coming week will see the most of the crop in and settled for. Most of the larger operators have enough stock on hand to keep their sorting rooms running for several weeks yet.

The work of steaming the beds preparatory to sowing the seed for another crop is under way, but the weather conditions will determine largely the time the seed will be sown. It is generally believed it is yet too early for the sowing of sprouted seed, which is usually delayed until after freezing weather.

It is becoming more easier to secure shipments out of storage to Eastern factory points. —*Edgerton Reporter.*

THE MASTER MILD SMOKE
CRESSMAN'S
COUNSELLOR
CIGAR
ALLEN R. CRESSMAN'S SONS
Philadelphia, Pa.

BEACH & GLENN
Representatives for New York and New Jersey
for
H. C. Nolan Co. of Philadelphia
and
Kraus & Co., Inc., of Baltimore
also
For New York, New Jersey and New England
for
Hernsheim Co., Ltd., of New Orleans
GOOD CIGARS—EXCLUSIVELY
Astor Court Building, 20 West 34th Street
NEW YORK

MANILA CIGARS

La
Emperatriz
A New Brand in this country but well known in the Philippines.
Open Territory
Write
HENRY OTTENBERG, Importer, 146 Front St., N. Y.

New OPTIMO
BEST OF THE BEST
OPTIMO
VERY MILD
VERY MILD
CIGARS
BEST OF THE BEST
MILD—AROMATIC—SWEET
Manufactured by A. SANTAELLA & CO., Tampa, Florida
Main Office: 1181 Broadway, New York

and in 1915 it reached its high point with 28,160,000. In 1917 it was 27,500,000.

—

In the seven months ending January, 1918, compared with that of the seven months ending with January, 1914, our imports from Europe fell 50 per cent, while those from other parts of the world increased 150 per cent.

—

Automobile bandits stole 500,000 cigarettes, valued at $2,000, from the J. B. Moos wholesale tobacco storerooms on Broadway, Lorain, O., and escaped with over 2,000 pounds of loot. A similar robbery of $5,000 worth of cigarettes from the same firm occurred last fall.

—

John J. Flaherty, manager of the "United" store in the Flatiron building, New York, went West this week, seeking rest and recuperation. After visiting friends in Chicago, he will go to French Lick Springs, and there probably he will spend the greater part of a well earned vacation.

—

The American Exchange Cigar Co., is having a difficult time of it in trying to manufacture Dubonnets fast enough to meet the ever increasing demand. A. J. Foley is in Chicago at present and is doing his share towards keeping business on the move. Abe Harris is covering up-state territory.

—

A considerable decline in the death rate of New York City during January and February occurred despite the severity of the weather. The death rate last year for these months was 16.97, whereas this year it was 15.51. This means a saving of 2,646 lives. The actual number of deaths occurring during the two months was 13,962.

—

Cigar factories in Boyertown, Pa., are experiencing difficulty in forwarding orders because of the government embargo on the shipment of goods. One plant has more than a million cigars ready for shipment, but cannot send along the cigars, owing to the railroad order. Many cigarmakers are leaving Boyertown to seek employment elsewhere.

—

The *Wall Street Journal* accentuates the inference that the government option on the entire output of Bull Durham may appreciate stock of the American Tobacco Co. Bull Durham is the big company's "best paying brand. For many years it brought in about $4,000,000 a year net, this being half of the dividend requirements of the American Tobacco Co."

—

"Gus" Holmes, who has been long associated with the hotels of Salt Lake City as a builder, owner and proprietor, has struck it much richer in his old Hackberry mine, near Kingman, Ariz., than was at first thought. The mine is a silver mine and it shows not only great quantities of ore, but the ore is of an exceptionally high grade. It is said the mine will prove a bonanza.

—

The button which will be given to every subscriber to a Liberty Loan Bond of the third issue, whether of a $50 bond or a $10,000 one, will have a border of brilliant red, and a blue field with a liberty bell, and the words "Third Liberty Loan" in white. Sixteen million of these buttons are now ready for delivery and will be given out when the subscriptions are made.

—

E. Popper & Co., have a big winner in their seven center. Klauber & Wangenheim, of Los Angeles, are featuring it and finding plenty of buyers. M. Blaskower, of San Francisco, is making many new friends for Popper favorite brand. Sam Adler is gathering orders throughout New York state. Bob Popper has returned to town after a successful trip to Pennsylvania.

—

An involuntary petition in bankruptcy with consent, has been filed in the United States District Court at Newark, N. J., against Samuel M. Kemper, a cigar dealer at 6 Main street, East Orange, N. J. It was referred to Referee George W. W. Porter. The petitioning creditors and their respective claims are: Edward Arendt & Son, $552.38; New Jersey Tobacco Co., $151.95; Lincoln & Ulmer, $258.30.

—

The Mi Carmen Cigar Co. in Milwaukee recently took a notable step toward strictly sanitary cigar manufacture. Officials have delegated a physician to inspect periodically for symptoms of contagious diseases every one of the employes. In the event of disease being discovered, the superintendent is immediately communicated with and the affected employe receives medical attention at once, and is not permitted to work until he is completely cured.

—

William M. Collins, president of the Philip Henrici Co., proprietor of the restaurant known as "Henrici's," on Randolph street, Chicago, has concluded arrangements for a ninety-nine years' lease of the site, commencing May 1, 1925, at an aggregate rental of $2,425,000, or $20,000 per year for the first ten years, and $25,000 per year thereafter. The period intervening between the present time and the commencement of the new lease is covered by a short term lease. It is understood that Mr. Collins will erect on the site a new building costing between $250,000 and $300,000.

—

Kenneth Baillie, of the I. Lewis Cigar Mfg. Co., is back from his Northern California and Oregon trip, which he made with Henry Loverich. He reports the trade and the smokers to be gradually working towards the six cent idea. Some dealers, however, who have good-sized stocks of standard brands, are continuing to sell at old prices. But this can't last forever. Meanwhile S. Bachman & Co. have received their first shipment of the new Lewis 10 cent cigar, the Melba. Mr. Baillie will put in some time working the city trade on this line.—*San Francisco Grocer.*

—

The Ehrlich Manufacturing Co. has discontinued making cigars in New York City, and from now on will manufacture all its goods in Tampa. This shift in the producing end is not the result of any labor trouble, but owing to friction with the building department of New York City. Since 1916, Mr. Ehrlich has been having trouble with the building department, and from time to time has made changes in his factory in accordance with its suggestions. Rather than meet new demands of the department, which would involve a big expense, the company decided to manufacture cigars in Tampa and keep his place on West Broadway as a New York office.

—

According to the *L'Economiste European*, the scarcity of tobacco has been severely felt in Germany. Importations, which have been placed under Government supervision, have greatly diminished. Home production plays only a minor role, as an extension of the acreage devoted to tobacco has been prohibited. Tobacco factories, which have been already strictly rationed, receive only 60 per cent. of the raw product of two years ago, and as three-quarters of their output has been reserved for the army, the country has only 15 per cent. of its consumption in peace times.

—

D. J. Mahoney has been sending in plenty of orders, Park & Tilford, from the upper part of New York. Irvin Studwell has been kept busy seeing that they were filled with the least possible delay. Roman Dobler has gone back to Chicago and is devoting this week to stirring up things in the windy city. M. M. Harrison is covering Long Island and will take in Westchester next week. The firm has just given Harrison a Reo Runabout to enable him to cover ground at top speed. And Harrison has been piling in orders for Mi Favorita and Telegrafo. M. Prevost has been producing excellent results among the clubs and hotels. His sales for March were unusually large. Business is booming with Park & Tilford's cigar department.

—

War has forced the transportation problem into the foreground. Only one thing will lighten the pressure on railroad and express companies, and that is to make the short hauls of freight a highway proposition. Motor trucks can easily handle short hauls, and have proven, where dependable roads are available, that they can carry freight and express in successful competition with the railroads. Everywhere companies are being organized to engage in intercity hauling of freight, but they can be successful only under proper road conditions. Several projects of this kind have recently been compelled to discontinue activities when the question "where are the roads" confronted them.—*The Nation's Business.*

—

Louie J. Falone's cigar store and pool room in the Arcade, Charleston, W. Va., was purchased last week by C. F. Zimmerman for $15,000 from W. A. Cracraft, administrator of the Falone estate. The new owner also obtained a new lease on the building for an additional five years. Fred Scott will continue as general manager of the store, and all the other clerks will be retained. Mr. Zimmerman is a young business man and well known in Charleston. He is a part owner of the Realty Extension Co., with offices in the Day and Night Bank Building. He is also owner of the New Beckley Hotel at New Beckley, West Va., and part owner of the cigar store, barber shop and pool room of Zimmerman & Beckner, at 711 State street, Charleston. Several thousand dollars' worth of stock will be added to the store and improvements will be made soon.

FROM THE FIRING LINE

Personals and Trade Jottings

John Eberle, a cigar manufacturer at Sheboygan, Wis., died April 6.

—

Henry Carter has bought the business of Ed. Well, cigar manufacturer at Darien, Wis.

—

J. H. Hoffman, vice-president of Falk Tobacco Co. returned from the Pacific Coast, Friday.

—

All of Furgatch's salesmen are in town. Business is good with fine prospects for the future.

—

The chief complaint at the factory of Louis Ash & Co., is lack of help to turn out the orders on hand.

—

A. F. Vyo has established a retail cigar business on Brackett street, Fulton Heights, Medford, Mass.

—

John R. Elrick, aged 74, a retail cigar dealer of Lorain, O., was found dead in a cistern, back of his store.

—

Park & Tilford have taken over the cigar stand at Healy's restaurant, at 66th Street and Broadway, New York.

—

Levy & Rudinger have opened an up-to-date cigar store at the corner of 31st Street and Fifth Avenue, New York.

—

J. B. Rovira has gone to New England to round up some big orders. R. F. Donovan has just returned from the south.

—

A cigar stand will be an emphasized feature of the new restaurant that Louis Glaser will open at Big Pool, Md. about May 1.

—

D. Schulte's store at 41st street and Broadway, New York, has a special sale of Nightingales—three boxes for half a dollar.

—

"Mac" Levy now represents Bayuk Bros. and will cover the territory formerly traveled by "Ike" Rodin and "Sam" Soffer.

—

William Wolpin, trading as the Strand Cigar Co. at No. 1583 Broadway, New York, has made an assignment to Morris Berman.

—

W. Gottlieb, H. B. Gottlieb and J. Villar of 711 Sterling Place, Brooklyn, have incorporated the Polosa Cigar Co. with a capital of $5,000.

—

A patent has been granted for a cigarette box from which each cigarette can be drawn separately by a strip of paper that passes under it.

—

The money value of all crops raised in the South in 1917 was $5,700,000,000, or more than 40 per cent of the total for the United States.

Joe and Ralph Gans are in town. Isidore Mayer has just come back from a trip to the coast, where he did a record business for Gans Bros.

—

Dave Nadel of Klein's Cafe, at 681 Broadway, New York, reports that it pays to feature the Jean Bart brand made by Oscar Friedman.

—

Vice President Applegate made a flying trip to the offices of the Strand Cigarette Company last Friday and then jumped back to Philadelphia.

—

Benjamin VanKeuren, an insurance agent, has purchased the cigar store at 114 North street, Middleton, N. Y., formerly conducted by John N. Jansen.

—

H. Beltran, H. Altstaedter and H. B. Ripenhaus of 486 Atlantic avenue, Brooklyn, have incorporated the Deniobac Co., with a capital of $180,000.

—

The Hotel Cadillac at Detroit, which for a long time has been under the management of R. A. Carson and C. C. Schantz, has been sold to the Book Realty Co.

—

Jos. Berran & Co. have been lining up so many orders of late that Mr. Berran is looking for another and larger factory in addition to the one he has.

—

The South Carolina Senate recently defeated a bill prohibiting the shipment of whiskey or other alcoholic liquors into South Carolina for any purpose.

—

Donald L. Keffer, of Smith & Keffer, wholesale tobacco dealers of Harrisburg, Pa., who has been seriously ill of pneumonia, is reported to be improving.

—

J. R. Battle, H. L. Ayers and W. M. Battle, have incorporated the Planters Warehouse Co. to engage in the tobacco business at Nichols, S. C., with a capital of $15,000.

—

P. Welcher has been confined to his home for the past week by illness. His bookkeeper, who was drafted, wrote from France that he is having the time of his life.

—

Thos. Orr and John Orr, Jr., of Windsor, Conn., and John Liphitz and Hyman Freedman, of Springfield, Mass., have organized the Orr Brothers Tobacco Co., with a capital of $5,000.

—

It is a great mistake to size up a man according to his purse, for the size of the purse may change greatly in the passing years, but the disposition of the man remains largely the same.—*Hotel World.*

—

Garcia & Vega, manufacturers of high grade clear Havana cigars, have been granted, by the Treasury Department, allowances in the form of refunds of duty on tobacco contained in cigars exported.

—

The three salesmen that John Moriarity, manager of Old King Cole, sent out on the road have been making good from the start. As a result, Moriarity expects to hang up a new record for the firm.

—

V. Gutierrez, the representative of the Hoyo De Monterey factory, is in New York City, after a prolonged visit to Spain. In the future Mr. Gutierrez intends to make his headquarters in New York.

—

W. D. Walsh, known to his Chicago friends as "Billy" Walsh, now associated with the American Wine Co. of St. Louis, has been appointed western representative of the company, with headquarters in Chicago.

—

The oldest Pullman porter is dead in a big New York apartment house. There's no record of the oldest tipper, but he's probably dead also, and it's a ten to one shot he died in the poorhouse.—Tampa *Tribune.*

—

All of the salesmen of the Acker, Merrall & Condit Co. are on the road at present and doing fine. Sherman Coe, the manager of the cigar department reports that the firm is doing a big business down at Camp Upton.

—

Edward Wodiska, president of the Havana Production Co., returned to New York this week after a most successful trip: The factory is over sold nearly 1,500,000 cigars, and efforts are being made to catch up as quickly as possible.

—

John H. Shaefer, national president of the Retail Grocers Association, and J. A. Cunningham of Dubuque, Iowa, plan to be in Philadelphia next week to deliver addresses and have conferences with retail grocers in the Quaker City.

—

Milton Glass, salesman for Judell & Co., of San Francisco, now carries a little machine which enables him to artistically decorate a dealer's show case with attractive strips advertising Tom Keene, Tom Moore, Little Tom, Little Penn and Joan of Arc.

—

Major Burrows, the Jose Lovera and E. M. Schwarz Co. representative on the Pacific Coast, has been laid up with a severe cold, but is now all right again. Banderos are still the big hit and the only trouble is for Wellman, Peck & Co. to get the supplies.

—

Storekeepers of Cleveland, O., are quoted as saying that "advancing prices are reducing the consumption of tobacco. Sales have dropped anywhere from 10 to 33 per cent. since packet tobacco commenced to dwindle in quantity and increase in price."

—

The tonnage of sailing vessels was 4,026,000 in 1800. It reached its high point in 1860, with 14,890,000. Last year it was 3,401,000. The tonnage of steel vessels in 1860 was 1,710,000

The Real Independent Factory in Havana

FLOR DE TABACOS DE PARTAGAS Y CA HABANA

CIFUENTES, PEGO Y CA.,
172 Industria
Havana, Cuba

"PARTAGAS"

The World's Standard Cigar

ROBERT E. LANE

General Representative for United States and Canada

70 Trinity Place New York

All Progressive Dealers Read TOBACCO

THE STANDARDS OF AMERICA

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts—Strong, Salt, Sweet and Plain Scotchs

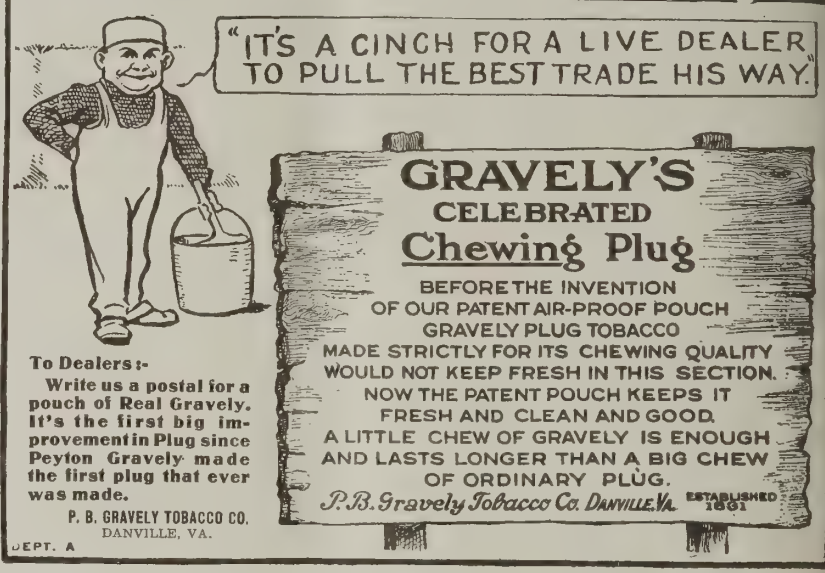
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THE DEISEL-WEMMER CO., MAKERS, LIMA, O., U. S. A.



AMERICAN CASTOR OIL

(*Continued from page 7*)

nized 1,035,000 bushels, and in 1917 1,041,000 bushels. Meantime the countries of Europe recognizing the importance of this lubricant for the flying machines used in the war, intensified their demand upon India. Germany doubled her imports of castor beans and castor oil in 1913 and the first half of 1914, and the total exports of castor oil from India jumped from 898,000 gallons in 1914-15 to 1,723,000 gallons in 1916-17, while the quantity of castor beans exported from that country also showed a slight increase in the same period. No figures are available as to the actual quantity of castor oil produced in India. This exportation from 1,000,000 to 2,000,000 gallons of the oil from India form a comparatively small proportion of the product, since it is still used in that country as a burning oil for lamps also as a lubricant and in the manufacture of leather. The chief exports of the oil and beans from India prior to the war were to Great Britain, United States, France and Germany. At present the entire available supply of both seed and oil go to Great Britian and her Allies.

Other countries which have developed the production of this oil are China, Indo-China, Java, South Africa, the United States and certain countries of South America, especially Brazil where it grows rapidly wherever introduced, having been before the war looked upon as "undesirable" and its growth discouraged. Now agriculturists in every part of Brazil are increasing their product as rapidly as possible, and this is true of the other castor bean producing countries.

In the United States the Department of Agriculture and the War Department are combining to stimulate the production of the castor bean. The War Department is pushing the movement for a great increase in the production of the castor bean in the Southern States, in the hope that 200,000 acres may be planted in castor beans in the present year, and to accomplish this it has contracted with certain individuals for castor beans at $3.50 per bushel, permitting them to guarantee to the growers or sub-contractors $3.00 per bushel f. o. b. at the nearest local weighing and forwarding center, and the South is now being canvassed with the hope of inducing farmers to devote the necessary area to the production of this requirement of our flying machines and those of our Allies, and increasing the annual output of our factories from less than $2,000,000 a year to $10,000,000 or perhaps $20,000,000 annually. It is hoped that the efforts now in progress will result in a crop aggregating in value about $12,000,000 and this when transformed into the finished product will probably approximate $20,000,000. The plant, while a perennial in the tropics is an annual in the temperate zone, and the product of the planting now in progress in the Southern States will become available to the factories before the end of the current year.

UNCLE SAM'S SHIPPING

(*Continued from page 4*)

congestion. The result has been, in the opinion of officials, to achieve the speed of a pooling arrangement without the complications of a formal pooling of ships.

Conditions which existed before the ship control committee, composed of P. A. S. Franklin, H. H. Raymond and Sir Cunnop Guthrie, took charge, have hampered their work to some extent, but gradually are being remedied, leading to the belief that future improvement in the handling of ships will be even more rapid than in the first two months. Diversion of tonnage from congested Eastern ports to Southern ports is being developed satisfactorily.

Large quantities of cotton were shipped into New York for export last winter, so that money could be borrowed on the bills of lading, and much of the staple still remains in warehouse space needed for other goods.

YANKEEDOLLARDOM

(*Continued from page 8*)

ration; it was longing. To learn how big a dollar is one may measure it in cents, and it is always worth one hundred cents. Or one may measure it in wheat, and at one time it will be as big as a bushel of wheat and at another time only as big as a half bushel of wheat. Another way is to measure it in gold, and that is the Government way—a dollar is worth so many grams of gold. Or, you can take a silver dollar and measure its diameter with a ruler. I don't happen to have a silver dollar, but I have a paper one, and I have just measured it. It seems to be seven and five-eighths inches long, three and three-sixteenths inches broad, and as thick as a sheet of paper. That is one way of measuring a dollar. Another way is to measure what a dollar, with ninety-nine of its fellows, will do when invested in a Liberty Bond.

UNITED STATES IMPORTS OF LEAF TOBACCO USED FOR CIGAR WRAPPERS.

	Fiscal year ending June 30			Year ending Dec. 31
	1914	1915	1916	1917
Leaf tobacco (wrapper), lbs.....	6,092,787	7,241,178	5,070,308	5,393,862
	$7,785,387	$9,267,044	$7,246,942	$7,096,788

What the Courts Have Said

About Efforts to Confine Trade

(Copyright, 1918 by Elton J. Buckley.)

The following letter, just received from a retail merchant in Illinois, is of interest, though obviously name and address must be suppressed:

————, Ill.

. . . The ——— retailers of this section are very hard pressed just now by jobbers' competition. A large percentage of the whole sale dealers of ——— and ———, which supply our territory, will solicit our trade and at the same time the trade of large consumers, which rightfully belongs to the retailer. We have pleaded with them and even threatened them through our organization, but with very little effect. Some of them stop for a time, but they get back as soon as they think we are not looking. We also have manufacturers' competition in a few cases, and have not been able to do anything about that, either. Also three mail order houses.

Our association is convinced that there must be some legal way to preserve the old lines of trade by making manufacturers and jobbers shinny on their own side, and sell their own customers and let ours alone. We are also against the mail order house, and believe there is some legal way to get back at the people that are selling them their goods. We believe from what we have seen of your writings on legal subjects that you may be able to put us where we can accomplish something. Anything you may write us will be greatly appreciated by all of our members.

L. F. O.,
Secretary ————.

I regret that I cannot say anything to this correspondent which will help him in the slightest degree. No one can, at least no one can help him do what he wishes to do. I can half help him by telling him that it is now an illegal and dangerous thing for merchants of any rank, for instance retailers in any line, to attempt to sew up their natural field of customers so as to keep out merchants of another rank, such as jobbers. It is also illegal and dangerous to attempt to keep manufacturers from selling to mail order houses, or to threaten to impose, or actually impose, in any systematic, organized way, a penalty, such as blacklist or boycott, upon manufacturers who do sell mail order houses, or upon jobbers who sell consumers.

In the very same mail which brought this letter came the official report of a case which has just been decided by a United States Court for a western district. The facts of the case are practically identical with the situation outlined by the above correspondent, and the law laid down is therefore directly applicable.

The case I refer to hinged upon the efforts of a combination of lumber retailers to (1) keep wholesale dealers from selling consumers; (2) keep manufacturers from selling mail order houses, and (3) force consumers to buy of the retailers nearest them. To accomplish these purposes, a very elaborate system had been built up which was extremely successful, to judge from the following description of it by the president of the association: "We are today acting in unison with fifteen other retail associations representing 5,000 yards, making with our own a total of 7,200 yards, covering territory extending from the western slope of the Alleghenies on the east to the eastern slope of the Rockies on the west, and from Winnipeg down to the 'Sunny South by the Sea.' In this vast territory it is estimated that of all the lumber used in the building trades, 94 per cent of it is confined to its proper channels, reaching the consumer through the retail yards."

This scheme was based on a contention with which a large number of merchants in all lines agree, viz., that the manufacturers' only legitimate customer is the jobber, the jobber's the retailer and the retailer's the consumer. Also, that the mail order house is nothing more than a poacher, that it should not be permitted to intrude into everybody's territory to compete with established retailers, and that manufacturers who sell mail order houses are unfriendly to the trade.

The lumber retailers built up a strong and careful scheme to carry out this contention, the essential part of whic was the periodical publication in various ways, of the names of wholesalers who sold consumers, the names of retailers who went into other retailers' territory, and the names of manufacturers who sold mail order houses. This was so the fair retailers could boycott the unfair jobbers who sold consumers; so the fair jobbers could refuse to sell the unfair retailers who sold other retailers' customers, and so the whole trade could boycott the unfair manufacturers who sold mail order houses. Naturally the same thing applied when the manufacturer sold consumers, as he occasionally did.

There was only one thing wrong with this scheme—it was unlawful. Its success was so conspicuous that the Government prosecuted everybody connected with it in this western district for violating the anti-trust laws, and after the court saw the boycott notices and the blacklists the whole beautiful scheme crumbled and fell. The court granted an injunction against every person connected with it, on the ground that **"the circulation of these reports not only tends to directly restrain the freedom of commerce by preventing the listed wholeale dealers from entering into competition with retailers, but directly tends to prevent other retailers who have no personal grievance against listed jobbers and who might trade with them, from so doing, they being deterred solely because of the influence of the report circulated among the members of the association."**

When the court got through with this beautiful and most effective plan there was nothing left of it, and there will never be anything to it again. From this time on, a manufacturer, jobber or retailer may sell jobbers, retailers, consumers or mail order houses, any or all, and nobody who considers himself aggrieved can do anything about it except stop buying himself from the man he thinks has offended. The minute he tries to get his fellow-merchant to join him, which is the only way such a thing could become effective, he will run into the law. Henceforth there are no lines between the different branches of the trade which cannot be obliterated at the will of anybody.

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Charles Denby
THE CIGAR THAT BUILDS AND HOLDS ITS TRADE



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars.

The "CHARLES DENBY" satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH **Evansville, Ind.**
Makers of Good Cigars for Over 67 Years

Want Advertisements.

SITUATION WANTED ADS. of 30 words or less will be inserted free of charge.

WANTS, FOR SALE, ETC., 15 cents per line of six words for each insertion.

ENERGETIC AND RELIABLE YOUNG MAN with sales, advertising, clerical, stock, order, receiving, executive, window dressing, office and general clerk experience, desires position where results will be produced. Address Philip Greenberg, 158 Bergen St., Newark, N. J.

38 YEARS ESTABLISHED, STERN'S, BROADWAY, CORNER MYRTLE AVE. L STATION; beginners, professionals taught new steps; latest ball room dances; adults, children taught, clogs, buck and wing, song and dance, toe, every stage dance taught; become dancing teacher under Stern system; that snappy catchy word "guarantee," isn't worth paper it's written on. Call, let me convince you. Telephone Bushwick 4943. Always open.

SUPERINTENDENT OR FOREMAN WISHES POSITION with reliable concern. Thoroughly experienced in all branches of the cigar industry and has the best of references. Address Efficient, care Tobacco.

BOOKKEEPER AND OFFICE MANAGER DESIRES POSITION, exempt, 12 years experience in tobacco business, costs, accounting. Unexcelled references. Address Exempt, care Tobacco.

FOR SALE—Fully equipped cigar factory, seating thirty hands, in down-town section. Good location, plenty of light and airy. Rent reasonable. Address H 65, care Tobacco.

WANTED—ATTRACTIVE YOUNG LADIES to sell well known miniature cigars to consumers. M., care of Tobacco.

FOREMAN—Energetic man to take full charge country cigar factory, 20 miles from New York. Must thoroughly understand all branches. Excellent opening. State age, salary, previous employment. Address Box 804, care Tobacco.

SALESMAN, THOROUGHLY EXPERIENCED, DESIRES POSITION with progressive cigar manufacturer. Excellent business getter and can furnish good references. Address Live Wire, care Tobacco.

YOUNG MAN OF GOOD APPEARANCE for wholesale cigar importer to go out and solicit orders, and visit the trade. Must have experience in that line and have first class references. State age, qualifications and salary desired. Address T. E. C., care Tobacco.

YOUNG MAN, thoroughly acquainted with the cigar and cigarette business, to pick out orders for wholesale house; no others need apply. Must have first class references. State age, qualifications and salary desired. Address Wholesaler, care Tobacco.

SALESMAN is open for engagement for high grade line of cigars, clear Havana, shade grown and nickel goods. Well and favorably known with the best jobbers and fine retailers in all sections from Atlantic to Pacific Coasts. Highest references in all respects. Address Well Known, care Tobacco.

EXCESS TAX REVIEWERS.

WASHINGTON, April 8.—Excess profits tax returns will be examined and the taxes assessed with the assistance of a group of tax reviewers appointed by the Commissioner of Internal Revenue with the approval of Secretary McAdoo. The men who will serve in this group of tax reviewers are:

T. S. Adams, economist, of Yale University, chairman.

J. E. Sterrett, accountant, New York City.

Stuart W. Cramer, of the National Council of Cotton Manufacturers, Charlotte, N. C.

E. T. Meredith, publisher, "Successful Farming," Des Moines, Iowa.

Wm. N. Davis, engineer and oil expert, Bartlesville, Okla.

Thos. E. Lyons, member of Wisconsin State Tax Commission, Madison, Wis.

R. C. Allen, State Geologist, Lansing, Mich.

Ralph Arnold, geologist and petroleum engineer, Los Angeles, Cal.

John Marks, lawyer and sugar planter, Napoleonville, La.

A. P. Ramstedt, mining, smelting and refining, Wallace, Idaho.

George M. Cornwall, lumber expert and editor of "The Timberman," Portland, Ore.

Carl H. Nau, accountant, Cleveland, Ohio.

H. H. Bond, Massachusetts Income Tax Deputy, Boston, Mass.

L. F. Speer, Deputy Commissioner of Internal Revenue.

Several of these reviewers served as excess profits advisers and rendered valuable assistance in constructing the regulations for the administrations of the excess profits taxes, while the other reviewers are business or accounting experts of large experience.

The legal questions arising in connection with the work of the reviewers will be referred to Arthur A. Ballantine, solicitor of Internal Revenue, and special attorneys of the Department, among whom are Fred T. Field, Hugh Satterlee and Robert N. Miller.

"The appointment of these reviewers," said Commissioner Roper today, "insures the continuation of co-operation between the Bureau of Internal Revenue and taxpayers. This plan will safeguard governmental revenues and accord equitable treatment to taxpayers."

DAYLIGHT AND CHILD LABOR.

WASHINGTON, April 8.—Miss Julia Lathrop, head of the Children's Bureau, says relative to the new daylight saving law and its connection with the Child Labor Law:

"Your letter requesting information concerning the law changing the present standard time so far as it may affect the application of the Child Labor Law, has been received. The Act of Congress provides that, for the purpose of establishing the standard time of the United States, the territory of continental United States shall be divided into five zones. Section 2 of this Act reads in part as follows:

"In all statutes . . . relating to the time . . . within which any act shall or shall not be performed by any person subject to the jurisdiction of the United States, it shall be understood and intended that the time shall be the United States standard time of the zone within which the act is to be performed.'

"It is obvious from the language that the standard of hours relating to the employment of children as provided by Section I of the United States Child Labor Act, must be determined in accordance with the provisions of the Act to save daylight and provide standard time for the United States; that is to say, for the purpose of enforcing the Child Labor Law the hours of 6 o'clock antemeridian and 7 o'clock postmeridian of the standard during the period commencing the last Sunday in March of each year and ending on the last Sunday in October of each year, are equivalent to the hours of 6 o'clock antemeridian and 7 o'clock postmeridian, respectively, as prescribed in Section I of the Child Labor Law."

HARD FOR THE CIDER SELLER.

"Sweet cider is not a liquor, but hard cider, or cider that has commenced to ferment, is a liquor within the meaning and intent of the law."

Therefore, decided the Appellate Division of New York, the Court of Special Sessions was right in convicting Peter Palluch of No. 919 Melrose Avenue, Bronx, of selling liquor without a license because he had given two patrolmen hard cider at so much a gulp. The cider was found to contain 6 3/10 per cent. of alcohol.

The Flower of Tobacco

well cured and skilfully used has maintained




MI FAVORITA

at the forefront of all brands




The Park and Tilford Standard is the warrant of their excellent quality

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Bouchard Pere & Fils.	Beaune
Deinhard & Co.	Coblenz
Gomez, Cuvillo & Co.	Port St. Mary's
Gomez & Co.	Cadiz
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Wynand Fockink	Amsterdam
Roman Perpina	Reus
Freund, Ballor & Co.	Torino
Martinez, Gassiot & Co.	Oporto
J. Wray & Nephew	Jamaica
W. E. Eddison & Co.	London
Dublin Distillers' Co., Ltd.	Dublin
Marcel Alioth & Co.	Bordeaux
Pernod Fils	Couvet
J. A. Mentzendorff & Co.	Riga

We have associated with us the gentlemen available who were for many years in the Cigar Department of the old firm, G. S. Nicholas & Co., now in liquidation.

We are carrying on the business as formerly in conjunction with the representation of almost all of the leading European shippers heretofore represented by the old firm.

Price lists sent on application.

Kindly note carefully our new name and address

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ADONIS,
Clear Havana
SEGAR

TAMPA MADE
in all popular sizes

SEND FOR CATALOGUE

Office and Humidors
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FOREIGN TRADE CONVENTION.

One of the interesting facts in connection with the organization of the Fifth National Foreign Trade Convention, which will be held at the Gibson Hotel, Cincinnati, April 18, 19 and 20, will be the further organization this year of the group sessions idea, with a view to having as many subjects handled by the case method as possible. By this group session method it is planned to make further use of the practical and personal experience of participants in foreign trade, and also to interest a larger number of the smaller manufacturers in the opportunity for foreign trade.

Another special feature in connection with the convention will be the greater use of the volunteer trade advisers and of the Government representatives. There will be a special committee in charge of the work of the Government and volunteer trade advisers, who will be available for consultation during the period of the convention.

The theme of the convention is "The Part of Foreign Trade in Winning the War," and the program as announced gives many speakers of national prominence, including: James A. Farrell, president of the U. S. Steel Corporation; Edward N. Hurley, chairman of the U. S. Shipping Board; Fred I. Kent, of the Bankers' Trust Co., New York; J. J. Donovan, of the Blodel-Donovan Lumber Mills, Bellingham, Wash.; E. A. S. Clarke, president, Lackawanna Steel Co.; C. A. Hinsch, president of the American Bankers' Association; A. C. Bedford, Standard Oil Co. of N. J.; M. E. Farr, president, American Shipbuilding Co., Cleveland; George H. Charls, American Rolling Mills of Middletown, Ohio; John Clausen, of the Crocker National Bank of San Francisco; George H. Smith, president of the American Manufacturers' Export Association; J. K. Armsby, president, California Packing Corporation; W. D. Wheelwright, president, Pacific Export Lumber Company of Portland, Ore.; Frederick J. Koster, president, Associated Chambers of Commerce of the Pacific Coast; J. Louis Schaefer, of W. R. Grace & Co.; W. E. Tarlton, of Brown Shoe Co. of St. Louis; Percival Farquhar, president of the Brazil Railways Co.; Thomas L. Chadbourne, counselor to the War Trade Board; Burwell S. Cutler, Chief of the Bureau of Foreign and Domestic Commerce, and F. W. Tausig, chairman of the U. S. Tariff Commission.

TOBACCO OBJECTOR'S FALLACIES.

There is an objector to every scheme, no matter how beneficial it would appear, and this holds true of *The Sun* Tobacco Fund. "Incog," as our opponent calls himself, or perhaps herself, writes the Boonton, N. J., *Times*, a lament over the fund's activities. The impression this effort makes is somewhat marred by its concluding suggestion that the fund procures for the profit of the newspapers supporting it a bonus from the tobacco companies' increased sales. Such a notion marks the one forming it as inspired with passion to a degree swaying his judgment.

As for the objections of "Incog" they relate to tobacco itself. He suggests that some mothers of soldier boys would feel hurt to know that their sons had acquired the cigarette habit while fighting the foes of humanity. We may be permitted to doubt whether the psychology of the normal mother is capable of finding room for such a worry in the greater solicitude for his life and in pride over his performances.

For the consideration of "Incog" we might say that some persons sharing his objection to tobacco and even his theories against it have supported the fund upon the ground that tobacco smoking at the present time in any case should not be checked. As for the great majority, they realize and accept the comforts of tobacco both in war and in peace.—*Evening Sun.*

PATENTS RECENTLY GRANTED.

The following patents recently were issued from the United States Patent Office. Copies thereof may be obtained from R. E. Burnham, patent and trademark attorney, Real Estate Trust building, Washington, D. C., at the rate of 20c. each. State number of patent and name of inventor when ordering.

1,258,311. Cigar-bunching machine. Christian F. Bremer, Tampa, Fla.

1,258,454. Smoker's pipe. Cleveland Pinkney, Georgetown, S. C.

1,258,775. Machine for packing cigarettes. Emil Jagenberg, Dusseldorf, Germany.

1,259,548. Machine for applying cork, metal foil, or the like at intervals to strips of cigarette paper. Ernst C. Muhlbauer, Dresden-Lobtau, Germany, assignor to Universelle Cigaretten-Maschinen-Industrie System. Otto Bergstrasser, Aktiengesellschaft, same place.

1,259,562. Combination cigar, cigarette and match dispensing humidor. Mortimer A. Sherick, New Orleans, La.

1,260,137. Cigar-machine. Richard A. Bright, South Auburn, Cranston, R. I.

1,260,162. Tobacco-press. Reginald H. Dorsey, Broomes Island, Md.

HORRORS OF WAR.

"Wot's Tommy swearin' so 'orrid about?"

"'E's orf of the bloomin' boches an' bloody well mad, too."

"Wot's 'is kick?"

"W'y 'e was just smokin' up on a cigar w'ot 'e got from 'ome w'en one o' the blighters shoots it right out of 'is mouth. H'it 'ud make anybody mad, I say."—*Canadian Cigar and Tobacco Journal.*

A Cigar of Reputation

REAL FABRICA DE TABACOS PUNCH R.E. HABANA J. VALLE Y CA

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IMPORTERS OF
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To the Late King Edward VII
DIEU ET MON DROIT
Philip Morris
The World's Oldest High-grade Turkish
Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

THE LITTLE FLAG ON OUR HOUSE

The little flag on our house
Is floating all the day
Besides the great big Stars and Stripes;
You can almost hear it say
To all the folks in our street,
As the breezes make it dance:
"Look up and see my one blue star—
We've got a boy in France!"

The little flag on our house,
It floats sometimes at night,
And you can see it 'way up there
When the street lamp shines just right.
And sometimes, 'long towards morning,
When the cop comes by, perchance,
It signals with its one blue star:
"We've got a boy in France!"

The little flag on our house
Will wave, and wave, and wave
Until our boy comes home again,
Or finds in France his grave.
Nay—tho' its blue star turn to gold,
Because of War's grim chance,
It still shall wave to say: "Thank God!
We've got a boy in France!"

WILL SEELY, in Leslie's Weekly.

THE EMPLOYMENT PROBLEM.

Statistically speaking, there is no shortage of labor in the United States. Every important industry in the country is short of men. But there is nearly as much unemployment as usual. In peace times, on the average of the years, there have been 6,000,000 wage earners idle one-third of their time. Or to put it in a less precise but more easily comprehensible form: there are, on the average, 2,000,000 persons out of a job in the United States. Moreover, there are at least 2,000,000 "floaters"—men who have become incapable of remaining in one job for more than a few days or a few weeks. The annual loss from unemployment in peace times has been estimated at $2,000,000,000. There is no satisfactory evidence that in our effort to raise our production from the easy peace-time standard to the high requirement of war we have materially improved this situation.

Nobody knows how many men are out of a job in this country at the present moment. But we feel safe in saying that there are more than 1,000,000. The idle man is not one of our assets; he is one of our liabilities. We owe it to him, to ourselves, to civilization, to help him find a job. The idle machine is not one of our assets; it is one of our liabilities.—*Collier's.*

SAN FRANCISCO FANCIES

(*Continued from page* 26.)

land, is touring the central part of the State, placing his goods exclusively in cigar stores.

Mannie Hull is continuing his good work in making smokers of the Tom Moore Royal. He says the consumers are looking for a milder cigar, and when he gets them to try the Tom Moore he gets a steady convert.

Judell & Co. report that the Fighting Bob has been greatly oversold, but that good shipments are due on the Korea Maru, which is expected to arrive soon, and that these cigars, with those which arrived on the Ecuador last week, but have not yet reached his stock room, are expected to relieve the shortage.

Eddie Allenberg, with B. Goss & Co., who recently was taken ill with appendicitis in San Jose and operated upon in this city, is again able to be about and has started to call upon the trade.

The cigar makers' union is endeavoring to unionize the non-union factories in this city. They recenty levied an assessment of $5 on each member for the campaign and appointed a committee to interview manufacturers and jobbers in their behalf.

Charles Knubel is going to the southern part of the State in a few days in the interest of Charles the Great. He usually goes earli

Kenneth Bailie, of the I. Lewis Cigar M. Co., is back from a trip to northern Californ and Oregon, which he made with Henry Lo rich. He reports that some of the dealers that territory had good-sized stocks of ciga bought before the prices advanced, and that many cases they are selling at the old pri As these stocks are exhausted, however, th are going on the six-cent basis. Meanwhile Bachman & Co. have received their first shi ment of the new Lewis 10-cent cigar, the Melb Mr. Baillie will put in some time working t city trade on this line.

Statement of the ownership, management, circulation, et required by the Act of Congress of August 24, 1912, Tobacco, published weekly at New York, N. Y., for April 1918:—State of New York, County of New York. Before n a notary public in and for the State and county aforesai personally appeared Leslie R. Palmer, who, having been du sworn according to law, deposes and says that he is the bu ness manager of the Tobacco, and that the following is, to t best of his knowledge and belief, a true statement of the ow ership, management (and if a daily paper, the circulation), et of the aforesaid publication for the date shown in the abo caption, required by the Act of August 24, 1912, embodied section 443, Postal Laws and Regulations. 1. That the nam and addresses of the publisher, editor, managing editor, a business manager are: Publisher, Tobacco Trade Journal C 10 East 39th street, New York, N. Y.; editor, D. F. Morri 10 East 39th street, New York, N. Y.; managing editor, D. Morris, 10 East 39th street, New York, N. Y.; business ma ager, Leslie R. Palmer, 10 East 39th street, New York, N. 2. That the owners are: (Give names and addresses of in vidual owners, or, if a corporation, give its name and the nam and addresses of stockholders owning or holding 1 per cent. more of the total amount of stock.) Tobacco Trade Journal C 10 East 39th street, New York, N. Y.; Leslie R. Palmer, East 39th street, New York, N. Y.; Estate of Charles H. Jone 10 East 39th street, New York, N. Y. 3. That the know bondholders, mortgagees, and other security holders ownir or holding 1 per cent. or more of total amount of bonds, mor gages, or other securities are:—There are none. 4. Th the two paragraphs next above, giving the names of t owners, stockholders, and security holders, if any, conta not only the list of stockholders and security holders they appear upon the books of the company but also, cases where the stockholder or security holder appears upo the books of the company as trustee or in any other fiduciar relation, the name of the person or corporation for whom suc trustee is acting, is given; also that the said two paragrap contain statements embracing affiant's full knowledge and beli as to the circumstances and conditions under which stockholde and security holders who do not appear upon the books of th company as trustees, hold stock and securities in a capacit other than that of a bona fide owner; and this affiant has n reason to believe that any other person, association, or co poration has any interest direct or indirect in the said stock bonds, or other securities than as so stated by him.

LESLIE R. PALMER, Business Manager.

Sworn to and subscribed before me this 27th day of March 1918.

[SEAL] BERTRAM J. HERZOG, Notary Public.
(My commission expires March 30, 1919.)

PERFECTO GARCIA & BROS. HAVANA CIGARS
MADE IN BOND GUARANTEED HABANA TOBACCO
Factory: Tampa, Fla. *Office: Chicago, Ills.*

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Corral, Wodiska y Ca.,
MAKERS OF
HAVANA CIGARS
Julia Marlowe, La Sedora, La Duse, Mannatia, Etc.
Tampa, Fla.
El Aguila Nacional, Sir Edwin Arnold, La Cendina, La Lita, Etc.

F. LOZANO, SON & CO.
U. S. BONDED MANUFACTURERS
HAVANA CIGARS
F. LOZANO
FLOR DE NARVEZ
VICLO
TRADE MARK
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
OFFICE & FACTORY TAMPA, FLA.
N. Y. OFFICE, 437 FIFTH AVE., N. Y.

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NEW YORK CITY
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FOR THE CIGARETTE, CIGAR & TOBACCO TRADE

TOBACCO

ESTABLISHED 1886

Vol. LXV. No. 26 NEW YORK, APRIL 11, 1918 Per Annum, $2.00 Six Months, $1.00

TADEMA HAVANA CIGARS

ARGUELLES, LOPEZ & BRO.
MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

RIM 6c CIGAR

REMEMBER ITS MONDAYS RIM ESTAB. 1860 SOME CIGAR

A profit for the retailer and the jobber. Territory open for live jobbers who are willing to take an interest in a cigar that will duplicate.

S. MONDAY & SONS
34-40 South 1st St. Brooklyn, N. Y.

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Harris-Schwarz Co.
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NEW YORK

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